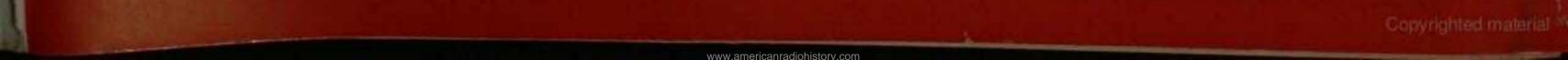
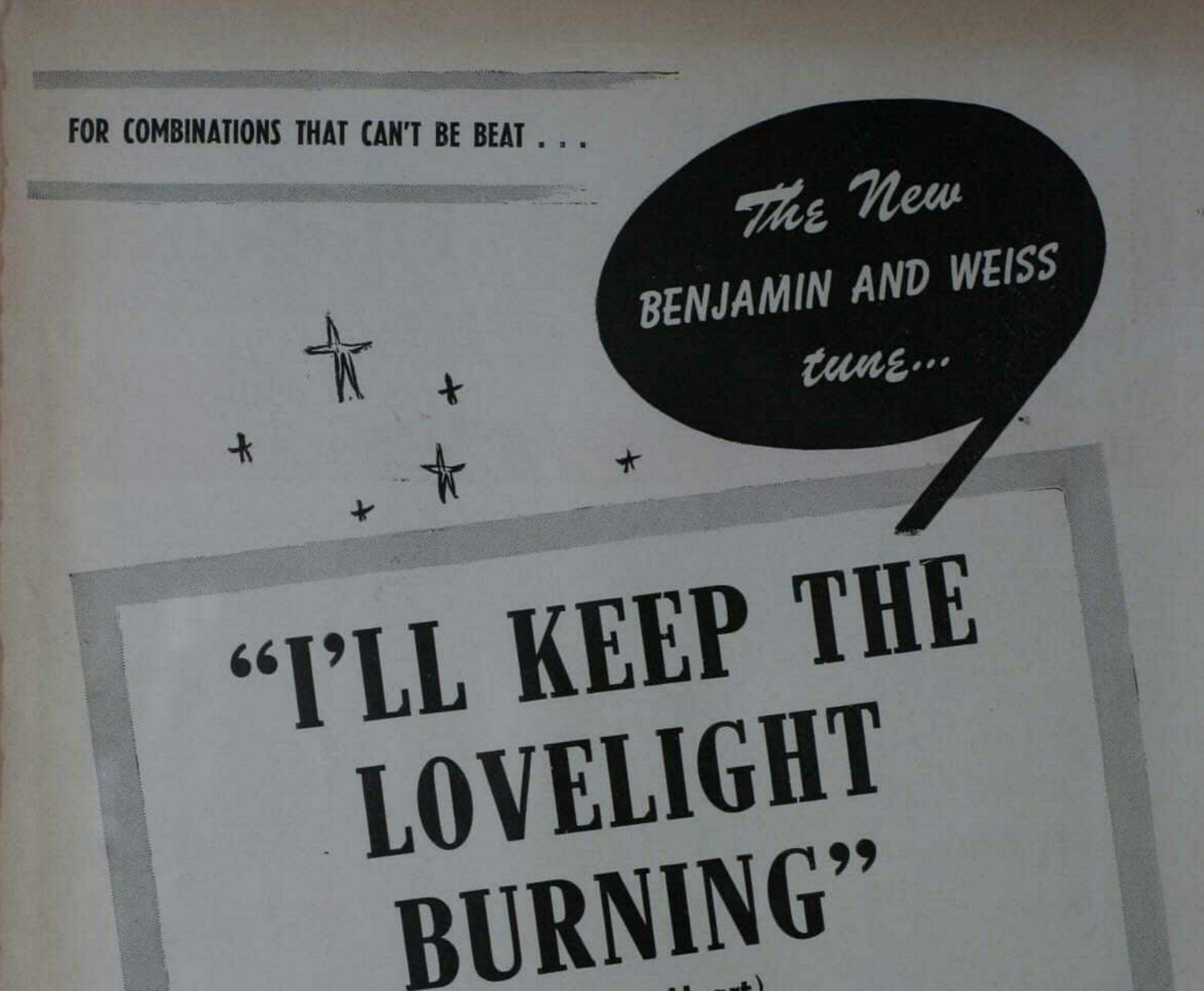


Noro Morales and his band, currently appearing at Gotham's Capitol Theater, is featuring his recently cut MGM disk version of "The Walter Thornton Rumba." The melodic tribute to the Model King, penned by Irving Fields and AI Gamse, was also recorded recently by Edmundo Ros, London Recording artist, shown in the inset picture. The Pops Music Company, publisher of the tune, has started a nationwide campaign on the two waxings and on other versions recently released. The artists, as well as Thornton's 14 offices in the U. S. and Canada, are throwing their advertising and promotional forces behind the number. Noro's version is supposedly the most commercial side the popular Latin maestro has ever cut. Ros's full lyric version, in calypso style, is already starting to roll. The lovely in the band pic is Nita Del Campo, Noro's wife.





(In My Heart)

CAPITOL	RAY ANTHONY
COLUMBIA	JERRY WAYNE
DECCA	DICK HAYMES
	with Gordon Jenkins
LONDON	VERA LYNN & SAM BROWNE
MERCURY	PATTI PAGE
	DERRY FALLIGANT
	BILL LAWRENCE
SIGNATURE (HI-TONE)	ALAN DALE
VOCALION	BILL HARRINGTON

USIC CORP. E

TOMMY VALANDO . 1619 B'WAY, NEW YORK

*

HOLLYWOOD - ARTIE VALANDO

...and these terrific recordings...

NEW YORK -- VICTOR PELLE . GENE PILLER

Vol. 61. No. 32



August 6, 1949

The World's Foremost Amusement Weekly

NBC'S THEATER-TV PROBLEM

Big Attendance and Sales At Music Merchants' Show; TV Hypos Retail Trade Broadcasting Company (MBS) will shortly announce its acquisition of Frank Sinatra, who will join web in

Diskers in Background; Uke and Banjo Comeback

NEW YORK, July 30 .- For the majority of exhibitors this year's for a \$2,500 weekly guarantee plus National Association of Music Merchants (NAMM) show held here this sales cut. week was a lively, profitable affair despite the overwhelming heat wave that undoubtedly drove visitors away from the crowded Manhattan Center floor. Attendance (over 8.600) and estimated over-all sales showed a definite increase over the 1948 Chicago conclave, with most of the business transacted on the distributor level. While it was generally conceded that this was a buyer's market, agressive venders-with or without boothswrote sizable orders thru sheer selling force.

June Tax Take **Shows Decline** From Yr. Ago

For the major record firms it was a different story, with several putting in what were admittedly institutional appearances. Outside of the television exhibits there were few new, revolutionary products displayed.

DISKERS, BUCCANEERS, UNDERTAKERS

The major diskeries, with their pat distributor set-ups were simply there land's famed Hollywood Canteen, heavy emphasis on their respective Wednesday (3) when spot becomes 45 r.p.m. and LP systems, with the the Golden Spike Theater, featuring latter showing a variety of new old-time melodramas and olio acts. changers by different manufacturers House will be taken over designed to accommodate several Grimaldi-James Productions, with speeds. The leading indies, for the the first show directed by Van Alen most part, spent their best time enter- James. Price policy of \$2.40 and taining distributors away from the \$1.80 will be established in the new convention floor. Several of these operation. inked new distributors from farflung districts where they were not October 3, 1942, and administrated by represented previously. For London, (See NAMM Show on page 16)

Sinatra, MBS Okay Programs **Daytime Jock Deal**

HOLLYWOOD, July 30 .- Mutual September as a daytime disk jockey. Deal was okayed this week following several months of negotiation, with crooner inked to a one-year pact

Fifteen-minute stanza will be peddled as an MBS co-op for local sponsorship. Show will be done from Hollywood, with Sinatra's platter talk tape recorded and woven into musical programing pattern. Paul Dudley will write the series.



HOLLYWOOD, July 30. - Filmto keep their names before the trade, wartime mecca for showbiz stars and altho Victor and Columbia placed servicemen, will reopen its doors by As Canteen, building was opened film toppers headed by MCA chief (See Hollywood Canteen on page 42)

for **Brooklyn Fox** A Tough Nut

Admission Scale Quandary

NEW YORK, July 30 .- The National Broadcasting Company (NBC) is currently wrestling in earnest with the problem of how it will provide programs for the Brooklyn Fox Theater when installation of the RCA theater-size TV equipment is completed. The installation in the Fabian Circuit house is expected to be complete in about six months. Actually, the problem, which is many-sided, may involve far more than the one Brooklyn de luxer, with the Fabian interests reported considering installation in another 10 houses. The cost per theater is \$25,000.

While it's taken for granted that sports and special events will provide programing at the outset, NBC TV execs are devoting considerable time to figuring out what's to follow. Altho it's far in the distance; some spokesmen at the web believe it's possible NBC may have to set up a dual programing operation on TV alone, one for the regular network phase and another for theater transmission. Behind this belief is the feeling that the double problem of creating, (See NBC's Theater-TV on page 13)

Liquor, Coin Machines Up

WASHINGTON, July 30. - June collections from most show business taxes were off from the same month last year, Internal Revenue Bureau reports. Collections from liquor and coin machines increased, but moderate declines were the rule for receipts from the tax on admissions, cabarets (See Tax Take Down on page 42)

Legit Hypo Seen In Tele Package, AFM Edict 'Tonite on B'way'

NEW YORK, July 30 .- Sale this week of Martin Gosch's package, Tonight on Broadway, to Esso is believed to presage a giant campaign embracing legit biggies and the sponsors to "sell" the theater to the nation. Reported in the works is a nationwide promotion campaign by which the sponsor's gas stations, in cities and hamlets all over the country, will be utilized to plug legit in general, and specific shows as well.

The number of possible tie-ups inherent in such a pact are believed by legit vets to offer the best hope in years for stimulating a revival of the road. Shows which will be aired on the program will likely get heavy plugging for road companies in every community in which Esso has gas stations, meaning almost everywhere. (See Broadway Package on page 12)

In This Issue Burlesque

	** * **
	Music Machines
0	Revenue and the second second
	music Pop Charts. 21
6	Night Clubs
	THERE COLLER AND A COLLER AND
5	Parks and Pools
6	Dinos For These
	Pipes for Pitchmen Bi
8	Radio Television
4	Finding Action Biold
	REDEPLOIPA
5	Rinks and Skaters 73
-	Athas and Skaters, 73
	Roadshow Films 43
0	Contraction of the second s
	noutes
	Salesboards
- 22	CALCEDUATUE
	Shuffleboards
	The second se
	Vaudeville
100	Vending Machines, 87
	VENGINE MACHINES BY

Musie

Vocal - **Players** Told To Join Music Union

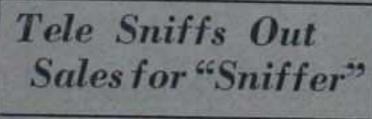
AGVA IS

Another Jurisdiction Jam

NEW YORK, July 30 .- Another wallop was thrown at the American device (which tests earth for radio-Guild of Variety Artists (AGVA) by the American Federation of Musicians (AFM) when the latter notified all agents that starting September 15 all singers who use claves, maraccas or similar devices while working with a band will have to hold AFM cards.

The rule, national in effect, was passed at the recent. San Francisco AFM convention but only last week did it become public when all agents received letters from the musicians union. The new regulation says, "A vocalist performing with an orchestra is prohibited to use any kind of conraption or device that lends background to the rendition of an orchestra unless he or she is a member of AFM."

This latest edict will tend to throw



HOLLYWOOD, July 30 .- Tele sales success stories are getting commonplace, but KFI-TV sales topper Kevin Sweeney thinks he's got a new one hard to figure.

Seems that Troup Engineering Company decided to market an inexpensive Geiger counter called "Geiger Sniffer" and took to tele for test purposes. Bankroller pitched active minerals) in a participating spot of KFI-TV daytime show. Results: Four instruments sold from first tele spot-at \$54.50 each.

Even Sweeney is at loss to explain consumer interest in radio activity. but thinks U. S. Government's standing offer of a \$10,000 reward for discovery of uranium deposits may have something to do with turning tele lookers into amateur atom busters.

performers into greater confusion than ever while trying to figure out which union's orders they are to obey, according to the opinion of showbiz authorities. At present AGVA has foreseen turn in developments takes jurisdiction over all performers who place. It was learned that ASCAP (See AFM's Edict on page 36)

ASCAP-TV Music Pact In New Snag

Another Cuffo Extension?

WASHINGTON, July 30 .- On the heels of another month's extension by the American Society of Composers, Authors and Publishers (ASCAP) in the deadline for cuffo TV music, a worried look is again beclouding negotiations between ASCAP and television broadcasters on a video music pact. A snag has developed anew on blanket and per-program rates, and, altho negotiators are bravely forecasting that differences will be ironed out, it is now held unlikely that a final pact will be consummated before mid-October.

Circus Classified Ads Coln Machines Fairs & Expositions Final Curtain General Outdoor Honor Roll of Hits Legitimate Letter List With ASCAP this week (28) having extended the cuffo music deadline to September 1, insiders are freely predicting that still another ex-Magic tension will be needed unless an un-foreseen turn in developments takes place. It was learned that ASCAP (See ASCAP-TV Music on page 13) The Billboard Main Office: 2160 Patterson St. Cincinnati 22, O. Subscription Rate: One year. at Post Office. Cincinnati, O., under act of March 3, 1879, Copyright 1949 by The Billboard

The Billboard

August 6, 1949

Heroes Also **Cash In Via** TV, Records

GENERAL NEWS .

Lucrative Sideline for Aces

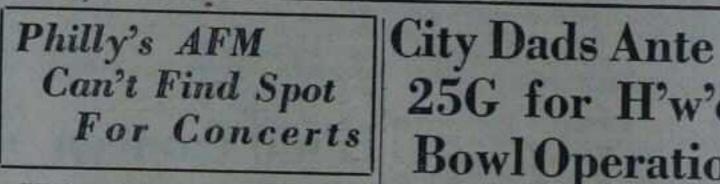
NEW YORK, July 30 .- Heroes of the baseball field are finding that reputations made on the diamond can also pay off in front of the microphone. A rash of appearances recently on radio and TV shows has proved highly lucrative to betterknown ball players. Even umpires have begun to muscle into the act, much to the disgust of the working players. The current rush for baseball talent makes previous efforts to get former stars on the air pale out by comparison. It even beats the old-time vaudeville practice of booking sports celebs for tours in the twoa-day.

So intense has this interest become, that several players are known to have taken on agents to handle their air commitments. One of these is said to be Hank Sauer, slugging outfielder of the Chicago Cubs, who is reported unwilling to talk terms personally, but refers all inquiries to his agent. Perhaps the hottest property around these days is Jackie Robinson of the Brooklyn Dodgers, who also has a daily sports show of his own during the off-season on WMCA, New York. Robinson's Robinson's latest guester was on Ed Sullivan's Toast of the Town video show on the Columbia Broadcasting System (CBS) July 17. Stan Musial, of the St. Louis Cardinals, also appeared on the same show.

NUMBER ONE ACROSS THE MUSIC-DISK BOARD

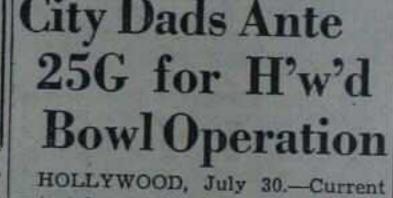
- No. 1 On the Honor Roll of Hits SOME ENCHANTED EVENING
- No. 1 Sheet Music Seller
- SOME ENCHANTED EVENING No. I Most Played on Disk Jockey Shows
- RIDERS IN THE SKY V. Monroe Ork., V 20-3411, 47-2902 No. 1 Disk via Dealer Sales
- SOME ENCHANTED EVENING, P. Como, M. Ayres Ork. V 20-3402: 47-2896 No. 1 Disk in the Nation's Juke Boxes
- RIDERS IN THE SKY V. Monroe Ork., V 20-3411, 47-2902 No. 1 Most Played Juke Box Country and Western Record
- LOVESICE BLUES, H. Williams and His Drifting Cowboys, MGM 10352 No. 1 Best Selling Retail Country and Western Record
- LOVESICE BLUES. H. Williams and His Drifting Cowboys, MGM 10352 No. 1 Most Played Juke Box Blues and Rhythm Record TROUBLE BLUES, C. Brown, Aladdin 3024
- No. 1 Best Selling Retail Blues and Rhythm Record
- TROUBLE BLUES. C. Brown. Aladdin 3024 No. 1 Sheet Music Seller in England
 - WEDDING OF LILI MARLENE

Leading albums, classical disks, English and Canadian sheet sellers and full score on all music-disk popularity in Music Popularity Charts, pages 22 to 34.



PHILADELPHIA, July 30 .- Altho Local 77, of the American Federation of Musicians (AFM), has allocated more than \$35,000 from the national record royalty fund to be spent on music for the local citizens, the union officials are burned up because their efforts to find suitable facilities for outdoor concerts thus far have been unsuccessful.

First, union Prexy Frank P. Liuzzi had asked the Fairmount Park Commission for permission to permit musical concerts in front of Memorial Hall. But the park officials said they couldn't put up the necessary chairs. And besides, the park commission didn't want any dancing in the park. Then Liuzzi turned to Mayor Bernard Samuel, city property boss Nathan Rambo and some city councilmen, saying the city had only to ar-(See PHILLY AFM on page 21)



entertainment biz doldrums hit this town's Hellywood Bowl hard this year, forcing the civic-subsidized outdoor concert hall to ask for an extra \$25,000 appropriation from Los Angeles County Board of Supervisors in order to continue operating the remainder of the season without going into the red. Extra dough was forthcoming late this week, thus eliminating the fear that the season would end August 15 rather than continuing thru Labor Day. Attendance figures this season have failed to match previous years' take. altho Bowl ops hope attractions skedded for August will help boost the season's grosses to the desired 200,000 customers. Bowl's operating nut is pegged at \$9,500 per event, exclusive of fees for soloists or conductors. Still to be featured during August are Heifetz, Kossevitzky, Artur Rubenstein and Isler Solomon. To draw non-classical music fans, Bowl has set a series of pop nights, including a Rodgers-Hammerstein evening, as well as concerts featuring Lena Horne and Skater Barbara Ann Scott.

Radio Lures Baseball Stars Decca Profit In First Half Shows Upturn

\$388,000 for 6 Months

NEW YORK, July 30 .- Decca Records' financial report for the first half of the current year, which will be presented to stockholders Tue-day (3), will show earnings of about \$388,000. In view of the current trade-wise crying of business blues, the report will prove particularly significant, since Decca will show an increase in business in its second quarter of this year as compared with the April-June period of last year. This year Decca earned 14 cents per share in the second quarter, while last year's earnings in the same period were only 5 cents per share. Decca has 776,000 hares of common stock oustanding.

The first half report will show a drop of 5 cents per share as compared to last year's 50 cents per share in the first half. The diskery enjoyed a healthy 50 cents per share the first quarter in 1948 but slumped sharply (See DECCA EARNS on page 16)

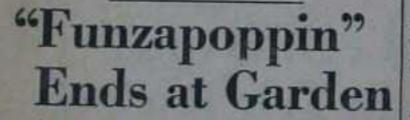
Dinah Shore Heeds Call Of Hometown Petitioners

HOLLYWOOD, July 30 .- Petitioned by townsfolk of her hometown, Winchester, Tenn., Dinah Shore has agreed to trek to the Southland for a personal appearance at the forthcoming Franklin County Fair, where she will headline the fair show August 18.

It will be a one-night stand for Dixie's Dinah, to be followed by an

Sullivan, just the week before, had three other baseballers as guests.

(See Radio and TV on page 8)



NEW YORK, July 30 .- Olsen and Johnson in Funzapoppin will exit from Madison Square Garden after tomorrow night's performance, a full week short of their intended stay.

The funsters have been holding out in the arena since June 30, except for a four-day hiatus last week when the Lions International took over the auditorium for their national convention. With the exception of the sale of the entire house Wednesday night (20) to the Lions for a reported \$7,500. the comics have played to only a sprinkling of patrons in the vast, 14,000-seat Garden.

Business was good Saturday (23) but declined from then on until the Wednesday (27) matinee, when less than 1,000 persons were in the audience. Average attendance thruout the run has ranged around 3,000, about 2,000 under the estimated minimum needed to carry the nut.

Low Scale No Inducement

Standard Olsen and Johnson fare, which has been playing to huge audiences in the hinterlands and which in the past has ridden the gravy train on Broadway, was ignored despite the nominal price scale of \$1 to \$2.50, plus tax, and the excellent cooling system now operating in the Garden.

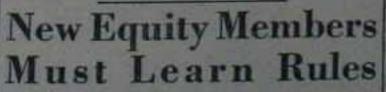
The folding followed the pattern of former summer offerings in the Garden. Within a decade, Monte Must Learn Rules Proser's Dance Carnival, featuring top name bands and fetching decorations at popular prices, laid an egg. It was followed by weekly boxing shows at reduced prices, but these also flopped, as did Spangles, the circus presentation.

IBEW on Job as **CBS** Talks Resume

NEW YORK, July 30 .- The midnight deadline last night passed without the slated walkout of the International Brotherhood of Electrical Workers (IBEW) from owned-andoperated stations of the Columbia Broadcasting System (CBS). Negotiations, which went well into the evening, were adjourned until Monday (1), with participants in a friendly mood and the threat of a strike apparently averted, at least for the moment.

Involved are some 470 engineers at the web's o.-and-o, outlets. The beef concerned the IBEW demand for a 6 per cent wage raise from the current scale. In New York scale is \$62.50 for beginners up to \$125 after five years.

It is generally believed that IBEW strategy calls for a lay-low policy his brother, David, in establishing during the summer hiatus months the Hollywood company. Firm here while negotiations continue with the will do business on a national scale, net. If by fall efforts to reach an making its imported and domestic agreement have failed, IBEW will lower the strike boom, hitting the vision, movies, etc. web at a time when it hurts most.



NEW YORK, July 30 .- To acquaint new members with rules and working conditions and thereby reduce infractions, Actor's Equity and Chorus Equity will hold four educational meetings this season, to be followed to attend at least one session.

London Costumer **Opens Calif. Branch**

HOLLYWOOD, July 30 .- Costume house, affiliated with one of the world's oldest and largest firms in the field, London's M. Berman Ltd., will start operations here within the month, A California corporation, it will do business as Max Berman & Sons,

Monty M. Berman, associated with his father in the London firm, has arrived here to assist costumes available for stage, tele-

An entire shipload of costumes, many of them said to be hundreds of years old, is reported en route to Hollywood as the local firm's initial stock, and it is expected that 150 tailors will be hired here.

by examination for each new member.

It will be compulsory for members

appearance next day at Nashville's Sulphur Dell ball park where the thrush will warble as an added attraction at a charity ball game sponsored by the local Kiwanis Club. Trek marks Miss Shore's first public appearance in her home area since the war years.

Billboard

The World's Foremost Amusement Weekly Founded 1894 by W. H. Donaldson Publishers

Roger 5. Littleford Jr. William D. Littleford

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Herb Dotten Outdoor Editor William J. Sachs Executive News Editor (Cincinnati)

Dick Armstrong Executive News Editor (New York)

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- F. B. Joerling, Gen Manager Southwest Division ADO Arcade Bidg., St. Louis 1. Mo. Phone: CHestnut 0443

Subscription rates payable in advance. One year, \$10, Two years, \$17.50 These rates apply in the United States, U. S. Possessions, Canada and countries in Pan-American Postal Union. Rates in other foreign countries sent upon request. Subscribers when requesting change of address should give old as well as new address.

The Billboard also publishes

Vend, the monthly magazine of automatic merchandising

Turnover, the monthly magazine for radio, television, record and phonograph dealers.



CBS Outlines D. C. May Lose 3-Way Drive **On Promotion**

Radio, Newspapers, Mags

NEW YORK, Aug. 1 .- A two-day promotion clinic for Columbia Broadcasting System (CBS) station execs and promotion managers kicks off here today and will map out the biggest campaign in the web's history. Victor Rainer, advertising and sales promotion head, will tee off the sessions in a closed meeting and is skedded to outline the complete secret blueprint. This blueprint calls for a heavy on-the-air promotion campaign, tied in with extensive newspaper and magazine advertisements. Beginning about the middle of August and extending into the middle of November, CBS will push on three Yankton, S. D., and WCOP, Boston. separate campaigns: One for evening shows, another for daytime strip represented in the transfer negotiashows and the third for early evening tions by Ben Strouse, general manstrip shows. The major campaign, of course, will be that for the nighttime airers, and this will involve a complex system of staggered air plugs abandoned or switched to WWDC's and ads.

Promotion Plan

Ratner is to tell the promotion The negotiations, however, could reexecs that each night's entire program sult in elimination of a Washington schedule will get a separate sub- radio station. campaign. The first line-up to be Contingent on WWDC Disposal

WASHINGTON, July 30. - The Cowles brothers, Look magazine, Des Moines Register and Tribune, are selling their station, WOL, to the Capitol Broadcasting Company, owner of WWDC here. Sale price is reported at \$300,000. In an application for the transfer, which is expected to be completed for filing with the Federal Communications Commission (FCC) next week, the Cowles group stated that they are retiring from the Capital in order to concentrate efforts on radio and television in the Midwest and Boston. Cowles has been trying to get TV frequencies in Des Moines and Boston but is currently frozen out by limited allocations. If the WOL sale is okayed by FCC, the Cowles radio holdings will be reduced to three stations: KRNT, Des Moines: WNAX,

AMer in WOL

The Capital Broadcasting Company, ager of WWDC, hopes to shift its WWDC call letters to the 1260-kc. frequency, with call letters WOL to be 1450-kc. frequency, in the event a buyer for the latter station is found.

Radical Programing Plans Sale to WWDC Call for 5 - Day Wk.; No News Sustainers, Fancy, Gimmicks

The Billboard

By Jerry Franken

NEW YORK, July 30 .- The blueprint for the operation of WOR-TV, scheduled to start service October 4 or thereabouts, has been drawn and the plans embody a number of concepts new and revolutionary to television programing and operation. As presently planned, the WOR-TV operation will differ radically from those of its six competitors in the New York metropolitan market, with these major points of difference:



NEW YORK, July 30. - Edwin Pauley, Democratic bigwig, told The Billboard yesterday (29) that he intends to reinstitute negotiations next week for purchase of KLAC-TV, the Dorothy Schiff station in Hollywood. Pauley said he would wait until the passing of the August 1 expiration date of the proposed sales contract between Mrs. Schiff and Warner Bros. The Warner deal was virtually wiped out when the Federal Communications Commission (FCC) rejected a element, he declared, was that de-

W R-TV will air no sustaining news programs, and no news programs at all, unless desired by a sponsor.

5

WOR-TV will air on a five-day, exceed considerably the 12-hour weekly service required by government regulation.

WOR-TV will avoid all elab, rate production gimmicks, concentra q on personality programs and sports.

The station will use no sustaining films.

The station also will inaugurate a new type of partnership operation insofar as package producers are concerned, sharing commercial income with them from the first dollar.

The thinking behind WOR-TV's approach to video was outlined this week by Julius Seebach, vice-president in charge of programs for both WOR-AM and WOR-TV. The first

plugged will be that of Monday nights. About August 20 a heavy bombardment of station breaks and one-minute spots, some of which probably will utilize talent from the shows involved, will begin on CBS outlets.

After about a week a series of large ads will be taken in newspapers in all the Hooper cities, emphazing the same line-up. This will be followed by another five to six weeks of diminishing air-plugs. The same system will be used for each of the other nightly line-ups, with some overlapping, of course. The culmina-

Mutual Prog. V.-P. **Studying Overhaul**

months will elapse before any major changes are made in the Mutual (MBS) programing structure under Bill Fineshriber, the network's newly designated program veepee, it became apparent this week. Fineshriber, who assumed his new post two weeks ago, will take a considerable period of time studying the highly complex Mutual operation before giving the program schedule a major overhaul.

Chances are that such steps will not take place until after a directors' meeting in September, at which Finethriber will probably present his ideas on revision, as well as any changes he may propose in the budget. Meanwhile, he is focussing on the weaker spots in the Mutual line-up, with greater attention being given daytime shows.

An unusual mark of respect and recognition has greeted Fineshriber since he moved from Columbia to his new Mutual desk. Some 200 affiliated station execs, many of whom knew or dealt with the new Mutual veepee while he was in his former berth, have written him, voluntarily, pledging all-out support in the campaign to hypo the MBS offerings. Similar pledges of co-operation have peen extended by the Mutual stockholder stations,

either the sale or junking of WWDC ners had set for the deal. within six months after filing of the proposed transfer papers with FCC. cut down the price from the

The proposed transfer of 1260 kc. not hear argument and make a deto Strouse's group is contingent on cision by August 1, the deadline War-

Pauley indicated he might try to (See DC May Lose AM on page 13) (See Pauley Renews Pitch, page 13)



IDIO-TELEVISION

Communications to 1584 Broadway, New York 19, N. Y.

WOR'S NEW SLANT FOR TV

NEW YORK, July 30 .-- Despite an | unwillingness to comment openly on sharply stiffened policy against liquor the possibility of accepting advertis- air plugs is being formulated by the ing for hard liquors, officials of some Bureau of Internal Revenue's Alco-NEW YORK, July 30. - Some of the major webs this week were holic Tax Unit (ATU), it was disknown to be favorably inclined to- closed yesterday. The ATU's imward such a development. Of the pending crack-down, which forefour major networks, only the Mu- dooms negotiations by distillers for tual Broadcasting System (MBS) is air time to plug liquor, is inspired by firmly rejecting the distillers. Two webs, the National Broadcasting Company (NBC) and the Columbia Broadcasting System (CBS), could likely be completely sold out in evening time if the plan matures into reality.

S. D. Hesse, advertising co-ordinator of Schenley Distillers, Inc., paid a series of calls on top web brass here this week to sound out attitudes concerning acceptance of business. While these talks were entirely exploratory and did not go into details concerning method or programs, Hesse followed them up by issuing a statement that Schenley hopes to buy radio or TV time this fall or winter.

Tradesters regard as a trial balloon Hesse's statement that results of studies made in co-or eration with webs and indies "warrant . . . immediate submission of contracts to radio stations and networks." However, it is also considered a cinch that further discussions will be held and, based on reaction to the current flurry, a decision on whether it is (See Most Web Execs on page 10)

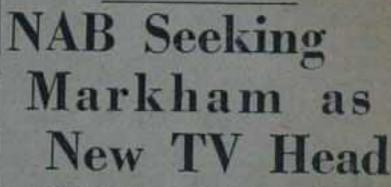
WASHINGTON, July 30. - A a three-way drive against liquor air plugs launched this week by Sen Edwin C. Johnson (D. Colo.) in letters to the Secretary of the Treasury and the Federal Communications Commission (FCC) requesting action against plans of certain large distilling companies to use radio broadcasting to advertise their product.

An ATU spokesman told The Billboard that the tax unit figures itself as having "full control" over liquor advertising under the Alcohol Administration Act of 1935 and that the ATU intends to "get tougher if necessary." He declared the unit has long followed a policy of discouraging air liquor plugs but is ready to take an even stronger course. While radio plugs for liquor are not specifically banned by the act, the ATU spokesman said the unit considers such plugs unsound advertising policy.

ATU's Procedure

It was indicated that the ATU's (See ATU Stiffens Policy on page 10)

petition for speed and said it could (See Radical Programing on page 8)



NEW YORK, Aug. 1. - George Emerson Markham, manager of the General Electric (GE) stations in Schenectady, N. Y., has been offered the job of director of the new video division of the National Association of Broadcasters (NAB), The Billboard learned over the week-end. The post was newly created under the NAB reorganization put into effect two weeks ago.

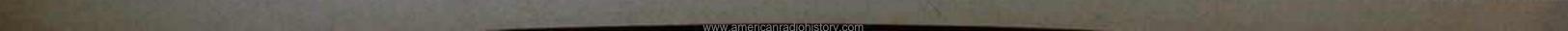
Markham has been manager of WGY (AM), Schenectady, for years and has also been in charge of the GE television operation in the city, WRGB, since its conception and inception. Because of his knowledge of TV station operations and problems, he is highly regarded in video.

Ma"kham will advise Justin Miller, NAB president, of his intentions regarding the job today (Monday). Miller leaves on his vacation Friday (5) and is eager to get the TV post, which pays \$17,500 annually, filled before his departure.

Benny TV Debut Tentatively Set

HOLLYWOOD, July 30 .- Despite frequent denials by Jack Benny and American Tobacco Prexy Vincent Riggio, the comic now seems almost certain to begin his video series this fall. A tentative starting date of October 6 has been set, it was learned this week.

Benny will go into the 8:30 p.m. Thursday time on the Columbia. Broadcasing System TV web as origicourse of action would be to mail nally skedded and will air every other letters to distillers advising them that week, alternating with Inside USA, it would be unwise to contract for air the Howard Dietz-Arthur Schwartz musical.



6

RADIO-TELEVISION

The Billboard

August 6, 1949

NAB Indies May "Marry" **Radox; Urge Industry Peace**

WASHINGTON, July 30. - The study of sports broadcasts, public in-Radox system of measuring audience terest announcements and a series listening (The Billboard, July 9) will of disk jockey continuities. get a chance to prove itself as a possible corollary to the Broadcast Measurement Bureau service. Arrangements were authorized this week by the National Association of Broadcasters (NAB) unaffiliated stations executive committee for a report on the new system by Albert Sindlinger, co-inventor of Radox, at the "independents' day" session of the committee at the 1950 NAB convention. Indies have been squawking about the Hooper phone survey for some time, claiming it does not give them a fair shake.

Albert Sindlinger, prexy of Sindlinger & Company, Philadelphia, in explaining his Radox system to the unaffiliates committee this week claimed that it gives more accurate measurement to indie station programs which, according to Sindlinger, aren't given an equal "break" under other methods.

Programing Accents

The indies' committee, headed by Ted Cott, WNEW, New York, is giving top attention to programing, with authorization for reports on three programing studies besides Radox for the ext NAB convention. Continuing audience studies will be made for the group by Dr. Sydney Roslow, director of the Pulse, Inc., who will report on a study of a previously unmeasured audience, with special attention to listening outside the home in such places as summer resorts, hotels, autos and the like. In addition, a subcommittee to undertake a study of national foreign language groups for the use of foreign language stations was named by Cott. Arnold Hartley, veepee and program director of WOV, New York, was appointed subcommittee chairman. The study, the first of its sort to be made under the NAB, will develop comparative coverage figures for foreign language stations and newspapers. The new group will work with the Voice of America, the Economic Co-Operation Administration and the United Nations in acquiring foreign language programs for U.S. use. The Cott committee also voted to abark on a

Bury Hatchet

In stirring increased activity in the field of radio programing, the Cott committee went on record at its two-day meeting Monday and Tuesday (25, 26) with a plea for audio radio and television to "bury the hatchet." The committee said in part: "The time has come for the components of the broadcasting industry AM, TV, and FM, to bury the hatchet and take out their constructive tools from their hiding places. Attacks by one segment of broadcasting on a final okay, but were unable to do so the agency this week set back the others is not only bad taste but bad salesmanship. Each of these forms of broadcasting, as a public interest and advertising medium, has its place and must continue to earn its way by constructive and positive action, rather than destructive and negative selling tactics.

"This is the time for the industry to move ahead and not stand still and certainly not slip back. All forms of broadcasting must continue to carry on their services with dignity, courage and optimism. Anything else will result in fratricide.

NLRB Nixes AFL Unit for WNEW

WASHINGTON, July 30 .- A longstanding attempt by the American Federation of Labor's Radio & Television Broadcast Engineers' (RTBE) union to install a unit in WNEW New York, met final defeat today in a decision by the National Labor Relations Board (NLRB), which concurred in a previous ruling by the regional director for the second NLRB district.

That Ford Looks Like It's Past Ozzie's Future

Harriet Nelson, who signed two weeks ago with the American Broadcasting Company (ABC) on a 10-year ticket, were within 12 hours of sponsorship on another network, it was reported this week. Would-be bankroller was Ford.

According to the story currently going the rounds, Ford, via J. Walter Thompson, had taken an option on the show, which recently went on the market after its contract with International Silver expired. The day the option expired, agency execs were still trying to reach top Ford brass for before the close of business that day and the expiration of the option.

ABC execs huddled and settled a deal. The next morning Ford advised the to August 26. The action was Thompson agency they'd buy the prompted by nearly a score of petishow, only to be told it had been tions received by the agency in the signed by ABC. The network is now last few days complaining that the pitching for the account, which re- original hearing date of August 29 portedly is interesting only in either and filing date of August 8 gave insuf-Columbia (CBS) or National Broadcasting Company (NBC) facilities.

Bob Schmid Assumes New Mutual V-P Post NEW YORK, July 30 .- Bob Schmid

is assuming a new vice-presidential post at Mutual (MBS) this week taking over the post of veepee in charge of advertising, promotion, research and planning. This is Schmid's third veepee post at Mutual, and also the one with the longest title. He currently heads commercial sales, having previously headed station relations. He started with the web in sales promotion.

Schmid's shift, necessitated by the resignation of E. P. H. (Jimmy)



Freeze-Lift Postponed

WASHINGTON, July 30 .- Amid additional signs that the proposed very-high-frequency (VHF) and ultra-high-frequency (UHF) allocations of the Federal Communications Commission (FCC) will be hotly contested at the forthcoming TV hearings, ending of the freeze still futher by ordering a postponement of the allo-That night the program's rep and cations hearing date to September 26 and of the date for filing comments ficient time to examine the complicated allocations proposal.

> The first protest on the allocations scheme came from the American Broadcasting Company (ABC), which declared that dual VHF-UHF TV in the same city "would produce a disjointed system" and create "indeterminate problems." The web said that it believes the problems of dual TV can be solved by taking into account directional antennas and the use of carrier offset. By incorporating such items in the allocations system, said ABC, it should be possible to provide additional VHF channels Extra channels in the low range would, in most cases, permit the FCC to keep city channel assignments exclusively VHF or exclusively UHF instead of

Jeff Alexander New Sinatra Batoneer

HOLLYWOOD, July 30 .- Coveted musical director's berth on the new Frank Sinatra five-a-week musical strip for American Tobacco Company has been offered to Jeff Alexander, former Lynn Murray choral director and musical arranger. Alexander will sign papers next week to baton the series which begins September 5 over the National Broadcasting Company (NBC), replacing Axel Stordahl, Sinatra's long-time musical conductorarranger. Show will feature operatic star Dorothy Kirsten in the supporting spot.

Sources close to Sinatra insisted that his long friendship and business relationship with Stordahl is still firm, contending that Stordahl's high fees were the only reason why the orkster wasn't rehired for the new series. Stordahl will continue to baton Sinatra's recording dates and handle musical chores on the Voice's MGM motion pic stints.

Col Pix Buys "Fat Man"

HOLLYWOOD, July 30 .- Columbia Pictures will seek to cash in on The Fat Man's following created during the whodunnit's three-year run on American Broadcasting Company (ABC) net, bringing the Dishiell Hammett character to the screen. Fat Man will be produced as a series with negotiations currently under way for Sidney Greenstreet to take the title part.

The NLRB, in its ruling, dismissed a petition by the AFL's RTBE for certification of representatives. A poll among 20 WNEW employees was conducted December 10 under direction and supervision of the regional director for the second NLRB region, and the tally showed 11 votes cast against certifying RTBE, which, thereupon, filed notice of objections, alleging that "certain acts by the also has a new job, becoming national employer" and by the American Communications Associations, CIO, had prevented the employees from exercising a free choice. The regional director ruled against the RTBE, finding that WNEW and the CIO union had been parties to a collective bargaining agreement since September 1, 1946, and that the AFL union's "acquiescence" during the intervening period precluded the objection. The NLRB board upheld that ruling. mains unfilled.

James, has resulted in some reshuffling in the Mutual promotion and sales set-up. Hal Coulter, formerly administrative assistant to sales head McAllen, Tex., filed a petition to al-Jess Barnes, now takes over advertising and promotion, while Dick Puff retains research. Bill Fairbanks shifts to head planning, having formerly handled sales presentations.

Benson in New Post

George Benson, of the sales staff, sales manager. He was formerly Eastern sales manager. Duncan Buckham is becoming a division sales manager, headquartered in the East, and Carroll Marts becomes his opposite number for the Midwest, headquartering in Chicago.

In addition to advertising and promotion, James was MBS TV co-ordinator. Since the network is by-passing TV for some time, that job re-

ABC Plots New Sat. Music Plan; Fall Sked Shapes Up

program schedule of the American Broadcasting Company (ABC) this week began to shape up, as the web's toppers hammered out a new type of musical set-up for Saturday nights. The tentative ABC plan is to have a group of shows featuring different bands tied together via a single emsee who would work thru the entire evening. The man for the full-evening chere has not yet been chosen.

Sunday will remain as is, with the s. r. o. sign up. American Oil's Carnegie Hall, Stop the Music, Winchell and Parsons, the new Bruner-Ritter business and Jimmie Fidler are a solid bloc.

Week-Day Skeds

Mondays will be built around the Railroad Hour and the Kate Smith show, the latter item taking up nearly

NEW YORK, July 30 .- The fall two hours. Tuesdays will be public service night, with Town Meeting again the bulwark. Wednesdays will be devoted to mysteries, with Pat Novak for Hire the only show definitely set at this point.

Comedy will be highlighted Thursdays. The newly acquired Ozzie and Harriet show will be the mainstay here, with other possibilities the Blondie and Fannie Brice shows for which the web has been negotiating with the William Morris Agency. It is believed that the finalization of these two shows is contingent on the web's selling Ozzie and Harriet since some sort of annual guarantee would be involved, and ABC is reluctant to go further into hock at this time.

The Friday sked is set, with the line-up including Lone Ranger Fat Man, Your FBI, The Sheriff and boxing.

a mixture, ABC remarked.

McAllen Fuss

The McAllen Television Company, locate Channel 12 to that town, pointing out that the proposed allocations assign no channels at all to McAllen, which has a population of 15,800. Channel 12, said the petitioner, could be fitted into the allocation system, since under the revised plan that frequency is not assigned to any city within 218 miles.

The remainder of the petitioners simply said that it would require more time than the commission had allowed for the proper study of the allocations and the preparation of comments.

The FCC's postponement announcement also made three changes in the proposed allocations plan, substituting Channel 11 for Channel 10 at Marquette, Mich.; Channel 13 for Channel 12 at Shreveport, La., and a deletion of Channel 10 at Lawton, Okla.

Prior to moving back the hearing date; the FCC had figured it would be able to lift the freeze in the winter of 1949. The postponement, however, makes it certain that the freeze will extend into 1950.

Wash. Boxing Comme Seeks Radio-TV Cut

WASHINGTON, July 30 - The D. C. Boxing Commission would get a cut of 10 per cent of promoters' radio-TV take under a bill which is to be taken up by the House Listrict Committee early next month. The measure was drafted by the local corporation counsel and introduced by Rep Oren Harris (D., Ark.),

Strong opposition to the bill was voiced this week by Charles Ford, attorney for a promoter, who declared that the Commission has no more right to a percentage of the radio-TV rights than it has to a slice of the hot dog concession.

The Billboard

40,000at WMT's Farm **Field Day**

Pubserv Show Big Success

CEDAR RAPIDS, Ia., July 30 .-More than 40,000 from three Midwest States, Iowa, Illinois and Wisconsin, rathered yesterday at the Delaware County Fairgrounds in Manchester, Ia., for the fourth annual Farm Field Day of WMT, local Columbia Broadcasting System (CBS) affiliate. According to William B. Quarton, general manager of WMT, the event was extremely successful from both the station's and the public's vlewpoint. Attendance was the largest in the history of the promotion.

This year's theme was farm and home conservation and storage, stemming from large crops in this area which are in danger of spoilage thru lack of usual storage facilities. Quarton said that the station made a definite attempt to minimize any commercialism and make the day one of dissemination of information and education. Program got under way at 10 a.m. and lasted until about 4:30 p.m. It included speeches, demonstrations and entertainment, as well as farm equipment exhibits which used a 20-acre area in back of the airgrounds grandstand.

regular commercial programs from the grounds, giving sponsors double impact of having their talent appear before the public and having their wares exhibited on grounds. Fortyseven manufacturers, not all of them station sponsors, had exhibits of about 200 products.

Strictly Pubserv

Quarton pointed out that altho other

tion of the book-of-the-month technique in sale of radio transcriptions was announced this week by Joseph D. MacCaughtry, head of Cardinal Company, Hollywood transcription service. Membership in the "Cardinal Club," according to MacCaughtry, will guarantee radio station ops a 25 per cent discount in purchase price of plattered programs plus an additional "dividend" show offered gratis as a club membership "bonus" feature.

To earn discount under the club plan, station ops must purchase shows equivalent to one-time quarter-hour Class A station rate for a one-year period, with one station in each market guaranteed exclusive program protection. Frequency and type of "dividend" shows will be governed by total club membership.

Pointing out that plan is not a "coop programing venture," MacCaugh-, ployees whose jobs were eliminated try stressed that all programs offered have previously been waxed and tional Association of Broadcasters processed, thus guaranteeing buyers full delivery as contracted for and eliminating risk of cancellation because of incompletion of a planned ran the gamut from executive veepee show. Programs already waxed included The Anderson Family, 52 halfhour situation comedy with Dick Lane and Louise Arthur; Marvin Miller's Storyteller, 260 five-minute episodes; Jimmy Scribner's Sleepy Joe, 260 quarter-hour kid shows; Art Baker's Notebook, 15-minute five-a-The station aired three hours of week show, and Adventures by Morse, 52 mystery stanzas written by Carleton E. Morse.

> service will include programing advice, sales promotion guidance, script and spot production service and personal appearance tour co-operation. switchboard operator, three research In most cases, a station's quarter- clerks in Doc Kenneth Baker's dehour rate will guarantee delivery of all five Cardinal shows, according to

Cardinal's New BAB Set - Up Paralleling Transcription Deal BMI Likely; New Agency Shaping as Threat to NAB

NEW YORK, July 30 .- The organization of the Broadcast Advertising Bureau (BAB) along corporate lines similar to those of Broadcast Music, Inc. (BMI), is the likely outcome of yesterday's meeting of the BAB executive committee. The BAB is now an adjunct of the National Association of Broadcasters (NAB), which created the new sales aid bureau at its Chicago convention earlier this year. At the same time, it is becoming increasingly apparent that the BAB, despite its wholehearted support by the majority of broadcasters, is headed for an increasing amount of opposition. Most of it

NAB Lops 12 **Off** Payroll

WASHINGTON, July 30 .- Today was "moving day" for a dozen emby the recent axe-wielding of the Na-(NAB) board of directors, and the word in NAB corridors was that more job cuts are in the offing. The slash down to filing clerks.

Heading the list of outgoing NABers were: A. D. (Jess) Willard, who quit rather than accept a salary slash from his executive veepee post, to head up the newly created TV department; Harold Fair, whose program department was wiped out; Doc Royal Howard, who quit as head of the engineering department amid the budget-lopping, and Gladys Hall, Wil-Other features of Cardinal Club lard's secretary. Others wiped out included: Ben Miller, Fair's assistant; Kitty Holland, a staffer in the public relations department; Lida Collins, partment, and two file clerks.

MacCaughtry, providing four hours sued farewell statements with an air of weekly programing, plus bonus of joviality. Miss Hall, for instance, shows at 25 per cent discount. (See NAB Fires 12, on page 12)

is expected to come-and is in fact, already being expressed-by newspaper-owned stations. The latter, knowing that the BAB intends to pull no punches in selling radio against printed media, are loath to support any organization which would tend to undermine newspaper revenue.

It is felt that some of the newspaper-owned stations which resigned recently from the NAB have done so as a result of the BAB. That more may follow suit is quite possible, it is claimed.

NAB Threat

The BAB also represents a problem critical to the NAB and could conceivably result in a serious reduction in the importance of the NAB as a trade organization. The NAB has two principal functionsas a legislative agency and as a salesaid agency. If, therefore, the BAB succeeds, the NAB will be serving but one function, and its entire existence, as it is now constituted, threatened.

Double Membership

This fact led to considerable discussion, during the BAB committee meeting this week, of the possibility of making membership in the NAB a prerequisite to joining the BAB. Some of the outgoing employees is- This, in turn, raises legal problems in the line of anti-trust violations. Justin Miller, NAB president, declared yesterday that further exploration along these lines is in line for the immediate future, along with the study of the problem of how the BAB is to be separated from the NAB. If, as is expected, the BMI pattern is followed, the new organization will be owned by its station-stockholders. Miller, Maurice Mitchell, BAB director, and Don Petty, NAB counsel, have been instructed to move as quickly as possible in setting up the new BAB corporation. Hopes that it can be done in less than a year have been dimmed, however, by the legal problems involved. The BAB, meanwhile, is operating on the \$100,000 advanced by the NAB.

dations have farm days, most of them are pegged on acquisition and appearmce of name talent and important government personages to attract crowds. WMT's promotion, however, was planned to attract crowds strictly on basis of helpful, public service information and demonstrations. Talent was that which appeared on station regularly.

In direct charge of the event was Chuck Worcester, station's farm service director. He and his four-man department devoted practically full time to arrangement of the day for the past two weeks. But rest of station's stail of 78, including Promotion Manager Leo Cole, also devoted time to hypoing and arranging the promotion. Of significance to station's planning similar promotions is fact that it cost WMT very little in actual cash outlay. Quarton said that total cost to station was only \$150. Low cost was possible because exhibitors paid their own costs, which were more than returned in advertising and sales garnered. Jim Bormann, news director of the station, and one of those responsible for success of the day, estimated that worth of commercial exhibits was about \$1,000,000.

Thor Selects W. C. For TV Trial Run

HOLLYWOOD, July 30. - Thor, Inc., major appliance manufacturer, this week purchased a 13-week series of one-minute participation spots over KFI-TV, marking firm's bow into tele bankrolling. Set to begin in mid-September, daytime spots will be used to test tele's pull locally before launching into nationwide video spot bankrolling.

The KFI-TV series, spaced out into weekly plugs, will offer a 30-day free home trial as a basis of judging tele's pull. Product will be new automatic ironer featured by Thor company, and bankroller will limit home trial gimmick to tele ads only in order to accurately gauge results. Earle Ludgin Agency, of Chicago, made the purchase.

FCC To Move on Richards **Probe; Snags To Delay It?**

the Federal Communications Commissions's (FCC) decision this week, to officers or employees of his sta-Tuesday (26), to proceed with a hearing on an investigation of charges in the programing" of those stations that G. A. Richards had ordered news slanting on his stations, conjecture social and economic views and interhere is that the case may still be unresolved by the FCC next spring on the second anniversary of the commission's avowed embarkation on the any, officers or employees refused to proceedings. This conjecture is based on the commission's own slowmoving timetable in the case so far and on two additional factors: (1) A any, was taken or caused to be taken tendency by the FCC to give priority to other business crowding the commission's schedule; (2) the question of the time and place for the hearing directives.

because of Richards's ill health. hearing at a time and place to be FCC has stated it will determine designated later, the commission consolidated all the dockets in the Richards case. These cover the following: Charges made by former employees Also, the FCC has stated it will "deof the Richards-owned station, KMPC, Los Angeles, that Richards any, which are expressly or impliedly had ordered news slanting; an ap- retained by Mr. Richards under the plication by Richards to set up a trust indenture submitted with the trusteeship to which Richards's con- applications, particularly with respect tro! would be transferred, and an ap- to the termination or revocation of plication by Richards's Station the trust, the removal of any or all WGAR, Cleveland, for a renewal of of the trustees, or to exercise control license. The latter station is operat- over, or influence in any manner, any ing on a temporary license, pending of the policies or operations of the the outcome of the proceedings. 'The licensees' of the Richards-owned sta-FCC has indicated that KMPC, the tions. permanent license of which will be up for renewal in November, will be will seek to determine "the effect, if placed in a similar category and that any, after effectuation of the proposed the license of Richards's third sta- transfers, Mr. Richards would exertion, WJR, Detroit, will be similarly affected.

ing specifies that the issues will in- respect to voting of stock.

WASHINGTON, July 30 .- Despite clude determining whether Richards had issued instructions or directives tion "to discriminate in any manner "in favor of the private, political, ests of G. A. Richards."

The hearing, according to the latest order, will determine "the extent, if carry out instructions or directives, if any," of the nature specified by FCC "and what disciplinary action, if by G. A. Richards against any officers or employees who may have refused to carry out such instructions and

In what amounts to a new issue In issuing its order to stage the to be decided from the hearing, the "whether the licensee corporations are qualified to continue as licensee of stations KMPC, WJR and WGAR." termine the nature of the rights, if

The commission has declared it cise actual control over, or influence" the licensees of the stations, and what The FCC's latest order for a hear- arrangements are contemplated with



RADIO-TELEVISION

Radical Programing Plans Radio and TV Going in Heavy Call for 5-Day Wk.; No News For Heroes of Baseball Field Sustainers, Fancy, Gimmicks

(Continued from page 5)

spite the resources behind the stations (R. H. Macy & Company) WOR-TV must, from its start, operate within the economic resources of itself and its parent radio operation. This meant, Seebach declared, careful evaluation of operating costs compared to possible revenue.

Hoss Race

The WOR program chief likened the situation to a two-horse race. One horse, he said, is TV's potential; the other is bankruptcy. The determining factor in which will win he described as operations expenses. If operations get out of hand, bankruptcy will win. Tricked up and gimmicked up productions may be all well and good, Seebach stated, but the WOR management sees little point in being a hero today, TV-wise, with fancy productions which impress only the trade-and being a bankrupt two years hence.

This in nowise places any limitation on showmansnip, Seebach believes. It simply places the showmanly stress elsewhere-not on fancy production and elaborate sets-but on personalities and people. The TV medium, in Seebach's opinion, is ideal for faces, close-ups and the human element. Most TV receivers lose background anyhow, he feels, and the production cost involved is frequently sheer waste. The viewer is inter- make television available immediate-

why video, as strictly a home medium, should attempt to compete with titled The Brooklyn Dodgers' Jump. the legit or Hollywood.

Insofar as sustaining news is concerned, Seebach believes TV has as yet made no contribution to its dissemination and AM still has the edge by far. This policy for WOR-TV is diametrically opposed to the WOR-AM schedule, which for years has placed heavy emphasis on news. But Seebach believes that until tele can give news coverage the same immediacy that radio does-and perhaps provide instantaneous coverage - it will have to take a back seat in this However, he turned up last week on programing phase.

Film N. C.

By the same token, WOR-TV will shun sustaining film. One reason is the fact that the quality is so often inferior. Another is that so much of the film is old and has been overly exhibited. More important is the fact that the WOR-TV staffers have found a large number of top-flight package programs, with entertainment value infinitely superior to that of film, and these, together with ad agency-produced shows, and sports, will make up its program log.

The partnership deals WOR-TV plans to make with the packagers call for the sale of participating spots on the programs, with a split of unspecified proportions between the packager and the station. This will dressing, and Seebach sees no reason who cannot afford the terrific costs of no TV.

(Continued from page 4) These were Ralph Branca, Erv Palica and Carl Furillo, all of the Dodgers. The trio harmonized on a number The same lads recently waxed the number for Leslie Record Company. Branca, incidentally, is taking vocal lessons in preparation for a series of nitery turns as a groaner this fall, and has signed with General Artists Corporation (GAC), which will handle the bookings.

Jackie Robinson made a series of personal appearances a couple of seasons ago, but decided to forego them in the future when they cut into his off-season training chores. stage at a showing of the film, Lost Boundaries, in New York. Robinson recently was cut in for one-third of the profits on the song, Did You See Jackie Robinson Hit That Ball? 23.

quarter or half-hour video shows. It also opens up avenues of revenue for WOR-TV, as it did WOR-AM, which could not otherwise be touched. And it will hasten considerably the possibility of expanding program service by lessening the economic strains on the sister stations.

set, will also permit operation with American League, and for some minimum crews, in line with the months has had a regular video WOR-TV policy of making every effort to keep operations under rigid control. It will also make TV pos-

which has been recorded by Decca and Victor.

August 6, 1949

Another ballplayer with his own sports show is Eddie Stanky, of the Boston Braves, who usually confines his mike activities to the winter. However, Stanky has made numerous guest appearances on sports shows thruout the circuit, and some time ago, when he was injured, took over play-by-play duties.

A show which has made frequent use of baseball stars is We, the People. Eddie Waitkus of the Philadelphia Phillies, who recently stopped a bullet fired by a berserk female, recounted the experience on the show July 19.

Ralph Kiner, home-run hero of the Pittsburgh Pirates, turned up on the airer July 12 and on Red Barber's CBS show four days later. Waitkus also aired with Barber July

The late Hack Wilson, who starred with the Cubs and New York Giants a decade ago, appeared on We, the People a few days before he died, earlier this year. Umpire Al Barlick of the National League, showed on People July 19 to tell of his habit of giving away \$100 checks to worthy individuals. Another arbiter in the sportscasting field now is Dolly Stark, The five-day operation, at the out- who formerly called them in the show on CBS.

All in all, when distraught managers can't locate their stars these sible within AM's ability to support days, they no longer scour the it, for as Seebach pointed out, with- taverns. They put in calls to the ested in the personality, not the set ly to retailers and other advertisers out that AM support, there could be broadcasting studios in the vicinity, and generally get their man.

United States Home Radio Ownership, 1949

(Reported by the Broadcast Measurement Bureau)

The Billboard

1949 Urban, Rural-Nonfarm and Rural-Farm Radio Ownership By Regions, Geographic Areas and States

Contraction of the second second second second	Total	Radio		Urb an	Eadio	1	Rural-Nonf	and the second se		Bural-Fart	
THE UNITED STATES 41,693,900	Radio 94.2	Families	Familles	Radio	Families	Families	Hadio	Radio Familles	Families	Radio	Families
THE AUETHEAST 11 028 100		39,281,230 10,668,810	26,599,390 8,613,160	95.5 97.0	25,400,790 8,354,160	8,621,690	94.5	8,144,670	6,471,820	88.6	5,735,778
NEW ENGLAND 2,594,000 MAINE	98.2	2,548,000	1,993,320	98.9	1,972,380	1,882,250 465,780	96.6 96.4	1,818,420 449,150	532,590 134,900	91.9 93.8	456,230
NEW HAMPSHIRE	95.3 96.7	239,330	108,980	98.2	106,990	101,760	93.8	95.450	40,260	91.6	326,470
VERMONT 101 900	25.7	154,080 97,550	94,730 42,140	98.0 98.4	92,850 41,480	47,650 34,660	95.0	45,270	17,020	5J.8	15,060
PHODE 151 AND 1,294,700	98,9	1,280,650	1,163,870	99.1	1,153,450	106,290	94.7 97.5	32,820 103,630	25,100 24,540	92.6	23,250 23,570
COMMECTICUT 577 400	98.8 98.6	211,970 564,430	195,500 388,100	98.9	193,430	16,930	97.3	16,450	2,170	\$5.3	2,090
MIDDLE ATLANTIC	96.3	8,120,810	6,619,840	\$9.0 96.4	384,180 6,381,780	158,490 1,416,570	98.1 96.7	155,530	25,810	95.8	24,720
NEW YORK NEW JERSEY	96.8	4,069,840	3,511,330	96.8	J, 400, 180	522,320	97.3	507,990	397,690 172.050	93.0 94.0	369,700
TENHOTLYANIA SUBJECT 2 898 500	96.5 95.5	1,263,770 2,767,200	1,078,880 2,029,630	96.4 95.7	1,039,790	218,440 675,810	97.4	212,840	32,580	95.6	31.140
THE NORTH CENTRAL 12,882,300 EAST NORTH CENTRAL 8,777,400	27.0 1	12,496,390	8,160,020	97.6	7,968,150	2,467,330	96.8 96.8	848,440 2,387,620	193,060	91.7 94.9	176,950
Unit	97.5 97.4	8,556,190 2,251,560	5,992,800	97.9	5,868,510	1,632,830	97.2	1,587,480	1,151,770	95.5	1,100,200
INDIANA	96.5	1,129,530	1,608,820 690,760	97.8 97.1	1,573,320 670,860	439,270 258,650	97.3 98.5	427,250	263,210	95.4	250,990
ILLINOIS	97.5	2,519,830	1,950,500	97.9	1,909,080	377,720	96.9	249,700	220,790 256,490	94.8	268,978
WISCONSIN 976 400	98.1 97.7	1,740,560 914,710	1,177,920 564,800	98.4 98.4	1,159,410 555,840	380,440	97.9	372,600	210,440	98.4	208,550
WEST NORTH CENTRAL 4,104,900	90.0	3,940,200	2,167,220	96.9	2,099,640	176,750 \$34,500	97.2 95.9	171,880 800,140	124,850 1,103,180	96.0 94.3	186,990
IOWA	97.7 97.1	310,010	484,000	98.2	475,210	148,540	97.8	145,310	196,760	96.3	189,490
MISSOURI 1 104 700		757,340	389,190 718,250	97.3 96.1	378,850 689,970	161,850 215,070	96.8 94.1	156,720	229,060	96.8	221,770
BOUTTH DAROTA 145,900	97.0	141,480	46,500	97.9	45,510	31,460	96.3	30,300	200,880 67,940	2,00	235,230 65,670
REDRASKA HELLER 384 200	95.9 95.8	163,660 368,180	55,110 185,250	97.0 96.9	53,430 179,490	37,410	95.4	35,700	78,150	95.3	74,530
KANSAS	95.3	572,000	288,920	95.9	277,180	84,610 155,560	95.7 95.7	80,950	114,340	94.2	107,740
SOUTH ATLANTIC		0,478,010	6,090,920	89.1	5,424,100	2,945,320	89.9	2,647,120	3,567,560	93.6 81.1	145,990
DELAWARE	88.5 95.4	4,549,060 82,770	2,603,350 46,930	90.3	2,350,190 45,020	1,426,930 27,040	90.8	1,295,750	1,107,720	81.5	903,110
MARY LINE STATES	95.7	870,850	368,160	95.5	355,770	175,330	95.6	26,140	12,830 52,910	90.5	11,610 47,210
VIRGINIA OF COLUMBIA 238,800 VIRGINIA 770,300	96.8 89.5	231,160	238,800	96.8	231,160			*******			
WEST VIRGINIA	92.0	689,070 435,430	374,350	92.2 94.7	345,170	206,450	90.9 93.2	187,660	182,500	82.4	156,240
NORTH CAROLINA 898,500	87.1	782,830	358,850	88.4	317,340	241,320	90.9	219,390	298,330	85.7	P4,440 240,100
GEORGIA	83.2	406,950 713,600	180,910 403,230	83.6 83.8	151,160 337,960	162,960 214,510	88.1 88.1	143,510	145,530	17.2	112,280
728.600	87.4	636,600	463,540	87.8	406,930	204,770	88.5	188,950	238,160 60,290	80,5	180,690
EAST SOUTH CENTRAL	85.0 1 89.2	1,448,830	1,187,820	86,9	1,032,170	678,620	89.2	605,320	1,010,860	\$0.1	809,340
TENNESSEE 830.800	87.0	655,190 722,520	289,950 370,450	92.7 88.4	268,920 327,320	192,830 197,140	91.0 90.4	175,430 178,130	251,620 263,210	83.8 82.5	210,840
ALABAMA 742,500 MISSISSIPPI 552,600	82.7	614,360	333,120	84.1	280,150	174,580	\$7.6	152,880	234,800	77.2	161,230
WEST SOUTH CENTRAL 3.988.500	79.8 87.3 1	454,760	194,300 2,000,750	80.2 88.6	155,780 2,041,740	114.070 839,770	86.7 88.8	98,880	361,230	76.6	200,100
AREANSAS 571 100	83.9	445,600	186,940	85.7	150,250	141,520	87.0	123,180	848,980 202,640	\$1.8 40.0	654,330
DELAHOMA TOD,400 673,300	84.1 89.5	588,750 602,930	383,840 361,240	86.0 91.5	330,000	172,500	86.2	148,760	144,060	70.4	100,900
TEXAS		844,840	1,367,630	89.3	330,470	152,420 373,330	89.9 90.3	137,070 337,040	159,540 342,740	84.9	135,390 286,790
THE WEST	97.6 0	5,638,020	3,735,290	97.8	3,654,380	1,326,690	97.3	1,291,510	710,720	96.6	632,120
155,600	96.0 J	151,260	733,200 88,380	96.5	707,190 85,090	329,850 30,560	95.8 97.1	316,009	266,150 36,660	95.0	252,728
156,000	07.3	151,620	69,290	97.1	67,310	33,630	97.3	32,720	53,060	96.8	35,500
COLORADO 367 100	97.1 96.9	79,510 351,920	40,550 240,840	97.2	39,420 234,220	24,570 67,730	97.6	23,970	16,770	96.1	16,120
NEW MEXICO	90.9	152,740	82,570	91.5	75,570	41,930	91.1	65,420 38,200	54,530 43,500	95.9	52,280
184,100	93.7	172,580	75,290	94.1	70,880	76,860	94.5	72,670	31,950	20.9	29.030
NEVADA 45 300	90.5 90.3	172,500 43,640	112,770 23,500	98.5 96.4	111,040 22,660	36,070 18,500	98,7 96,2	35,610 17,800	26,300	98.1 96.4	35,450
4.419.500	98.0	,362,050	3,002,090	98.2	2,947,190	895,840	97.9	975,450	450,570	97.5	439,410
WASHINGTON	97.8 97.4	713,720 483,830	403,659 273,530	97.5	393,740 267,110	209,520	98,2	205,660	116,730	97.9	114,320
CALIFORNIA 3,222,600		,164,500	3,324,910	98.3	2,386,340	616,250	97.9	632,490	82,410 251,430	96.4	79,420 345,679
	and the second of	and a second second		Eller		- PACERCI - K		CONDITION OF A DIST	CONTRACTOR -		Contraction of the local division of the loc

The Billboard

RADIO-TELEVISION

Treasury Dept. Prepping New Star TV Show

NEW YORK, July 30 .- The Treasury Department this week was cooking up a star-studded new video show. to begin airing this fall. The show will feature some of showbiz's top names, and will rate far higher in importance than similar radio efforts made in the past. Three or four headliners will be set soon as regulars, with guests taken on for each week's stanza. The tele webs all are reported hot to get the show because of its prestige value, but the American Broadcasting Company (ABC) is reported to have the inside track because of time availabilities and its former close working relationship with the federal agency.

The deal will call for the web selected to donate the time and facilities, with the government putting out cash for the talent and some of the production nut. Reason for the campaign is that the T-Men have suddenly realized that a high proportion of some \$333,000,000 worth of government bonds will mature early next year. The show will urge people not to cash them in but to hang on to them. Other similar efforts are likely, too, in the effort to punch home the message.

UPA Films Ford TV Spots

HOLLYWOOD, July 30 .- Ford Motor Company, thru J. Walter Thompson, signed United Production of America (UPA) to film a series of the Earl Sheldon band. This program five tele cartoon spot announcements. This will make nine such reels made by UPA for Ford. Burbank studio has also produced similar vid-cartoons for Union Oil Company, Timken ball bearings, and other tele bank- were co-starred in an NBC show of the earnings of the radio-TV in- \$3,987 and was \$4,073 the year before.

Quick Response

DETROIT, July 30. - New speed record for advertising response was rung up by WXYZ-TV when Walker Motor Sales bought the commercials on the co-operative wrestling program carried from the American Broadcasting network. Within five minutes after the first commercial went on the air, a phone call came in and reached Gil Schaefer of the dealer's staff, who was catching the show in the studios, with an order for a Buick convertible as shown on the air. The station has re-designed its studio to allow cars to be dr onstrated right on the floor.

P. S.: Station Manager James G. Riddell swears it was a legitimate call.

Paris Trio Set for 2 New Video Shows

NEW YORK, July 30 .- Norman Paris and his trio this week were set for two new video shows which are to bow shortly. Paris, who is handled by the Music Corporation of America (MCA), was placed on the Earl Wrightson show, which will bow September 15 on the Columbia Broadcasting System, in the 7:45 to 8 p.m. slot. Wrightson, incidentally, was placed by the William Morris office. The show will be bankrolled by Masland carpets.

Paris also got a spot on the new Kyle MacDonnell show, along with debuts tonight (30) on the National Broadcasting Company (NBC), in the 8:30-9 p.m. slot formerly occupied by Television Screen magazine. Wrightson and Miss MacDonnell formerly

Radio, TV Hit All-Time Peak In '48 With 251 Mil; Decline **Of Tax Responsible for Gain**

1944-'45 Income Higher But Gov't Bite Cut Profits

combined radio-television broadcasting field reached its all-time peak as an industry last year, accounting for taxes in 1944. \$251,000,000 of the nation's income and earning record profits of \$40,000,080, the Commerce Department reported this week in a comprehensive survey of industrial financial data. The declining tax burden since the war years was entirely responsible for 1948's top profits, since the radio-TV income before taxes was higher in both 1944 and 1945, with the taxes in those years amounting to more than half the profits.

That the doldrums talked of in radio circles apply chiefly to the smaller, unincorporated stations is indicated in the report showing that of age houses, the net 1948 profits, corporate stations and networks accounted for approximately 93 per cent, with the unincorporated stations netting only \$3,000,000 of the \$40,000,000 total profits.

Dividend Distrib

The trend in corporate enterprises in the industry last year was to plow more profits back into the business rather than distributing them in the form of dividends. The total amount of money distributed in the form of dividends was \$12,000,000 last year as compared with \$14,000,000 in 1947 when net profit of incorporated enterprises was \$33,000,000 or \$3,000,000 less than for corporations in 1948.

WASHINGTON, July 30. - The partment statistics. This was \$2,000,000 less than in 1947 and far below the \$47,000,000 eaten up by

> The record \$251,000,000 which the industry contributed to the national income last year was \$21,000,000 more than in 1947 and was more than double the 1942 figure of \$107,000,000. These figures are arrived at by the Commerce Department by adding the net sales of services to the wages paid out, figuring that the sum gives an accurate appraisal of an individual industry's importance to the national economy. In industry comparisons, radio-TV outranked such industries as fisheries, forestry, commercial and trade schools and broker-

> The cost of wages in radio and TV rose to a new high last year of \$183,000,000, an increase of \$16,000,000 over 1947, and of \$40,000,000 over 1946. Back in 1942, the total payroll of the industry was only \$72,000,000.

More Employees

The number of industry employees also set a new record, climbing to a total of 46,000 full-time workers as compared with 41,000 in 1947 and 27,000 in 1942. Part-time radio-TV employees totaled 5,000 last year and 4.000 in 1947.

The average yearly income of a full-time employee in the field slumped slightly last year but was still the second highest on record. Taxes last year took up \$25,000,000 The average income for 1948 was

reat hames

Lucille Ball Sir Thomas Beecham Milton Berle Ray Bolger James Cagney Cab Calloway Madeleine Carroll Jane Cowl **Russel** Crouse

Clifton Fadiman Bob Feller Jose Ferrer John Garfield John Gielgud Lillian Gish Rube Goldberg Helen Hayes Arthur Garfield Hays

Mary Pickford **Basil Rathbone** Irene Rich John D. Rockefeller, 3rd **Richard Rodgers** Mrs. Eleanor Roosevelt James Stewart Maxine Sullivan Gloria Swanson **Gladys Swarthout Dorothy Thompson** Mrs. Gloria Vanderbilt Nancy Walker Margaret Bourke-White

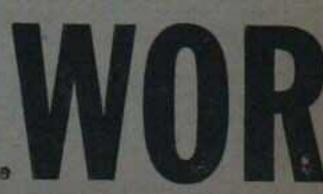
Robert Mitchum

MAKE A GREAT STATION

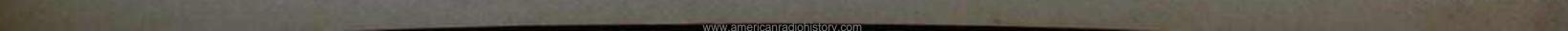
... here's a sprinkling of the renowned personalities that have added lure and lustre to WOR's programming during the past twelve months. People like these have a great deal to do with the glittering results garnered by WOR's advertisers.

Gov. Thomas E. Dewey Melvyn Douglas Morton Downey Eddie Duchin John Foster Dulles Faye Emerson John Erskine

Paul Henreid Hildegarde John Kieran Anita Loos



-heard by the most people where the most people are



BADIO-TRUPVISION

Most Web Execs Not Adverse to Likkor Revenoo

(Continued from page 5) safe to proceed into actual negotiations will be made. Schenley and other liquor firms believed standing behind these initial talks await with eagerness any firm statements from the Alcohol Tax Unit of the Treasury Department (see other story, this department), and from the Distilled Spirits Institute (DSI), liquor trade organization.

Distiller Opposition

At least one large liquor firm is believed to oppose the Schenley feeler. Frankfort Distilleries, Inc., is reported to have asked its ad agency, Young & Rubicam (Y&R), to exert pressure against the drive to buy air time, on the basis that it would afford "dry" elements ammunition to begin a sizable campaign for complete prohibition.

NBC has indicated a willingness to permit a test campaign over KNBC, o.-&-o. outlet in San Francisco, in which an after-midnight disk jockey show using a pubserv pitch would be tried, subject to cancellation if any major unfavorable reaction ensued. CBS and the American Broadcasting Company (ABC) would not comment officially, with the latter believed favoring liquors plugs, while the former maintains a wait-and-see attitude.

Problems To Face

The importance of any ultimate entry into radio by the major distillers is great, with at least \$25,000,000 per year believed likely to flow into broadcasters' coffers. Should the liquor firms utilize only late evening hours to avoid the youthful audience, this would fit in perfectly with the major availabilities of CBS and NEC, with some 11 and six open spots, respectively, virtually all after 9 p.m. The next meeting of web brass with Hesse likely will discuss kinds of shows and plugs which could be used, with the commercials likely to urge moderation. Also to be studied are individual States' restrictions, the possibility of avoiding Sunday air time, liquor authority regulations, etc. The majority of air money spent by distillers undoubtedly would be on a national basis rather than local or regional, as most beer firms do because of small distribution areas. Some 50 liquor firms and 25 liquor or cordial bottlers currently are engaged in relatively heavy ad campaigns in other media. Only the distillers of advertising's big four (including foods, automobiles and cigarettes) are missing from the air, and many broadcasters are known to be thirsting for the revenue which might come from this source. They say that ads in newspapers and national magazines reach all members of the family, and youngsters know their parents take an occasional drink without being harmed, so why should radio ads, particularly of a harmless, institutional nature be barred.

		Top Nielsen Ratin	nae	
		June 19.25, 1949	'ga	
Current Rank	Previo Rank	us ProgramCurren	t Rating-	Points
EVENI	NG, O	NCE-A-WEEK		Chang
1	1	Lux Radio Thester	16.1	
3	7	My Friend, Irma	12.8	-2.1
4	4	Mr. District Attorney	11.9	-0.5
		Crime Photographer	11.3	-2.8
87	5	Mr. Keen.		inter of
8	17		10.7	-3.2
9	9	Godfrey's Talent Secure	10.4	-0.3
10	21	Bob Hawk Show	9.9 9.5	-2.5
11	8		9.0	-1.0
33	26	First Nighter Lum 'n' Abner	9.4	-3.0
13 14	22	Adventures of Sam Spade	9.4 9.4	-0.9
15	24		9.3	-1.2
70			9.3	-1.1
16	18	F. B. I. in Peace and War	9.2	-14
18	II		9,1	-3.0
19 20	14	Fat Man	9.0	3.0
20	15	Dr. Christian	8.9	-1.9
	G, M	ULTI-WEEKLY	51102	Conserved and a second
1 2	1 3	Lone Ranger	7.0	-1.0
ĩ	20	Deulan Show	6.5	-0.9
WPPPP		Counter-Spy	6.2	-1.3
WEEKI	JAY	Arthur Californ II		160101
2	3	Arthur Godfrey (Ligg. & Myers)	9.5	-0.4
3	2		8.2 8.1	-1.0
5	8		7,9	-0.7
		3,024	7.7	0.0
67	1.050	Backstage Wife	7.7	-0.7
8	12	THICH A GITL MATTIES	7.4	-1.4
9	10	Our Gal, Sunday	7.3	-0.3
10	15	Big Sister	7.1	-0.5
11	7	Stella Dallas	Carried .	100
13	15	and and and a source	7.1	-0.9
13 14	9 17	WEIGT WAFFER	7.0	-0.6
15	22	Arthur Godfrey (Gold Seal)	6.9	0.0
DAY O			6.9	+0.4
DAY, S	2 TURI			The second
2	3	Armstrong Theater	9.3	+1.0
3	1	Stars Over Hollywood	9.2 8.1	+0.9
DAY, ST	UNDAT			
1	1	House of Mystery 2.121	8.4	+0.6
2 3	0	Juvenile Jury	4.2	+0.6
		Quis Kids	4.0	-0.3

The Billboard

August 6, 1949

ATU Stiffens Policy Against Liquor Airings

(Continued from page 5) time. If such advice were unheeded the ATU would then be likely to issue a definite order forbidding distillen to advertise over the air. If such an order were ignored, the ATU has the authority to revoke the license of a distiller.

The ATU spokesman said that at present the agency has no information that any distiller is using the radio to advertise hard liquor. "If this is being done," he stated, "it is an isolated case which has not come to our attention." He added that ATU has no real objections to the radio advertising of beer and wines.

In writing to John W. Snyder, Secretary of the Treasury, Johnson said radio licensees "are stupid even to consider broadcasting liquor advertising." He called the projected plan to sell time to liquor interests "vicious and without regard to the high moral standards of the American home."

Johnson asked Snyder to have the entire situation looked into promptly and to advise him "what the Alcohol Tax Unit is going to do about it." He wound up the letter by saying, "It is incomprehensible to me that the liquor interests are so blind and so selfish as to flaunt their restricted wares over the radio and television."

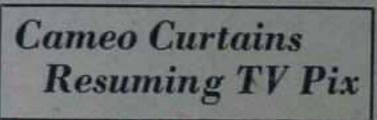
Request to FCC

Striking at the other end of the situation, Johnson wrote Acting FCC Chairman Paul Walker, suggesting that the commission issue a public statement declaring liquor advertising as a part of program content not in the public interest. He said that while he is aware the FCC has no power to censor advertising copy, such a public statement would make it possible for the FCC later to refuse to renew the license of any broadcaster selling time to liquor sponsors. "Then, when renewal time comes, Johnson wrote, "no licensee can plead ignorance of having offended the public interest, when his license is not renewed." The FCC should also make it clear, Johnson stated, set this week for KNBH, National "that no subterfuge such as that it is a network program will be an excuse." He pointed out that "networks are also licensees and their own stations should pay the penalty for their own good." Johnson indicated that he has an additional weapon left in a bill banning liquor plugs. Hearings have been scheduled for January 20 on the measure. "If the liquor people go ahead with their plans to use the radio to peddle their wares, they will assure passage of that bill," Johnson

Robt. Hall Expands Spot Radio Coverage

NEW YORK, July 30 .- Robert Hall Clothes (United Merchants) is planning a large-scale radio expansion, in keeping with an expansion of its retail clothing store chain. The company is opening 15 new stores in the West and Midwest and will use spot radio extensively to bally the outlets. Robert Hall is currently one of the largest users of spot in New York.

New markets include San Francisco, Portland, Ore.; Seattle, Tacoma, Denver, Grand Rapids, Mich., and Toledo. Sawdon advertising handles the account



Curtains, which created one of the most amazing of television's success stories here last year, will be back Morris Agency packaged series. on WFIL-TV August 25 for a weekly Surprise Theater, beginning late in Thursday night one-minute film announcement, running for 13 weeks, thru the William Lawrence Sloan Advertising Agency.

Last year, the firm used WFIL-TV as the only medium to advertise its "shir-back" curtains in the Philadelphia area, using one-minute demonstration films. In a period of eight for showcasing proposed commercial declared. months, Cameo's wholesale sales segs. showed a vast increase over the company's sales figures for the preceding be aired during half-hour weekly slot, eight-month period. It was as a result of that experimental campaign that the company instituted a nationwide spot campaign on television.

5-a-Week Kid Show **Peddled by KNBH**

HOLLYWOOD, July 30. - KNBH, **Coast National Broadcasting Company** (NBC) tele outlet, outbid competing stations to close its first sale of a fivea-week kid show since the station became airborne. Station snagged the new puppet show created by Ann Davis and Dorothy Novice, tagged Adventures of Cyclone Malone. Series was set late this week for early starting date, to be bankrolled by Curries ice cream stores, Coast chain operator.

Show will be blocked in 6:45-7 p.m. time slot, Sundays thru Thursdays, to be followed by the popular Shirley Dinsdale-Judy Splinters series, thus giving web its first solid half-hour live block aimed at moppet lookers. Agency for bankroller is J. G. Stevens, Inc.

KNBH Set To Air Wm. Morris Pkg. HOLLYWOOD, July 30 .- Deal was PHILADELPHIA, July 30.-Cameo Broadcasting Company (NBC) Coast tele station, to beam the William

August (The Billboard, July 16). Agency will provide the video outlet with top talent packages at no cost to KNBH, with station assuming only production charges. Morris office will kinescope each show for audition and sales purposes, using KNBH facilities

At least 15 different packages will including shows featuring such names as Zasu Pitts, Pinky Lee, Bela Lugosi, Billie Burke, Sterling Holloway, El Brendel and Marcy McGuire. If charged regular commercial kine rates, shows would cost William Morris \$250 a frame for recording facilities; if kine is provided at cost, nut will be even cheaper.

13-Week TV Series On U. S. Marines

NEW YORK, July 30 .- A 13-week film series for tele based on U. S. Marine footage plus captured Japanese film is in preparation by United Videogram, Inc., new package outfit with headquarters in Minneapolis. The first two shows, running 30 minutes each, have been completed. The for a tour of all major tele markets, series will cover all major Marine during which he will meet with staengagements in the Pacific in World tion ops and agencies to set up plans War II.

tro-Goldwyn-Mayer, will supervise worked in development of the meproduction. Films will be on black- dium at Don Lee tele Station W6XAO and-white.

Walker's Coast Firm To Rep Natl. Ageys.

HOLLYWOOD, July 30 .- A new Coast video servicing firm, designed to provide national agencies with West Coast representation, was formed this week by Elbert Walker, former Don Lee television production superviser, and Norman Jolley, local video writer-producer. To be called Television Production Service (TPS), the outfit will stress tele market analysis, spot and program production, promotional material, representation for Eastern agencies, and consultation services.

TPS this week issued a 55-page survey report on video progress, analyzing West Coast tele set-up and practices. Walker left Hollywood for Coast servicing. Walker is a Tom R. Curtis, formerly with Me- veteran Coast tele man, having for the past 10 years.

Wearing the same colors—
STRAWBERRY • RASPBERRY •
CHERRY • ORANGE • LEMON •
AND LIME •

THE MEREDITH WILLSON SHOW

"Perfect radio entertainment is the proper description for this show. It combines sparkling musical arrangements and charming byplay between numbers with perfect pace and balance to achieve something rare in air fare—a completely delightful program that also makes for tremendously funny listening. Willson was his usual ingratiating self as emsee, wearing his casualness no less authentically than Bing"

-Sam Chase, Billboard.

"Willson has a personal warmth and sincerity that registers strongly setside . . ."

-Hollywood Reporter.

"... One of the best programs for full-familylistening the networks have ever produced ... Thrillingly different stuff ... You'll hear comedy that is both funny and intelligent ... You'll hear Willson himself, one of the wittiest men in radio when it comes to either words or music ..."

-Maurice Dolbier, Providence, R. I., Journal.

"Yes, Mr. Willson, you've not only written a bestseller ('And There I Stood With My Piccolo'), you've dashed off a best-hearer, too"

-Paul Speegle, San Francisco Chronicle.

"Meredith Willson is one of those rare band leaders with something to say that makes earthy sense and delightful nonsense ... grade AA entertainment ..."

-Cincinnati Enquirer.

"Willson's 'Talking People' Radio's smartest gimmick" -Columbus, Ohio, Star.

Returns to the AIR for "JELLO"

and YOUNG & RUBICAM

Starting August 25 and Continuing September 1, 8, 15 and 22

NBC—Coast to Coast THURSDAYS

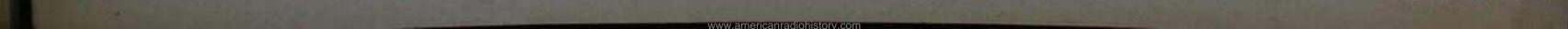
. AND TELEVISION, TOO:

Starting July 31 and Continuing August 7, 14 and 21

Channel 4—WNBT, New York

SUNDAYS

WILLIAM MORRIS AGENCY, INC.



RADIO-TELEVISION 12

The Billboard

August 6, 1949

WCPO - TV Inaugural Gives Cincy 3 - Way Tele Service

CINCINNATI, July 30 .- This city's Howard tele station in operation. The third television station, WCPO-TV bowed in officially Tuesday (26), taking to the air on Channel 7 at 12 noon, with Art Jarrett, former band leader, doing an hour-long disk jockey show to lead the parade. Dedicatory ceremonies for the newest Scripps-Howard Radio, Inc., station were held the same night at Crosley Field prior to the game between the Cincinnati Reds and Boston Braves, with the ceremonies and the ball game being telecast. Among the speakers at the ceremonies were Gov, Frank Lausche of Ohio; Cincinnati's city manager, W. R. Kellogg, and M. C. Watters, General manager of WCPO and a Scripps-Howard vice-president.

Present plans call for the station to do approximately 11 hours of telecasting daily, beginning at 12 noon. In addition to Jarrett, two other WCPO platter spinners, Paul Dixon and Malcolm Richards, will be heard in daily programs. Penny Pruden, home economist, will do a Mondaythru-Saturday cooking show, and Coco, the Clown, a kids' show, will feature WCPO staff members, Local sports originations will include all home games of the Cincinnati Reds. Waite Hoyt, veteran local sportscaster who does the shows for AM and FM, will be at the mike for the baseball t-lecasts. WCPO-TV also plans to cover the Reds' out-of-town games, using Hoyt at the mike and a giant scoreboard with lights to represent the action in other National League parks.

WCPO-TV also has contracted to televise basketball and football from the University of Cincinnati and Xavier University here, as well as the 1949 home games of Notre Dame from South Bend, Ind. Also hypoing the station's sports coverage will be films on wrestling and boxing matches.

Networkwise, the new outlet is car-

WMCT, Memphis,

pany is sponsoring the baseball tele- at Wayne University. Survey was casts. Other sponsorship figures were not available at press time. Manager Watters stated that the sponsor pic- secured responses from 95.2 per cent ture is changing daily now that the of the sample list. station is air-borne, and indicated that a line-up of sponsors would be avail- both AM and FM. WDET, WLDM and able within two or three weeks.

DETROIT, July 30. - There are 109,059 FM radio sets in use in Deothers are WEWS, Cleveland, and troit homes, according to a survey of set ownership just completed by Hal-The local Burger Brewing Com- sey I. Lawson Jr., graduate student based on a sample of the telephone homes in the city, using methods that

In Detroit Homes

109,059 FM Sets

All major stations now operate on WJJW operate only on FM.

TALK OF THE B TRADE

The DuMont video web this week added two veteran salesmen to its staff. John H. Baschem and William Koblenzer were pacted to peddle the network's time and programs. Baschem has a 30-year record in advertising, the last 11 with the Columbia Broadcasting System. Koblenzer formerly had his own package agency and prior to that headed live radio and TV program sales for Frederic W. Ziv.

Ed Cashman, of Kudner, is on a two-week business jaunt to the Coast, beginning, August 11. . . . Publicist Zac Freedman is buying a house in Long Beach to keep pace with partner Fred Coll, who last week acquired a home at Point Lookout. Things must be good in the flack business. . . Kenneth Beirn was upped to executive veepee at the Biow Agency. . . . Rear Admiral Joseph W. Bunkley, USN (Ret.), was elected trustee of the World Wide Broadcasting Foundation (WRUL).

The new Bill Gargan radio and TV show, to start airing for U.S. Tobacco next month, has been dubbed "Martin Kane, Private Eye." . . WOV, New York Italian-language indie, is wooing Jersey audiences with request shows for Jersey listeners only, plus special station breaks, and planning to originate some shows from across the river soon. . . . WQXR, New York, is having an active sales week. The first half hour of "Breakfast Symphony," five-a-weeker, sold to New York, New Haven & Hartford Railroad. The Chase National Bank has pacted for nightly weather reports. The A. S. Harrison Company inked three 15-minute shows weekly. Two bakeries, with the strike settled, signed for spots reporting their product on sale again. They are Ward and Bond.

Cy Harrice, announcer for Walter Winchell, is cruising up Lake Champlain and the Canadian border on his yacht, The Gadoong, but flies in each Sunday for the Kaiser-Frazer show. . . . Joseph Moss, president of the Moss Associates ad agency, is off on a trip thru Oklahoma, Texas and of the highest-paying in the country other Western States. . . . The Voice of Freedom Committee protested of nearly 100 industries. Radio-TV's views of Martha Deane, WOR, that Negro people are fortunate to have "the average earnings of full-time emright to be worthy." Following a rebuttal in which Miss Deane attacked the group, it asked WOR for time to reply, but was refused. . . . J. Walter Thompson, Montreal, was named to handle the Surf ad campaign in Canada.

CBS To Urge Early Tie-Up of **Affils With TV?**

NEW YORK, Aug. 1. - Affiliates of the Columbia Broadcasting System (CBS) are expected to hear the web's top brass urge them to get into tele as soon as possible at the second 1949 meet of the web's Affiliate Advisory Board (AAB) here today and tomorrow (August 1, 2). Representatives of 178 independently-owned CBS affiliates are likely to get a complete fill-in on current costs of developing TV operations. However, the most sought-after dope to be handed out will likely be the low-down on color TV and how its prospects affect affiliates' TV plans.

The AAB participants are understandably anxious about their TV futures because of the current uncertainty of whether color video is around the corner or not. CBS exect are likely to reassure them by saying that when color comes, CBS will be in the vanguard. The web is expected to stress that it has developed a converter to enable black-and-white sets to receive color. The converter will sell at a minimum price, somewhere around \$25.

The Monday sessions will be held jointly with those of the program promotion clinic, which also has a twoday run. Another feature Monday night is a skedded sneak preview d the Paramount film, My Friend Irms, made from the CBS radio package.

RADIO, TV HIT PEAK

(Continued from page 9) In 1942 the average income wis \$2.667.

The average payroll in the radio-TV field marked the industry as one ployees was topped by only four. The average radio-TV salary exceeded the national average of \$2,809 by more than \$1,000. After paying all costs and siphoning off dividends last year, the industry retained \$25,000,000 for working capital. In a year of records, this figure set another one. In 1947, the undistributed corporate income amounted to \$19,000,000. In 1942, the operating capital was only \$5,000,000. In computing gross time sales of the industry, Commerce is lagging behind compared with other classififor 1946 and shows a total for that year of \$343,000,000, an increase of stations were close to the \$400,000,000 mark.

rying DuMont and ABC programs via kinescope, and with the scheduled bow of the coaxial cable here in October the station will offer direct service from both networks. Network programs via kinescope will be heard about eight hours weekly, with ABC providing about 26 hours weekly once the cable is in

WCPO-TV sports a \$500,000 studiotransmitter layout atop one of the high hills surrounding the city's basin. TV broadcasts will emanate from the new studios, which will also serve as originating point for WCPO's AM and FM programs. WCPO will retain its present business and sales offices in the downtown Carew Tower,

Officials of the new station, in addition to General Manager Watters, include John Patrick Smith, assistant general manager; Harry Le Brun, director of television; Glen A. Davis, chief engineer; Grant Markinson,

of telecasting the station had received reports of reception in Birmingham and Poughkeepsie, N. Y.

WCPO-TV is the third Scripps-

GLOSSY PROFESSIONAL 8×10 PHOTOS IN QUANTITY

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

MULSON STUDIO Box 1941 Bridgeport 1, Conn.

William M. Scruggs Jr. has been added to the promotion staff of WBT Charlotte, N. C. . . . Shirl Evans is now program director at WXLW AM-FM, Indianapolis. He formerly was with WIBC in the same city. WXLW is switching to a mood sequence arrangement with Evans's arrival.

Sheldon Gross, head of the WFIL special events staff, has been upped to newscaster with two commercial news segs across the board. He will do a 10-minute "11 o'Clock Edition" summary sponsored by H. R. Jacob, used car dealer, and a five-minute midnight round-up sponsored by The Fhiladelphia Inquirer.

James R. Parker, general manager of WTOR, Torrington, Conn., since cations. The last available figure is January, 1948, has resigned. . . . WIDE, at Biddeford, Me., was slated to join the Yankee Network August 1. . . . Walter Haase, general manager of WDRC, Hartford, has resumed his duties, following a vacation at Bran- \$16,000,000 over 1945. Allowing for ford, Conn. . . . Paul Baumgartel, office manager of WTHT, Hartford, and greatly increased costs of operation secretary of Connecticut State Network, Hartford, is back in his office in 1948 and considering higher profits, after a vacation at Fenwick, Conn. . . . Irwin Cowper, assistant sales it is roughly estimated that gross manager of WTIC, Hartford, and family vacationed at Nantucket, Mass. sales last year for all radio and TV



(Continued from page 3) For many years, theater people have talked of finding some means to promote the glamour and excitement of live drama among potential playgoers who have been sold on motion pictures by the heavy industry promotion of the film industry. This Esso campaign is regarded in some quarters as the opening gun in a new drive to build a nationwide, vital audience for the theater.

Tees Off October 2

First of the new Sunday series will tee off October 2 on the Columbia Broadcasting System (CBS) in the 7-7:30 p. m. slot. John Mason Brown returns as commentator, with Bob by vester again co-ordinating material. Gosch himself takes over direction. Marschalk & Pratt is the agency on the deal.

winter but was unable to wrap.up the provided), luncheon, cocktail or dancdeal until now. The show aired ing company, baby sitting, with reaoriginally last year on CBS for eight weeks, with American Tobacco footing the bill for three. It is believed that the backstage interview portions of the show will be cut out of the current series, with the emphasis entirely upon presenting major portions of the shows, spotlighting a different current Broadway presentation each sulted in some effect on me-I was week.

NAB FIRES 12

(Continued from page 7)

distributed a batch of releases headed "Situation Wanted-Miscellaneous," noting that she's "available until fur-Esso first auditioned the show last ther notice for sight-seeing tours (car sonable rates provided on request," She listed "distinguishing marks" as "axe scar from recent Portsmouth massacre."

> Fair, in a lengthy press release, stated whimsically that the NAB board's recent action in abolishing the program department "naturally reabolished, too."



The Billboard

RADIO-TELEVISION

BC'S THEATER-TV PROBLEMS

13

KLAC-TV Gets Colonna Seg; Publicity Changes Programs for In 3 Philly Stations D 11 For **To Syndie Via Cinemascope**

syndicate via station's new and highly touted cinemascope tele trans-Colonna stanza. cription set-up. packaged by movie directors Le Roy before KLAC-TV carmeras sometime this month, with cast to include Robert Alda, Four Guardsmen, and Floradora Girls, plus name guest artists.

Announcement of the Colonna deal was made on the day that KLAC-TV topper Don Fedderson unveiled cinemascope recording sample before an invited audience of Hollywood ad agency execs. Tele recording system, developed by Television Recorders, Inc., exec Jack Strauss and KLAC-TV, was explained to the trade as a special "developement of various motion picture operations," including lighting and processing innovations. Demonstration film was a cinemascope recording of the regular Don Otis KLAC-TV variety show which was filmed during telecast and processed for projection screen showing.

Reaction to cinemascope, Fedderson

SAG To Hold Pat

On Film Jurisdiction

HOLLYWOOD, July 30 .- KLAC- | said, was gratifying, with many TV this week snagged rights to the Hollywood film and video execs indinew Jerry Colonna tele show which cating interest in using station's the outlet will release locally and facilities. In addition to the Colonna series, negotiations were nearing completion for a group of mystery stanzas to be written and produced by Arch Oboler and a dramatic show Prinz and Louis Lewyn, will go to be packaged for Screen Directors' Guild.

> nationally thru Mini Films, Inc., newly organized Hollywood video film production outfit. KLAC-TV's principal interest, Fedderson said, was not in snagging kine revenue but to insure exclusive KLAC-TV origination in this market. Accordingly, all shows to be given the KLAC-TV cinemascope treatment will be signed to a one-year exclusive deal.

> Fact that agency reps gave cinemascope plenty of praise was taken as a heartening indication of Hollywood tele advancement this fall. Tradesters, including KLAC-TV's competitors, welcomed the cinemascope development by declaring that popular acceptance of the kine recording technique would be a shot in the arm for Hollywood video and pave the way for fall and winter launching of top name tele shows, many of which are in the works but being withheld until kine quality improves.

HOLLYWOOD, July 30. - Screen CBS OUTLINES

PHILADELPHIA, July 30 .-Changes in publicity desks were effected by three local stations. At KYW, station consolidated its publicity and promotion under C. M. (Tom) Meehan, director of public relations for Westinghouse radio' stations, which maintains national headquarters here. Meehan takes on the KYW chores in addition to his headquarters activities. John P. Meagher, Colonna series will be distributed KYW publicity manager since 1946, moves over to the station's sales staff.

At Philco's WPTZ, TV station, Charles Hoban, who had been handling the publicity as an outside account, has completed his chores. Rolland V. Tooke, assistant general manager, will handle publicity until a staffer is added.

Vivien J. Cooper, formerly of the promotion department at WIP, moves to WKND, Camden, as publicity director. She'll also handle the Carol Dean show, daily women's feature.

Radio in Offing? NEW YORK, July 30 .- The Kenyon & Eckhardt Agency this week acquired the Beech-Nut Packing Company account. Beech-Nut earlier this week decided to switch the business from Newell-Emmett.

K&E Gets Beech-Nut;

Radio circles are hopeful that the agency switch may bring Beech-Nut seasons.

Brooklyn Fox A Tough Nut

Admission Scale Quandary

(Continued from page 3) shows for a network and theater use will be far too onerous for one unit. In addition, theater programing probably will present different sort of programing requirements and may also involve different types of clearances. The latter would involve okays from the various performer unions, the musicians' union, music copyright holders and production crew unionsengineers and stage hands. The entire clearance aspect is the first major problem NBC is tackling.

NBC also believes that theater programing will require less in the way of shows than regular networking. Basic reason is that a theater TV show can be repeated for a week or even more-perhaps for the entire run of the accompanying feature film. This would lessen the production burden considerably. Another source of programs would be the web's own commercial programs, subject to sponsor approval and whether performers would go along. Milton Berle, for instance, might want a considerable extra slice of dough if his show were telecast in a theater.

Operating in a sphere without any back on the air after a lapse of several precedent whatsoever, NBC is also in a quandary as to what to charge for theater shows. The factors involved include the basic production costs, the theater's capacity and the number of times per day the TV program is exhibited.

Actors' Guild (SAG) will refuse to (Continued from page 5) relinquish its jurisdiction over films national general circulation publicawhen its board meets with reps of tions such as Life, Saturday Evening Eastern talent unions tonight, Session will start at 8 p.m. and continue past midnight, to reconvene I p.m., Sunday. Meeting was called at the invitation of SAG and will continue indefinitely until a conclusion is zines, will be paid for on a co-operareached. SAG has long fought relinquishing its video film jurisdiction ates. The network will likely foot to an all-talent union body whose the whole tab on the air-break rupted. policy would be formed in the East. However, it has expressed its willingness to join in with Eastern-based talent unions on a partnership basis. Discussions will treat the presidents' plan, by which heads of all talent unions will supervise one large body covering administration and jurisdiction over live and film fields. Talent unions countering SAG's arguments claim no master body can do an effective job with an all-out merger of the various guilds and unions to cover video, and that without cooperation of SAG, tele union cannot effectively bargain with employers.

Film actors' reluctance to permit control to swing to the East, dates back to the hassle of 1929 when Actors' Equity sought to organize the film field. When SAG came in, in 1933, screen thesps made certain union would be controlled by men from its own ranks, not hired leaders, and control of the union and its policies would remain here.

SHOWMANSHIP COUNTS

And when you send a big, beautiful Moss photoof yourself, that's Showmanship. Moss is a password among hig timers.



Post, Collier's, etc. A similar treatment on a lesser scale will be given daytime and early evening strips.

The advertising portion of the campaign, in the newspapers and magative basis by the web and the affilimaterial.

today. skedded for Wednesday.

DC MAY LOSE AM

(Continued from page 5) Thus, WWDC's property would be junked if a qualified purchaser is not found in six months. Tentatively proposed in the contract is that the Mutual Broadcasting System (MBS) contract on 1260 k.cs. be uninter-

The Capital Broadcasting Company, Prexy Frank Stanton is skedded to in seeking WOL's AM and FM fredeliver a welcoming address before quencies and physical properties, Ratner kicks off the all-day meeting points out in the transfer application Program Veepce Hubbell that its aim to acquire the increased Robinson will talk on the relation of coverage power is based on faith in shows to promotion, and sales chief the future of radio in the national John Karol will speak on the connec- capital. WOL's 1260-kc. frequency tion of sales to promotion. The Tues- operates on 5,000 watts, with an FM day sessions will include a round- frequency on 20,000 watts. WWDC, table discussion of affiliates' promo- an unaffiliated station, is a 250-wata 20,000 watt FM-er.

ASCAP-TV Music Pact Runs Into Another Snag

(Continued from page 3) spokesmen are beginning to stiffen again on contractual demands as the result of remonstrations by several rank-and-file members against settling the TV music pact on a basis of 10 per cent above aural radio rates for ASCAP music licenses.

While the ASCAP board earlier had been willing to negotiate a compromise agreement under which TV broadcasters would get blanket ASCAP licenses on the basis of the AM radio formula plus 10 per cent, without the requirement of clearing special uses and paying special fees for such uses, the board is now caught. between objections from some members who want this rate upped to 15 per cent for TV music. Negotiators rates when it recently completed a are trying to preserve harmony which nine-year contractual renewal on the marked proceedings during the (See ASCAP Music Pact on page 18)

greater part of July, but the going is tougher now in view of the fact that the ASCAP board is unable to act without concurrence from rank-andfilers.

Tension

Indicative of tension which is beginning to show again in negotiations is the retort which TV-ers are giving to the new ASCAP suggestion for a "15 per cent plus" arrangement on TV music, Since ASC .: P spokesmen have suggested that the TV 10 per cent compromise is unsatisfactory because the present aural radio music usage rate is "too low," television spokesmen are vigorously reminding ASCAP that the Society was apparently content with the aural radio

PAULEY RENEWS PITCH

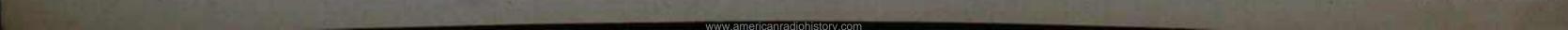
(Continued from page 5) \$1,045,000 Mrs. Schiff was supposed to get for KLAC-AM-TV from Warners. "I'm not going to 'reach' for TV at this time," Pauley said. "T " expect I'd have to lose as much in the first year as I put out for the station, so I'm going to be cautious about how much I pay."

Strictly Business

However, Pauley reiterated his belief in video's future, stating that he "can afford losses now if I can get profits later." He indicated that his tion. A special "open house" is ter on 1450 kcs. WWDC also has attitude is based strictly on dollars and cents, his sole motivation for getting into the medium. "There's nothing idealistic or revolutionary in my interest in television, and I have no special program plans," he added.

Meanwhile Mrs. Schiff told the FCC that she borrowed some \$900,000 from Warners to finish building KLAC-TV. If the Warner deal falls thru, she said, she will be personally liable for the amount advanced. The Warner bid originally was designated for an FCC hearing July 13 to determine the film firm's involvements with anti-trust litigation.





14 RADIO-TELEVISION

Captain Video

Broadcast Monday thru Friday, 7-7:30 p.m. Reviewed Thursday (28), Style-Kid show, Sustaining via the DuMont Television Network. Producer. James Caddigan; editor-associate producer, Lawrence Menkin; director, Charles Polacheck; writer, M. C. Brock. Cast: Richard Coogan, Donald Hastings, Bran Mossen.

The combination of live fantasy drama interspersed with segments of West cops-and-robbers film Wild



should prove real moppet-lure for the DuMont web. The two ingredients are well mixed in Captain Video, a wing-ding. kid show airing across the board and permitting the

thumb-sucking crew to work off their growing pains in front of the tele receiver.

The hero of the live part of the show is the dashing electronic adventurer, Captain Video, played to the last confident swagger by Richard Coogan. And he is garbed for the part in an AC-DC type flying suit. This is no ordinary scientist, mind you, but one who has a special lab of his own, replete with flashing lights and mysterious looking instruments, used for super-secret radar experiments. When he swings into action, he calls to his teen-age assistant, the Video Ranger, in a special jargon of his own, including such commands as: "Power on! Remote carrier on! Time elementation on! Sharp focus!"

Interplanetary Fight

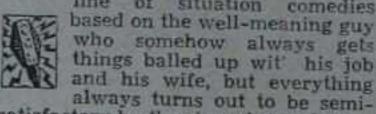
The doughty captain was caught in the midst of an interplanetary struggle with the evil Dr. Pauli, the captain's only real rival in electronic theory. It seems Dr. Pauli is doing something with charged atoms and sympathetic frequency electrons which will create radar reflections on the moon, causing a total eclipse of the sun, obviously. The purpose of all these shenanigans is to terrify us earthlings and enable Dr. Pauli, who even sneers with a Germanic expression, to take over the world. Superstition, he says, will rule the world when his buzz-boxes begin affecting



Me and Janie

Reviewed Tuesday (26), 8:30-9 p.m. Sponsored by Lewis-Howe Company for Tums on NBC via Dancer-Fitzgerald-Sample. Producer-director, Helen Mack. Cast: George O'Hanlon, Lurene Tuttle, Willard Waterman, Jeffry Silvers, Hope Emerson, Marvin Miller, Announcer, Don Wilson

A moderately entertaining bagatelle is this latest show featuring George O'Hanlon. It is another in the long line of situation comedies



who somehow always gets things balled up wit' his job and his wife, but everything

always turns out to be semisatisfactory by the stanza's conclusion.

This week's episode concerned O'Hanlon's attempt to get away on his vacation despite the expected efforts of his boss to keep him behind. Following the advice of the office busybody, Mainspring Beechwood, a real wise guy, George related how sad he was to be leaving the precincts of the Lamb Paper Box Company, even for so short a time. This, of course, led to the boss offering to let George come in each morning to use the buzzer system.

The complications become more twisted when the boss got no reservations at the place where George and wife, Janie, were supposed to go, with George offering to turn over the key to the boss, but Janie, meanwhile, canceling the reservations. It all wound up with the two couples sharing a cabin at another place.

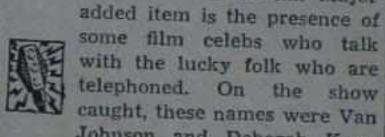
Lightweight Humor

The humor all was lightweight, with

Hollywood Calling

Reviewed Sunday (17), 6:30-7:30 p.m. Sustaining via NBC, Produced by Lou Cowan in conjunction with NBC. Producer-director for NBC, Vic Knight, Music, Henry Russell, Emsee, George Murphy Guests, Van Johnson, Deborah big-timers audition a group of per-Kerr,

The giveaway derby's entry from NBC, Hollywood Calling, is on a par with others of the same ilk. Major



Johnson and Deborah Kerr. hard to have the same ebullience as Bert Parks and other radio specialists, but doesn't quite reach the same peak of near-hysteria, altho his vocal cords get quite a workout.

Johnson and Miss Kerr, in swapping small talk with the phone contestants, tried to be cute and a bit different, but the same old business of really cares about that, anyway? Their questions also led into the type of gifts which were to be shipped out, as in asking a man if he drives a car before telling him he's about to get a set of tires.

the moron level, with "hints" includ- and la Emerson proved to be one of ing not only a virtual biography of the few glamor girls who can gush the film star whose name was sought, and sound sincere. but even imitations. How anyone could miss on the take-offs of such folk as Mae West, Charles Boyer and Lew Lehr is incomprehensible, yet some did miss. Those who guessed correctly got a batch of gifts and a chance at a \$31,000 jackpot for deciphering a series of clues leading to the name of a flicker, the "film of fortune." Nobody guessed it, and probably nobody will, without the aid of columnists.

August 6, 1949

This Is Broadway

Reviewed Friday (July 15) 9-10 p.m EDT. Sustaining via CBS-TV, N. Y. Pro ducer, Irving Mansfield; director, Ale Leftwich, Music, Ray Bloch, Host, Cliff ton Fadiman, Panel members, George Kaufman, Abe Burrows and Faye Emersor

'n ___te of a contrived format anunimaginative production work, Irv ing Mansfield's vaude-style radi

昌.

package scores as acceptabl TV material. Show-wise, the simulcast program gains considerable status on video since its variety act formul-

is naturally more entertaining via the visual medium. (A panel o formers and parcel out professiona opinions and advice to the acts.)

However, the telecast caught virtually by-passed most of the gimmick' potential sight values. T simulcas operation was undoubtedly trouble some, but it certainly wasn't resome film celebs who talk sponsible for the acts' inadequate with the lucky folk who are staging or the spurious quality of Fadiman's chit chat with the talent The latter's obviously trumped-up problems and frequent references to a concealed script for cues slowed up George Murphy is the emsee and tries the pace considerably. These phony sounding interviews were also a major stumbling block on the radio version. Fadiman himself, tho, was quite at ease before the camera and came over even better than he does on the air.

Needless to say, the show business panel of experts (playwight George S. Kaufman, Abe Burrows and speoccupation, marital status and condi- cial guest Faye Emerson) were the tion of health always crept in. Who show's mainstay, and at times they really had to work hard to inject a note of spontaneity into the proceedings. All three were telegenic and their gagged-up advice was both entertaining and informative. Kaufman sounded off like a blase Grouche The questions almost all were on Marx. Burrows added his plaie touch,

The Billboard

the tides, and then he moves in for the kill.

The ruthless Pauli has an obnoxious-looking assistant who sniveled about gutterally as Pauli issued such warnings as: "We shall not fail. But if we do, you know what failure will mean to you . . ." Pauli appears to be too tough a nut for such a clean-cut youth as Captain Video, even tho the latter has a facsimile receiver, and it might be wise to call in Major Edwin Armstrong or the U. S. Marines to lend a hand.

The Film Hunk

Every five minutes or so the good captain seemed to grow weary of all this, and to relieve his mounting ennui called upon the Video Ranger to tune in the doings of Lightning Bill Carson. This enabled DuMont to offer another hunk of an ancient Tim McCoy film titled Six Gun Trail. What kid could ask for more? In addition, the show is imaginatively mounted, cannily directed and makes full use of visual possibilities.

Lest all this sound like a hasheesh smoker's dream, it must be added that it is genuine and likely will draw more than a small portion of adults. It's video's answer to Buck and Roy Rogers. It's not bad television, and it should sell. Sam Chase,



nothing to titillate the lazy listener's thinking apparatus. But the net effect was harmless to any age group and won't do any obvious damage to NBC's prestige. On the other hand, its possibilities as a year-round show seem limited.

The program, which took over for Alan Young, plugged Tums as aiding the sleepless, with the middle com-mercial well integrated into the officetype routine which had been interrupted. Sam Chase.

Philco Summer Playhouse

Reviewed Sunday (17), 9-10 p.m. via NBC. Sponsored by Philco thru the Hutchins Agency. Play, "The Five Lives of Mr. Gordon," by Nelson Bond. Supervisor, Fred Coe, Director, Garry Simpson, Cast: Melvyn Douglas, Nelson Olmsted, Guy Spaull, Mary Patton, John Seymour, Bernard Randall, John Croydon, Tom Pedi, John Kane, Winfield Honey, Raoul De Leon, Jean Pugsley, Milton Herman, Bern Hoffman, Charles McClelland, Virginia Smith, Watson White, Jim Davidson.

Philco's video return, after a brief hiatus, was with the first of a sevenweek interim series preceding the

debut of the Book of the Month dramatizations on Sep-tember 4. The initial number of the summer group proved far inferior to the productions Philco had presented in the A fantasy penned by Nelson past Bond, whose Mr. Mergenthwirker's Lobblies has had several video reprises, The Five Lives of Mr. Gordon was dull, slow and contrived. Melvyn Douglas, featured in a role which offered several contrasting characterizations, labored futilely to make the weak opus stand up.

watch in a jeweler's window, purchased by Douglas, as Mr. Gordon. Five different times, in different Philco and its hirelings are looking guises, he ermerged from the shop ahead a few weeks and letting this with the watch, and each character series take care of itself. was rubbed out violently within one

Saturation Point Here

The list of jackpot prizes, incidentally, showed one refreshing departure from the norm: almost every item on the tally is usable and worthwhile. A "name" personage is supposed to have helped pick the numbers called. This week it was Tom Dewey, so the Democratic listeners will have to wait a week for their chance.

As for the show itself, its gaudiness doesn't obscure the fact that with NBC now in the listener-buying gambit, and with more web giveaways starting all the time, the medium is at, if not past, the saturation point. Question is, after everybody in the country has been loaded down with all the utensils and trips they can stand, who's going to listen to these things? Sam Chase.

hour of the purchase. The same general situation met each character, with the modifications necessary by the background and relationships held by a gambler, stock broker, theatrical producer, poet and medico. But the constant rehashing proved tiresome. rather than contrasting.

Production was comparatively elaborate for Philco's curtailed budget, with heavy cast and large number of sets, which were of the The yarn was based on an ancient slight variety. However smoothly things went, the drama could not be ATTENTION, RADIO STATIONS made to stand erect. Could be that

Sam Chase.

Talent Line-Up

Talent line-up included Nancy Audrews, a singing comedienne; harmonica player Stan Fisher, warbler Maxine Sullivan, the Met's Lawrence Davidson, comedian Eddie Garr, and Patty Hahn, a child actress from a Broadway musical. With the exception of Sullivan and Garr, they all appeared over-eager and their "this is my problem" gab was too glib to be convincing.

The seven-year old moppet's coy banter with the panel was in questionable taste. Her big problem was, of all things, dates. She explained that all the swains her age were tucked away in bed by the time the the show broke and, as a result, she hadn't been collecting her share of mink coats like the older dolls. Fadiman made a half-hearted attempt to fix her up with Kaufman and Burrows, but the boys were obviously reluctant. Kaufman's relort was rather feeble (i.e. "I'm old enough to be your . . . ah . . . brother."), but Burrow rose to the occasion nobly by inquiring "Is Jessel listening?"

June Bundy.

Thanks, DISK JOCKEYS o

Inanks, DIM JOCKEYS 61 syracuse, Rochester, Ruffalo, Pittmurgh, Youngstown, Cleveland, Detroit, Toledo, Columbus, Dayton, Cincinnati, Indianapolla, St. Louis, Springfleid (III.), Peoria, Daven-port, Rock Island, Minneapolla, St. Paul, Des Moines, Omaha, Kannas City, Inde-pendence, Topeka, Tutsa, Oklahoms City, Dallas, Ft. Worth, San Antonio, Houston, Gaiveston, Baten Rouge, New Orleans, Noshville, Montsomery, Birmingham, Mempils, Nashville, Knozville, Roanaks, Richmond, Washington, Alexandrita, Arilmaton, Annapo-is, Baltimore, Wilmington, Philadelphia, Atlantic City, Trenton, New Haven, Bartfurd, Providence, Lewell, Lawrence, Boston, Alhany Newport, Louisville, for your kindness to me and "Ballin the Jack" on my visit to you.

Larry Norrett E. B. Marks Music Corp., N. Y. City, N. Y.

BARN DANCE PRODUCER AVAILABLE Experienced Comedy and Musical Team can successfully handle your Barn Dance, also de Record

> HELEN AND TOBY EBANON, MISSOURI

RADIO-PHONO-TV MERCHANDISING

SET SALES OUTLOOK GOOD

Wire Recorders Being Plugged As Teaching Aid

CHICAGO, July 30 .- A threepronged campaign to hype wire recorder sales has been started by Webster-Chicago under "the electronic memory method of instruction" program. Dealers, distributors and music teachers are being tied in thru magazine and direct-mail advertising. demonstrations and sales brochures.

The wire recorders are being promoted as ideal for teacher-pupil use In music instruction, since the pupil can actually take home his regular lesson and rehear the mistakes and the corrections. Each lesson is to be recorded on a spool of wire, which the pupil can then play on his own recorder.

Dealers are being supplied with point-of-sale material, suggested letters to music teachers as part of a direct-mail campaign, and ad reprints. Teachers are being supplied by the dealer with brochures for their pupils, and suggested letters to parents.

Aural-Video Ban To Hurt TV Sales -- ABC

WASHINGTON, July 30 .- In the interest of TV set sellers, the American Broadcasting Company (ABC) is joining other telecasters in protesting a rule of the Federal Communications Commission (FCC) barring nonlinked aural-video telecasts, FCC disclosed this week.

How They're Selling Them

A GAIN the nationwide heat wave pushed television and record advertising into the background as dealers and distributors alike concentrated their efforts on refrigerators, fans and air-conditioning units. The TV ads that did appear in the papers were those placed by the familiar dealers who are consistent advertisers.

"MEET PAUL WHITEMAN AT A & S Television Party. . . . Celebrating the opening of 17 news-making rooms designed for better living with tele-vision." One of the top department stores invited the public to meet Paul Whiteman and his daughter Margo; the radio columnist, Harriet Van Horne, and Irene Wicker, the "Singing Lady." The institutional ad caught the eye with the weil-known caricature sketch of the Whiteman face and mustache.-Abraham & Strauss, New York.

"FLOOR STOCK CLEARANCE." THE new 1949 RCA Victor "eye witness television" complete with table at \$399.50, a raving of \$75.50. Also shown is a console with a 10-inch acreen and AM-FM radio at \$349.50 .--- Goldblatt's, Chleago,

- TAKING ADVANTAGE OF THE READerahip in the paper's Sunday magazine section, the store utilized small space to run a co-operative ad on London Records' international albums and records. Eight albums are listed, and Beltona, Rez lines are also offered, "Mail orders invited. . . . Please add sales tax (plus 25 cents shipping outside delivery). - Chas. Brown & Sons, San Francisco.
- "FOR THE PRICE OF A MOVIE SEAT." television sets are now available, Detrolters were told in a 14-inch by three-column ad that stressed price thruout. The plan featured, in oneinch reverse cut, "\$1.00 down," followed by payments of \$3.50 a week. General Electric Model 805 was shown -the total price of the set, contrary to most advertising in the field today, was not mentioned. Additional strong selling copy stressed the low down payment-comparing it with other amusement values in universal terms-"Less than the price of a car-

THE FIRST BY-PASSING OF RETAIL stores in TV set selling in the nation's capital is heraided in a half-page ad announcing "Now! Muntz TV in your home tonight." Ad plays up the claim that by-passing dealers saves the customer money. Also emphasized is the claim that the sets need no serial or costly installation .- Muntz TV. Washington.

- "WHAT A SALE! SAVE 3315 TO 60 PER cent on 1949 radios. Think of Itl Such names as RCA Victor, Philco, Zenith, Stromberg, Crosley, General Electric, Capehart, Stewart-Warner, Westinghouse, Emerson and others." Sixtern radios, combinations, record players, table models, etc., are plctured, described and priced az well as eight additional items listed at the bottom of the half-page ad .- Pamous-Barr Co., St. Louis.
- TEN CARLOADS OF TELEVISION COMbinations! Has everything-AM, FM, two-speed phono and television! Regular price, \$535.95-on sale for \$349.50! Barker's, Los Angeles's largest furniture store, heralds this "once in a life time" event with a handsome double truck ad boasting the "most terriffic buy of the year." Store claims deal is largest single purchase of any merchandles item made in history of the store. Set on sale is handsomely illustrated but brand name is not mentioned in the ad icheck of the store revealed set was a Crosley). All sales final with credit terms arranged .-Barker Bros., Los Angeles.
- "LIVING PHOTO" TELEVISION BY Kaye-Halbert, Local tele firm, using own brand name, employs comic strip technique in selling set, featuring a five-panel "strip" to plug free demon-stration, screen size, and picture quality. No price mentioned for 1212-inch screen receiver. Terms of \$29.95

Dealers at **NAMM** Meet Optimistic

DuMont Gets Orders

NEW YORK, July 30.-The future of video set sales looks very bright to the more than 8,500 dealers who attended the four-day National Association of Music Merchants' (NAMM) trade show this week at the Hotel New Yorker and Manhattan Center, Judging from the orders placed with the 30 TV set manufacturers who exhibited their wares, the UHF-VHF and color-TV controversies have not greatly affected the dealers' views on the potential buyers' market.

While some major set producers 'did not exhibit at the NAMM show and others only exhibited on an institutional basis, those who did show their lines to the visiting dealers all reported that the convention had been "very successful." There was, however, some talk of the TV and radio manufacturers desiring an industry show of their own rather than joining in with record and musical instrument manufacturers. There was also an equal amount of talk about the inadvisability of such a move, with the smaller manufacturers feeling that the NAMM show was their perfect medium.

DuMont Gets Orders

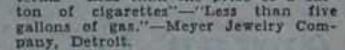
In commenting on the portion of the rule banning the picking up of the sound of an AM or FM affiliate of a TV station while a test pattern is being telecast, ABC declared, "The broadcasting of music behind a test pattern is highly desirable because it provides an essential aid in the installation and adjustment of receiving sets and it facilitates the orientation of receiving antennas to a degree which cannot be equalled thru the use of a fixed tone."

ABC added: "Music and announcements of various types provide a strong sales aid in the demonstration of sets by dealers." Nothing of the rule, "would seem less inspiring to a prospective purchaser than a test pattern with a single tone behind it, and at this stage of the development of television, every effort should be made to increase the public appeal of the medium."

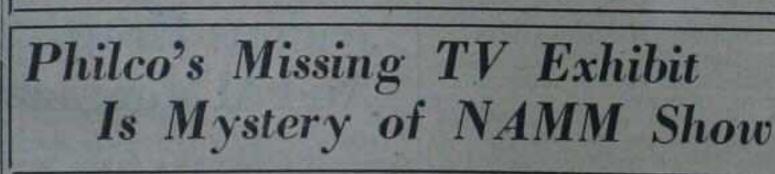
Previously, the National Association of Broadcasters (NAB) and the Television Broadcasters Association (TBA) had protested the rule (The Billboard, July 30).

Radio Repair Biz Up To 143-Million Mark

WASHINGTON, July 30. - The growth of the radio repair business in the past few years is sharply pointed up in a Commerce Depart ment report this week, which showed that \$143,000,000 was spent on such service last year, while spending for repairs in 1942 was only \$46,000,000. The 1948 mark was the highest on ecord, being approached only by the \$135,000,000 spent on repairs in 1947. Since 1942, expenditures for radio service lave grown by leaps and bounds. From the 1942 figure of \$46,000,000, spending for repairs rose to \$59,000,000 in 1943 and to \$70,000,-000 in 1944. By 1945, the amount had soared to \$84,000,000 and to \$114,000,000 the following year.



on table model. "Living Photo is like a photograph come to life."-Eave-Halbert, Los Angeles.



NEW YORK, July 30 .- One of the | pany's headquarters in Philadelphia more intriguing mysteries of the and in the New York distributing National Association of Music Mer- branch, denied that the antenna's chants' (NAMM) trade show was the performance qualities had anything emptiness of the Philco exhibit, which to do with the fact that the TV sets occupied the entire Manhattan were not shown at the NAMM show. Center stage. Opening day visitors despite the fact that the company ABC said in requesting modification to the show were greeted by a tre- had contracted for one of the best mendous banner announcing that the exhibit locations. It was explained big news from Philco would be an- by a spokesman in Philadelphia that nounced Wednesday (27), when the the failure to show the new line at show was to open at 1 p.m. Came the convention was due to the short-Wednesday and no Philco TV sets age of sets at the present time when were seen anywhere on the vast ex- they were much in demand for a napanse of the stage.

There were various explanations dealer showings, for this curious bit of mysterioso that intrigued the many show visitors until the close of the convention Thursday, Most widely rumored was the story that Philco's "electronic built-in antenna," which the company claims will give good reception in 80 per cent of locations, would not pick up a decent signal in Manhattan cial committee of the Radio Manu--"a 20 per cent spot."

Philco officials, both at the com-

Retail Sales Hit Peak

WASHINGTON, July 30 .- Retail sales of radios, phonos, disks and musical instruments hit an all-time high of \$1,760,000,000 last year, or more than double the 1942 level, the Commerce Department estimated this week. In 1947, sales totaled \$1,724,-000,000, and in 1946 the figure was \$1,326,000,000. During the war years. sales were low, according to Commerce statistics. In 1942, sales were \$720,000,000-dropping to \$463,000,-000 in 1943 and to \$364,000,000 the 000,000 was registered in 1945.

tionwide series of distributor and Conflicting Exhibits

A spokesman at the New York distributing branch, however, explained (See Philco's Missing TV on page 42)

TV Added to AM Bally?

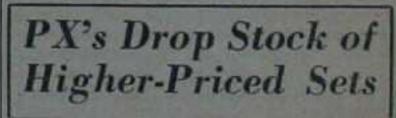
WASHINGTON, July 30 .- A spefacturers' Association (RMA) is in stock. working out plans to include TV set promotion in TV areas during the celebration of National Radio Week. The "radio-in-every-room" theme of ads and publicity is to be expanded to include "television-in-every-home" in those areas where TV is operating.

49 Sets Already Top '48

WASHINGTON, July 30 .- TV set production in the first half of 1949 they would sponsor legislation to ban was equal to the entire output of the practice by law, 1948, the Radio Manufacturers' Association (RMA) said this week. Proyear was estimated by the RMA at total 1948 production of 913,071 sets. than \$85.

Allen B. DuMont Laboratories was quick to announce that their salesman had written more than \$1,000,-000 worth of orders and that there is no inventory left on their new line of receivers. Ernest A. Marx, general manager of the receiver sales division, pointed out that original DuMont plans did not include ordertaking, but that high dealer-interest started the DuMont sales force writing orders.

Altho the company's Bradford model with the short-necked 19-inch tube came in for much attention, it is rumored that the set would have been a tremendous hit if it had included a record player for 331/3 and 78 r.p.m. disks in addition to (See TV SET SALES on page 42)

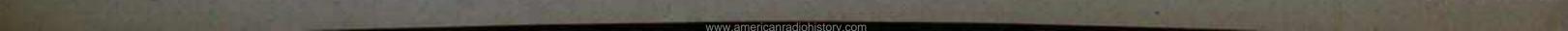


WASHINGTON, July 30.-After having secured the promises of the three branches of the armed forces that their post exchanges will cease selling higher-priced radios, phonos and other merchandises the House Armed Services Committee is now campaigning to stop post exchanges (PX's) from accepting special orders for commodities not regularly carried

Since radios and phonos are usually carried in stock only by the larger PX's, the stopping of special orders would have the effect of completely halting radio and phono sales in a large majority of service stores around the country.

The committee voted this week to request the armed services to end the practice. If the request is not met, several committee members stated

Under the agreement between the committee and the army, navy and duction for the first six months of the air force reached six weeks ago, PX's have discontinued selling radios and following year. An increase to \$399,- about 1,000,000 sets as compared to a phonos which wholesale for more



MUSIC

Communications to 1564 Broadway, New York 19, N. Y.

NAMM SHOW TOPS LAST YE

Lines

"Pay Theaters for Decca Earns Plugging Songs," Pix Exhib Demands

TV Aiding Some (Continued from page 3) the show was the big chance to introduce its new 50-item LP catalog and to talk up its large-scale drive in the American market.

The Billboard

8,600 at N. Y. Conclave;

Good Sales Chalked Up;

16

For the smaller indies, most of whom have been suffering from bad distribution, this was the first chance in a year to fill in the gaps. A number of labels reported signing between six and 10 new distribs in territories they have never covered. One label, Savoy, experimented with a "sales clinic" for distribs and decided to make this its prime function at next year's show.

Much in evidence were the "boothless buccaneers," mostly representatives of new, small indie labels, operating out of brief cases, with no overhead, and booking large orders by persistent button-hole tactics.

On the fringe, but very much in the picture, were the "undertakers" or job - lot - distress merchandise agents. For the big dealers with ready cash there was plenty of major label merchandise available at 65 per cent off list prices.

LIVELY KIDISKERS

There was little interest generally in record accessories, with old album and needle men emphasizing new TV accessories or service kits.

the record panel was in children's records. Here a half dozen companies, most of them out for orders, vied for attention with highly colorful displays and live-wire contacting. Veterans of last year's show reported better business this year, tho several tallied bigger figures at the more recent toy show. Generally they found the customers willing to order Christmas items now for delivery in Oc- and distributors, but musicians and tober. One label, Record Guild of America, introduced an entire new line of 54 seven-inch disks on pure vinyl. The same outfit brought out its first 10-inch release, a Christmas disk by the St. Patrick's Boy Choristers. Voco, another seven-inch line, was here to make its first pitch at disk distributors, having previously sold exclusively to chain stores. Console kiddle phonographs were a big item with phono manufacturers showing. Boetsch Bros., producers of Birch phonos, reported their biggest

hand-wound machine sale since 1945. with the majority of orders coming from Texas, California and the Southern States. Hudson Electronics, producer of the Junior Juke, showing for the first time, booked on order for 800 sets. This same outfit got plenty of attention with its threespeed all-automatic portable phono at \$59.95.

Manufacturers of musical toys were disappointed with results here compared to a much greater volume at the toy show.

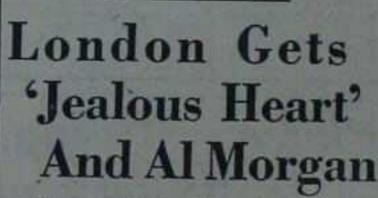
PIANO PRICES PAT

Piano exhibitors also expressed the belief that traffic and business surpassed that of last year. Several of these reported an upswing in the sale of high-priced instruments in the last 60 days. This was attributed to the fact that 50 per cent of the dealers have low inventories, have been waiting for prices to drop before buying and have finally realized that the drop is not forthcoming. While all Carver asked. "They might be years manufacturers have heard the call for getting an audience as comprehennew low-priced boxes here, as in the sive as theaters do in only a short band instrument field, there is a space of months. . . . Let the exhibshortage of skilled workmen, and itors start making some noise for any kind of quality in mass production is impossible. Most piano men lamented their own lack of promotion on the consumer level and expressed Probably the liveliest section of the need for a new "piano in every home" drive similar to the one instituted by Steinway in the '20's.

DETROIT, July 30. - An open demand for payment of royalty fees by composers to motion picture theaters is being voiced here by Sam Carver, vice-president of the Michigan Independent Theater Owners, following several months of research into the musical royalty field. Drastically turning the tables on the music licensing organizations, American Society of Composers, Authors and Publishers (ASCAP) and Broadcast Music, Inc. (BMI), in the long battle over their attempts to secure royalties from theater owners, Carver has devised a definite plan for exhibitors small and large to "obtain a good financial return on every song plugged."

theater owner is serving the com- of its healthiest years. poser and publisher in place of the old-time song plugger, and more efficiently, and should be paid accordingly.

"Without theaters featuring the pictures to millions of customers thruout the country, playing these songs, where would these song writers be?" our own pocket-book, and demand our percentage of the profits."



388G on 1st Half of Year

August 6, 1949

Significant Sign?

(Continued from page 4) to 5 cents per share in the second quarter when the disk business plunged into the slump which it still has not shaken off.

Single Smashes

The Decca second quarter pick-up this year was accounted for by Prexy Milton Rackmil, who pointed out that the diskery piled up business by producing a series of stellar hit single disks. He added that had not the album business dwindled to a low It is Carver's contention that the ebb, Decca could have enjoyed one

Still another encouraging note for Decca and the disk industry at large was the gradual climb of the stock market value of the diskery's stock, which was selling at 41/2 and now is around 7.

Csida Outlines New A&R Plan For RCA Victor NEW YORK, July 30 .- Joe Csida, artists and repertory chief at RCA Victor Thursday (28) outlined his proposed method of operation before an assemblage of music publishers and professional men. Tunes in the different categories will be taken to different RCA Victor reps, with Csida making final decisions in all cases. While pointing out that he intended to maintain continuous social intercourse with all publishers, the a.&r. chief stated that the press of additional work in the a.&r. department made mandatory the modus operandi indicated above rather than direct contact. The additional a.&r. functions necessitating this operation are per, E. R. Lewis, to Universal's Bill the recent reactivating of the Bluebird label and the takeover by the a.&r. department of the NBC-Thesaurus transcription library. Pubs who wish to place tunes with either the regular Victor label, Bluebird or Thesaurus will take tunes to the following: Rene and Charles Grean, pop and standard categories; Steve Sholes, folk, blues and rhythm; Alex Bard, international; Herman Diaz, Latin-American, and Steve Carlin, children's records. The above plan in no way indicates a revival of the defunct a.&r. com-

BMI Cancels "Per Plug" Plan

NEW YORK, July 30, - Cavalier Music, the first Broadcast Music, Inc. (BMI), affiliate to operate on the "per plug" basis, has been given notice by BMI that the arrangement will be discontinued as of October 1. Other firms on the same basis are also being dropped by BMI, which is discontinu-

ing the "per plug" system. Cavalier was launched in July of last year by contact men Bob Baumgart, Jerry Lewin and Mickey Glass. Instead of receiving "advance guarantees" in front, they were paid off after delivery of plugs at so much a performance. The arrangement hasn't panned out satisfactorily either to them or to BMI. The three plan to deactivate the firm after October unless their current plug ballad, Say It Isn't the Night, should click in the interim.

ACCORDIONS TOPS

Unquestionably the most popular instrument of the day was the accordion, followed by the guitar. Thirty accordion exhibitors kept several floors of the New Yorker hopping. Visitors were not only dealers teachers as well. Publishers with folios and methods for the instrument cashed in heavily. Imported models, mostly from Italy, were more abundant than at any time since prewar days, offering better quality at low prices. Clarke Fortner, representing Putnam, a royalty guarantee of 31/2 Frontalini, manufacturer of about 20 per cent of the Italian boxes, showed that he had sold 11,846 accordions here in the first six months of the year as compared to 11,109 sold all last year. According to one of his competitors, this was due to an excellent product and strong exploitation. The biggest accordion sale was generally reported in the under \$500 price class.

New electrical amplification units for the accordion were a big hit. These items, capable of producing new organ effects, thus increasing the scope of the instrument, were termed a "natural" for members of small cocktail combos.

TV AN AID

The emergence of the guitar this year, as well as that of the accordion. was credited partly to television by H. Kuhrmeyer, president of the Kay Instrument Company, Kuhrmeyer informed The Billboard that previous to the last two months he had experienced six months of bad business due to TV buying. "Now," he stated, "people are thinking of buying something besides TV. They see these instruments used constantly on television and feel that they'd like to play one."

In other quarters, too, it was felt (See Big Attendance on page 35)

NEW YORK, July 30 .- London Gramophone this week took over the country's newest and hottest sleeper record when it purchased the Jealous Heart master from Universal Records, as well as the contract of Al Morgan, warbler of the hit. The price was a \$3,500 advance paid by London topcents a side for the first 100,000 disks and 3 cents a side thereafter.

The Universal disk, which has been out for some months, flared as a regional sleeper around Chicago, and in the last few weeks broke nationally. London's Chicago distribber, Jimmy Martin, got Lewis and Putnam together on the deal.

Two-Year Morgan Pact

Morgan, for whom other major diskeries have been bidding, was signed to a two-year pact with Lon- miltee, according to Csida. don.

From here on, his disking of Jealous Heart will be released under the London label, with Universal permitted to press only enough disks to fill current orders. London is pressing the record in this country, at the Gennett plant in Richmond, Ind., and the Webster plant in Webster, Mass. This is London's first pressing venture here.

Como Again?

NEW YORK, July 30 .- The "B" side of Perry Como's latest Victor disk, Take My Hand, is a ditty titled I Need A Record. Are you kidding, Perry?

Johnson Sets Up Own BMI Firm

NEW YORK, July 30 .- Jerry Johnson, who resigned as general professional manager of Peer International some weeks ago, has set up a pubbery of his own, with backing by a silent partner. The firm, as yet unnamed, will be a Broadcast Music, Inc. (BMI), affiliate, with BMI matching the backer's coin dollar for dollar. The amount is reported to be considerable.

The pubbery will have offices in the Brill Building space formerly occupied by Feist, sharing quarters with Campbell Music and the Johnstone-Montei pubbery-making three BMI affiliates under a single roof.

The Billboard

BMI Plans Performance Fee System; Signing Writers

Music, Inc. (BMI), which has been the writers they submit. casting about for some years for a satisfactory method of holding pro- the length of the contract as well ductive songwriters in the BMI fold, as the emolument, BMI wants to sign has now instituted a plan which it up those they consider promising for hopes will turn the trick. BMI offi- as long a deal as seems feasible. It cials declined to comment on the na- will be up to the tunesmiths to barture of the operation, admitting only gain for the best deal. As far as is that they "are now signing writers."

rangement, which is under the direc- brackets as now used in ASCAP. tion of Bob Sour, was learned from writers who are currently dickering for a deal with BML It is reported Tower Settles

Tunesmiths are signed to minimum term pacts under which their output is handled by BMI-either the parent pubbing house or active affiliates. The consideration is a "yearly advance against performances"-ranging from \$300 to \$400 for beginning (AFM) unfair list dissolved last week writers and from \$1,000 to \$1,500 for the pros. The scale is flexible, however, and will vary from year to year with the productivity of the writer.

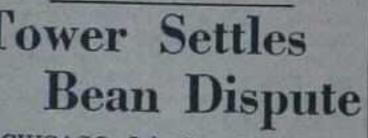
Performance Fees

This does not mean at all that BMI will guarantee the performance payments of its contract writers whose tunes are placed with affiliates. That will depend on the deal the writer makes with the specific pubber. It is a matter of record that such BMI time. houses as Marks, Peer, Duchess, BMI itself and others arrange to pay ley that Bean claimed that he had writers performance fees. Tune- never received the payment for the smiths, having songs with most of recording session and the union asked the other BMI houses, usually have full payment. gone without, unless their names carry enough weight to persuade the pubbers to come thru for performances. This has been one of the bugaboos of BMI writers, and one of the chief reasons for their continued migration to the American Society of Composers, Authors and Publishers (ASCAP), where at least some money is dealt out for tunes performed. Now BMI's idea is to advance some performance money, an inducement not heretofore offered.

NEW YORK, July 30 .- Broadcast faith by taking some of the tunes of

A BLUEPRINTING

The plan's flexibility extends to known, there is no set scale of pay-Something of the nature of the ar- ments or ascending classification



CHICAGO, July 30 .- Rumors that Tower Records was being placed on the American Federation of Musicians' when Dick Bradley, Tower prexy, cleaned up a three-year hassle with Carl Bean, Mason City, Ia., orkster. Bradley sent the AFM office in New York a check for \$683, which paid in full a contested settlement with the Iowa batoneer. Bradley claimed that he originally paid the sum two years ago to Kermit Bierkamp, then Bean's personal manager, after a court order was received to pay Bierkamp, who had power of attorney for Bean at the

The AFM recently informed Brad-

All Aboard -- LP

NEW YORK, July 30 .- The r.p.m. tug-of-war, as presented by RCA's Joe Elliott and Columbia's Ted Wallerstein at the National Association of Music Merchants' (NAMM) convention Thursday (28) had its lighter moments. Elliott, telling of RCA's success in having 45 installed in airplanes and in the apartments of the Roselle Park realty development, went on to predict that some smart operator would install the 45 system in trailers. There are 750,000 of them, said Elliott.

Wallerstein opened his talk with: "For what it's worth, LP is on the Cunard line." He drew yacks.

Library of Cong. Issues Catalog

WASHINGTON, July 30 .- The latest edition of comprehensive catalog of current music is now available from the copyright office, the Library of Congress announced this week. The new edition of Published Music contains a classified index to more than 7,000 musical items published abroad and in this country during the last half of 1948.

The library said that the index covers some 270 headings such as piano music, popular songs, dance orchestrations, juvenile music, Negro spirituals and the like. Other features of Published Music include an entry for each composition entered alphabetically under the name of the composer, with added entries for the name of lyricist, arranger and editor, together with data concerning the publisher, date of publication, copyright claimant and registration number for each piece, Published Music is available from the copyright office, Library 01 Congress, Washington, 25, D. C., at a price of \$1.50.

No 33 in '49. **Hot Give and TakeatNAMM**

MUSIC

PIN

17

"Embarrassing" Posers

NEW YORK, July 30 .- Following the collapse of the RCA-Columbia-Decca proposed r.p.m. peace planas reported in The Billboard last week -the shape of things to come in the r.p.m. tug-of-war received some clarification Thursday (28) at the National Association of Music Merchants (NAMM) convention, where Joe Elliott, RCA exec, stated flatly that for the remainder of this year RCA's promotional efforts would be concerned with pushing 45 and maintaining 78.

In other words, RCA won't go 33 during 1949. Elliott didn't go into It's understood that he detail. couldn't, inasmuch as RCA brass are currently blueprinting the promotional push. It has been learned, however, that amplification of RCA's plans with respect to 45 will probably be revealed within the next week. Details are expected to include an outline of advertising media to be used, together with news of a lowpriced combination record and phono attachment package. It's believed that the promotion and merchandising splurge will kick off about mid-September.

Tune Marketing

Any writers who are signed in the BMI central office are free to bring tunes to any BMI pubbers and set their deals. The BMI office, further, will recommend their songs to such active affiliates as seem best fitted to exploit the particular songs. Pubbers may also recommend writers to BMI for contract deals. These pubbers would be expected to show

Stan Kenton Off Again, On Again

NEW YORK, July 30 .- Stan Kenton will return to the band business in the fall, probably in mid-September, according to reports from his booking agency, General Artists Corporation (GAC).

It also has been reported that Kenton has kissed and made up with his band leader, has pulled the biggest Reid's Casino at Barron Lake. former personal manager, Carlos Gastel, and that this new venture will Boulder Dam. 'I'ne happy monster as a result of poor business, has been be guided by Gastel. The reports has gone in for square dance music. for only one or two nights of operindicate Kenton will return with a large band, composed of over 20 his bop crew at a Valley Stream tootlers, which will be centered around South American pianist, Rene dance group, complete with blue tract on a four-week trial with Don Touzet, an indication that Kenton will confine his activities to conducting, composing and arranging.

Kenton presumably had quit the band business about six months ago following an engagement at the New York Paramount Theater.

Bradley said that he has enlisted the aid of the AFM in regaining the money, which he now claims is owed by Bierkamp,

Cap Acquires 21 Strong Masters

HOLLYWOOD, July 30.-Capitol's purchase of 21 Benny Strong masters from Dick Bradley, prexy of Tower label, was consummated yesterday, with the Coast major reportedly paying \$10,000 for the Strong cuttings, plus agreeing to a graduating royalty scale ranging from 3% cents to 11/3 cents per platter.

Initial Strong release will be That's My Weakness, Now, which Cap will rush to the mart, bucking the Russ Morgan disking. Tune recently made The Billboard's Possibilities listings. Strong will open at Casino Gardens August 12 on a four-week stand, during which Cap will record him while he is here.

MGM To Wax **ABC** 'Playhouse'

of the American Broadcasting Company (ABC), to make a series of albums featuring plano solos, duets, trios and quartets.

diskery, spots pianists Cy Walters and Stan Freeman as the featured regulars and features such stellar keyboard guests as Teddy Wilson, Cy Coleman and Joe Bushkin,

Weekly Policy Clicks At Michigan Casino

DETROIT, July 30 .- The persistent trend of the past two seasons toward fewer nights of operation by summer NEW YORK, July 30 .- Chubby ballrooms in Southwestern Michigan Jackson, the ebullient and bop-happy has been successfully reversed by switch since Roosevelt turned on General policy in the area this season. Jackson, who recently closed with ation.

Reid's Casino, however, decided to (L. I.) spot, is rehearsing a country try a regular weekly location conjeans, fiddle, banjo and red kerchiefs, Pablo and His Latin-American Band, and will open in Randall Park, Free- with such popular approval of the port, L. I., to play for the square policy that they now want to hold dances sponsored by the Park De- the band until Labor Day, altho this with dealers geared for the latter partment. The debut is set for will be blocked because Pablo is Saturday night (13), and Jackson will booked into Eastwood Gardens, Detroit, the week of August 26.

The Billboard recently reported the initial push would involve an expenditure of \$2,000,000 up to midfall, with more to come. Just how it's to be spent has been top RCA brain for I within the past few days. In the meantime, Larry Kanaga, Victor sales and merchandising exec, has alerted field men and distributors to the fact that an intensive promotional campaign is in the works.

Action Indicated

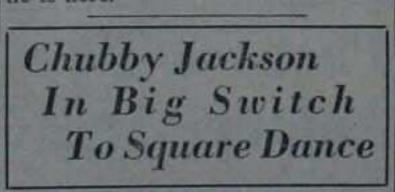
All things point to rapid action by RCA on the matter of promotional expenditures. Perhaps the primary catalyst is the cumulative evidence that the dealer and consumer now need something tangible on which to chew. The moment, in other words, NEW YORK, July 30 .- MGM Rec- is one of partial crisis for the major ords this week completed a deal with diskery, inasmuch as it admittedly the Piano Playhouse, a radio feature must make an effort to plug the gaps on the matter of dealer-consumer acceptance.

Some idea of this partial crisis was indicated at the NAMM session The program, and subsequently the Thursday, where Elliott and Ted Wallerstein, chief of Columbia Records, outlined the positions of their respective companies. Apart from their respective speeches, great interest attached to the question-andanswer period wherein merchants in the audience threw a number of embarrassing questions at the RCA exec. At one point, the chairman of the panel pleaded with the audience to refrain from posing embarrassing questions.

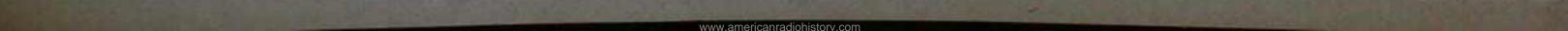
> One merchant, for instance, requested that the assemblage make a show of hands to indicate whether LP or 45 had greater acceptance. Then, aiming a barb at Elliott, who had quoted from an anonymous survey, he stated this show of hands would be better than an anonymous survey. The hands were heavily in favor of LP.

Dealer Shoots Poser

Another merchant queried Elliott: "How can you justify 45 when 78 and 33 were already on the market, speeds?" Elliott answered that the disk business had started to decline (See RCA Blueprinting on page 2*)



be busy studying the calls till then.



MUSIC 18

'August 6, 1949

Oberstein To Offer Varsity Platters Three for a Buck

NEW YORK, July 30 .- Eli Ober- my Durante, Rose Murphy, the Three stein's low-priced, direct-sale Varsity Suns, Noro Morales, Morton Downey disk line, the ploneer in the revived and others. It is understood that ist-singer, Billy Valentine. cheap-priced record business, will be these former Majestic sides will be buck and 35-cent including taxes tab then will be packaged at the threewithin the next six weeks. Varsity, which started in business about a year that Oberstein will pay about \$25,000 ago as a 44-cent record which aimed for all the masters which he intends at duplication of current hit disks, is purchasing. buying up a flock of Majestic Records' masters from Mercury Records on a piecemeal basis. These masters will round out the Oberstein catalog which will be made available on Varsity at the new price tag. Oberstein, meanwhile, is busily rounding out his sales promotion and merchandising of the 49-cent Harmony label, the Columbia product which his organization is distributing.

some 200 Majestic masters of the field with the formation of Gotham several thousand available. He al- Attractions, Inc. First group pacted ready is preparing releases of sides by the booking outfit is the Angelic by Percy Faith and a large orchestra Gospel Singers, a four-girl unit also and Georgia Gibbs. Other artists' signed for Gotham waxing. Ballen disks from the Majestic catalog, which passed into Mercury's hands via the auction block some months ago at a manager, moving over to the booking reported \$142,000 figure (which included purchase of a couple of Majestic plants), will include wax by Louis Prima, Ray McKinley, Juanita Hall, Foy Willing, Paul Douglas, Jim-

Bulleit Debuts New Distrib Org

NEW YORK, July 30 .- Jim Bulleit, fully recovered from his recent auto crack-up, has jumped back into the record picture, this time with a fullscale distributing set-up. Bulleit, formerly associated with Bullet Records, has organized Coast Line Distributors in Nashville, and will service Tennessee and Kentucky. Seven In Exec Switch with several more of the larger indies still in the negotiation stage. Lines inked are London, Atlantic, Horace Heidt, National, Supreme, Swingmaster and Gotham. Bulleit, who still owns the Delta and Village labels, is considering an exit from the manufacturing end of the business, provided he can get a satisfactory deal for his masters. He will continue to scout original material for Jay-Dee Music, a pubbery owned jointly with Dave Drever.

marketed at the pre-1940 three-for-a- issued first singly at 35 cents and hot group in the blues-and-rhythm for-a-dollar figure. It is reported

Gotham Label Inks 10 Artists

NEW YORK, July 30 .- Ivan Ballen, head of the Ballen Record Company of Philadelphia, has signed 10 new artists for his Gotham label and To date Oberstein has procured has also entered the talent booking will put two men in the field, with Leonard Schwartz, Gotham sales office.

New Gotham disk signings point up the waxery's plan to concentrate on spirituals. The groups include the Dixie Humming Birds (formerly with Apollo), the Tabernacle Singers, the Famous Camel Singers, the National Clouds of Joy and the National Harmony Singers. Other signees in the blues and rhythm field include the Cats and a Fiddle (formerly with Bluebird), the Three Peppers (once with Decca) and Sax Gill and his orchestra. Earl Plummer, soloist formerly with the Red Caps, was also inked.



The Latest in

NEW YORK, July 30 .- This is one of those show business success stories. It's about a young Fort Worth plan-

Johnny Moore's Three Blazers, a market for several years, received a tough blow at the box office when singer-pianist Charles Brown decided to go out on his own some months ago. A replacement, Lee Barnes, proved totally inadequate.

Two weeks ago the Blazers were due for a series of recording dates with the Victor company. Desperate for a singer-planist re lacement, the remainder of the group, Johnny Moore, Oscar Moore and Johnny Miller, headed out on the road in different directions in search of a "new Charles Brown."

In Washington, leader Johnny Moore was told of a pianist-singer in Fort Worth who, the informer claimed, "would make them cats forget Charlie Brown." So Johnny placed a person-to-person call to Fort Worth and had the prospect sing for him over the phone. The youngster was told to hop a plane for New York.

The Fort Worth product was in New York the next evening and auditioned an hour later. Milton Ebbins, group's manager, hired him on the spot and two days later sliced wax with the group.

Sensation, Mills **Conclude Deal**

NEW YORK, July 30. - Sidney Mills this week concluded a deal with Bernie Besman, Sensation Records prexy and head of Pan-American Distributors of Detroit, whereby publication rights for Sensation origi-

Boys Town Choir Success Stories Signed by Cap

HOLLYWOOD, July 30 .- Alan Livingston, head of Capitol's kidisk artist-repertoire department, this week signed the Boys Town Choir to a recording pact Livingston, who created Cap's Bozo the Clown and Sparky series among other kiddy wax fare, will use the Boys' Town vocal organization for both the kidisk mart and adult diskings. Manner in which the choral group will be presented to appeal to youngsters was not revealed.

Livingston inked pact with Dr. Frances Schmidtt, Boys' Town choral director. Royalties from the pressings will go toward funds supporting the noted boys' org.

Kiddie Disker Inks TV Talent

NEW YORK, July 30 .- With more and more moppets gluing their eyes to television sets, one kiddle record producer, Caravan, has stepped out to ink TV talent for recordings. The deal, set by Caravan Prexy Larry Gould, is with the Bunin Puppets, owner of the Foodini and Pinhead characters, featured on the Columbia Broadcasting System's (CBS) coastto-coast Lucky Pup show. The first disks released will be Foodini Goes A'Huntin' and Foodini's Trip to the Moon, both written especially for disks.

Meanwhile, Caravan is expanding its venture into the pop field, inaugurated June 1 with the release of its long-length "dance albums." Three new disks, with two tunes (five minutes of music) per side, were cut this week by Hit Parade maestro Mark Warnow, with a specially constituted group to be billed as Mark Warnow

Farkas Boosted At Gramophone

NEW YORK, July 30 .- Remy Farkas this week was named manager of the a.-and-r. classical division of London Gramophone. H. Van Norman, formerly with the Liberty Music Shops, was appointed-field rep for the clasical division.

London also announced the signing of soprano Ellabelle Davis, who drew rave notices in a recent European tour, and of conductor George Szell on a non-exclusive basis.

The waxery appointed Jim Bulleit's Coast Line distribbery to handle the label in Kentucky and part of Tennessee and is negotiating with four other Southern distribueries to complete its Dixie coverage.

Kaye Back in Action As MGM Coast Chief

HOLLYWOOD, July 30. - Jesse Kaye, West Coast chieftain for MGM Records, returned to his desk following a serious illness which put him negotiators are given plenty time. It bulk of the music pact was all but out of action for several months.

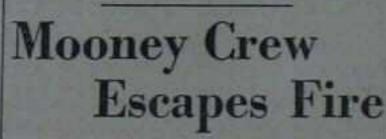
Coast operations for MGM, relieving about extending the free TV music moved soon, and they are keeping Irving Aronson, who subbed for Kaye deadline monthly. It is recognized that their fingers crossed in hope that no during latter's absence.

HOLLYWOOD, July 30. - Radio Recorders, West Coast's largest indie recording studio located here, underwent a major ownership change this week when Howard Hutchins was named president and De Voe Rae appointed to the secretary-treasurer berth of the plant. Hutchins and Rae bought a reported 60 per cent interest in the outfit for approximately \$250,000, with former President F. H. Winter and Darrell Minkler, secretary-treasurer, retiring from the operation.

In biz here for the past 15 years, Radio Recorders has been used ex- of the Art Mooney ork escaped intensively by broadcasters and com- jury when the band bus caught fire new version of Scotch Hot, Hopscotch mercial platteries. Plant equipment early Thursday morning (28) en boasts of 21 tape recorders, including 12 late model Ampex machines Ia. as well as 26 acetate lathes. Joe Sameth, veepee in charge of sales; Harry Brian, engineering veepee, and Ernie Dummell remain active in the their engagement in Fort Dodge on revamped administration.

nals go to Mills Music.

Besman has specialized in cutting masters and leasing them to other waxeries on a royalty basis. These have included sides by Todd Rhodes leased to King; J. L. Hooker, to Modern; T. J. Fowler, to National. Mills acquires some 200 original tunes in the deal.



NEW YORK, July 30 .- Except for a few cases of minor burns, personnel route from Sioux City to Fort Dodge,

The entire library and most of the instruments were salvaged. The band continued in a public bus, making time.

and His Blue Velvet Orchestra. The packages, emphasizing dance tempos, will contain tunes by Irving Berlin, George Gershwin and Richard Rodgers.

Cromwell Music Joins Pub Field

NEW YORK, July 30 .- Lyric writer Carl Sigman, deejay Gene Rayburn, and Billy Whitlock, the septuagenarian British glockenspielist and composer of Scotch Hot, have set up a publishing house here called Cromwell Music. Venture is based on the Polka, for which Sigman and Rayburn penned a set of lyrics. Tune originally smoked out attention here via the London instrumental waxing featuring Whitlock on the bells.

Lyric version already has two promising diskings-an Art Mooney on MGM and a Guy Lombardo on Decca. The song will be exploited without a professional staff, the partners believing that it can be made via disks and disk promotion. The latter is being attended to by Howie Richmond, former Big Three flack who recently set up for himself.

ASCAP Music Pact for TV Encounters Another Delay

(Continued from page 13) blanket ASCAP music licenses in AM acquire ASCAP music licenses on a tional rate of 8 per cent.

friction, and there is a general feeling that discord can be sidestepped if the Plattery exec will take over all board has been making no bones ASCAP's internal problem is a tough new crises will follow.

old rates. Under this arrangement, more weeks of negotiations. Getting clearance from the rank-and-file radio call for payment of 2.25 per membership is obviously a big hurcent on all net receipts of sale of time, dle for the ASCAP board, and curwhile the alternative for stations to rent demurrals by some of the members are regarded as just a foretaste per program basis calls for an addi- of what is in store. The latest snag has come as a disappointment to both Both sides are anxious to avoid sides in the wake of the situation a fortnight ago when the negotiators were fairly well satisfied that the is for this reason that the ASCAP accepted. Sp kesmen, however, are still hopeful that the snag will be re-

one which may necessitate several Cap Telefunken Goes 331/3 Sept. 5

> HOLLYWOOD, July 30 .- Capitol's initial 3315 r.p.m. release will hit the stalls September 5, with a complete array of the Coast major's classical (Telefunken) catalog to date. First long-playing release will consist of 21 microgroove platters - nine 10-inch disks, remainder to be in 12-inch form.

After September 5 all classical releases will be issued in 331/3 r.p.m. form, along with 45 r.p.m. and standard 78.

Re Collé

YES! Famous BLUEBIRD Records are back now! Hit tunes, priced low -singles only 46¢, albums \$2.69!*

It's big news for coin ops and retailers! Low-cost BLUEBIRD Records are high quality-made by RCA Victor! This first release is on non-breakable records! And look at the titles!

COIN OPS: You get more play for your dollar with low-cost, long-lasting **BLUEBIRD** Records!

RETAILERS: Sell BLUEBIRD Records with confidence-they've got real quality! Priced to move fast too! **REGULAR DISCOUNTS apply** Available through all RCA Victor distributors! Order now!

album only \$269

South Pac

Featuring Al Goodman and vocal stars! Also available on singles!

A Cock-Eyed Optimist This Nearly Was Mine 31-0001

Some Enchanted Evening Younger Than Springtime 31-0002

There Is Nothin' Like A Dame A Wonderful Guy

Bali Ha'i I'm Gonna Wash That Man (Right Out-a My Hair) 31-0004

Album BN-3.

31-0003

album only \$269

Al Goodman and Orchestra with famous voices! All on singles tool

Little Fish In A Big Pond Give Me Your Tired, Your Poor 31-0005

Let's Take An Old-Fashioned Walk You Can Have Him

Kiss

31-0006

31-0008

Homework (Just One Way To Say) I Love You: 31-0007

Paris Wakes Up And Smiles **Only For Americans!**

Album BN-4,

"THE RECORDS THAT MAKE THE STARS"

"All prices are suggested list, subject to change without notice, seclusive of focal taxes. Prices do not include Federal Excise taxe

Made by RCA VICTOR

DIVISION OF RADIO CORPORATION OF AMERICA, CAMDEN, N. J.

31-0010 Jack Searle 31-0012 The Tattlers 31-0011

Johnny

Bradford

Eve Young 31-0009

only 46¢

Let's Take on Old-Fashioned Walk

(Just One Way To Say) | Love You

Who Do You Know In Heaven

Twenty Four Hours of Sunshine

Now! Now! Now! (Is The Time)

Some Enchanted Evening

You Can Have Him

Hadacol Boogie

Wedding Bells

Trouble Blues

Tennessee Polka

Little Girl Don't Cry

Country Boy

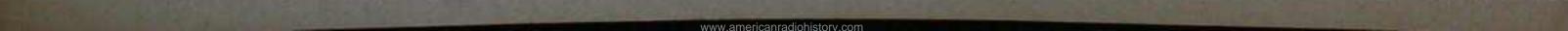
Room Full of Roses

32-0002

John Boy Wilson 35-0001

Jesse Rogars 32-0091 Jessa Rogers

Freddie Hamilton



MUSIC 20

August 6, 1949

AFM, IBEW in Tangle Over Chi's Wired Music Fracas

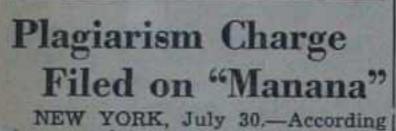
CHICAGO, July 30 .- The Ameri- | help or members of other unions do can Federation of Musicians' (AFM) developed into a controversy between the musickers' union and the International Brotherhood of Electrical Workers (IBEW), another American Federation of Labor affiliate. Situation came to light two weeks ago when hotels dropped their wired music (The Billboard, July 30).

Milton Boom, president of Boom Electric & Amplifier Company, local Muzak franchise holder, said he had been contacted by an AFM rep who said that the platter turners employed by Boom must be dropped in favor of AFM disk turners. Boom said he is using six disabled vets as platter turners at the present time. These men, each of whom works an eighthour shift, are members of IBEW. Boom pointed out that all his employees, and those of most of the other wired music companies across the country, are IBEW men, for these union technicians are necessary in the proper operation of a wired service. As of Friday (29), the six IBEW members were still working for Boom.

Boyle's View

Mike Boyle, president of IBEW, when contacted, denied a report that he had met with James C. Petrillo, AFM prexy, Friday (29) morning. He which opened there Friday (22) for said that the situation, regarding wired music, was still stalemated.

In a statement earlier in the week, Petrillo said: "We have factual reports that in many cities non-union



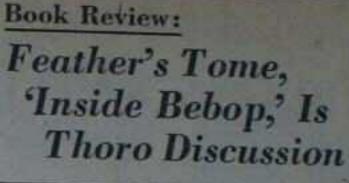
work that should be done by memdrive against wired music here has bers of the musicians' union. It has been our rule that where 'canned music' disposes of jobs that could have been held by musicians, we insist that changing of records be done by our members." Petrillo said that the fight against wired music suppliers, who don't use AFM platter turners, will extend to other cities.

A check of Loop hotels showed that all have turned off their wired music outlets. Boom said that he serviced approximately 300 varied accounts, but that he had received no orders to turn off the music; that, rather, the account had turned off the speakers. He said no check had been made to ascertain the extent of the service. turnoffs.

Eastwood Gardens Loses Three Days In Marihuana Case

DETROIT, July 30 .- Eastwood Gardens, huge outdoor ballroom at Eastwood Park here, was closed for three days this week, Tuesday thru Thursday, as the result of marihuana charges pressed against three members of the Gene Krupa orchestra, a week's stand. Krupa himself was exonerated of responsibility after investigation by police and federal narcotics officers.

The park management, which is engaged in a long-standing legal battle with the town of East Detroit in which it is located, decided on the quick closing as soon as the scandal broke, in order to dissociate itself Filed on "Manana" from the situation, even at the loss of three days' business and the possible

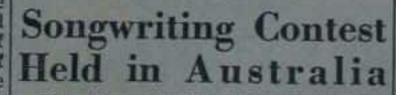


Leonard Feather, disk jockeysongwriter-musician-critic, has written a small book which should help somewhat to unravel some of the intricacies and mysteries of bebop. Divided into three sections, the tome deals with the histroy and development of the bop medium from the late 1930's and early 1940's to the present, contains a biographical who's who in bop and discusses in some 20-odd pages a technical analysis of the most modern innovation in the jazz world.

Feather's dead serious approach helps to achieve a flavor of authority in the book which most tomes of this nature fail to build. The author's analytical pages deal heavily in both the accepted and the currently experimental phases of the bop medium. The analysis may prove somewhat over-technical for the layman, but the remaining biographical and historical pages enhanced with the glamorous touch, should prove satisfactorily enticing for the average jazz bug.

Perhaps the most gratifying point about the book is the fact that Feather has written it in a simple, straightforward, apparently sincere manner and managed to avoid the usual plethora of hot air which seems to get blown into most tomes of this sort.

Inside Bebop by Leonard Feather. Published by J. J. Robbins & Sons, \$2.00. Hal Webman



Monogram, Can., **Buys Masters** From Blackstone

NEW YORK, July 30 .-- Monogram Records of Canada has purchased 14 masters, including four by Sarah Vaughan, from the Blackstone Agency here, and has also inked a new batch of Canadian artists. The Blackstone masters, eight of which were issued several years back on the now inactive Crown label, were purchased outright, including world rights.

The Vaughan sides, made before the chirp signed with Musicraft, include It Might as Well be Spring, You Go To My Head, I'm Scared and I Could Make You Love Me. La Vaughan now waxes exclusively for Columbia, Other sides involved are four instrumentals by John Kirby, and six unreleased masters by the Ellis Larkin Trio.

Chuck Darwyn, Monogram president, after building a catalog thru master lease deals with a number of American labels, is now getting set to exploit native Canadian talent as well. Artists inked are the Ed Mc-Curdy Folk Singers and the Ray Norris Quintet, bop group, both of whom broadcast over the Canadian Broadcasting Corporation (CBC). Others are chirp Patti Jarvis, vocalist Howard Manning, and the Fenton-Powers Trio.

Darwyn has set up the Lively Arts Publishing Company, affiliated with Broadcast Music, Inc. (BMI), of Canada, to handle all unpublished material waxed by Monogram. Two tunes, both with lyrics by Darwyn, are going to Bobby Mellin for U.S. exploitation.

Next month, according to Darwyn, Monogram will be the first Canadian wax works to convert entirely to plastic pressings. The label's first LP Held in Australia release is also forthcoming. It will be This Is My Beloved, with maste leased from Atlantic Records here.

to a complaint in New York Supreme Court by Walter C. McKay, the tune Manana is allegedly an infringement of McKay's unpublished tune, Laughing Song. McKay, who claims he tra, slated for yesterday. It was Prizes totaled \$2,500, and leading vowrote the unpublished tune prior to stated by a spokesman for Eastwood calists were engaged so that the songs World War I, named as defendants that the approval of the American Peggy Lee, Dave Barbour, Barbour-Lee Publishing Company, Capitol been secured for the closing, but the the six winning numbers from each Records, Decca Records and Radio question of payment for the three lost State were performed over a nation-Corporation of America (RCA).

Action asks for an injunction and accounting of profits from the publication and waxing of Manana.

R. Sheppard Forms New Pubber Firm

NEW YORK, July 30 .- Riley Sheppard, folk artist, has formed a new publishing firm, Taran Music Corporation, a Broadcast Music, Inc. (BMI), affiliate. Taran's first plug is Pretty Girl, already committed to wax by Decca, Coral and Victor.

interest in Choice Music, an American NAMM show. The latter line, with Society of Composers, Authors and eight titles in the initial release, and Publishers (ASCAP) firm (Need You, Slap Her Down Again, Paw) to his sells for 25 cents per disk and will partner, Sylvester Cross. Cross also be sold thru distributors as well as operates American Music, publisher direct to chain stores. of Cool Water.

Dance-Tone Signs 3 New Englanders

NEW YORK, July 30 .- Three new artists, all familiar to New England radio audiences, were signed to recording pacts last week by Dance-Tone Records, of Boston. Stuart Hall, vocalist, is a former disk jockey from WJDA, Quincy, Mass., and a recent winner on the Arthur Godfrey Talent Scout Show. Gloria Carroll, singer, broadcasts over WEEI, Boston, and Gene Jones, another Boston singer, is beamed over WBZ.

loss of the band salaries.

cancelled the band's engagement (AFBC) recently conducted a nation-Tuesday and closed the Gardens until wide Australian songwriting contest the opening of Johnny Long's orches- to encourage composition in Australia. Federation of Musicians (AFM) had Contests were held in each State and days remained uncertain. It appeared wide hook-up, with prizes given for possible that the band might be paid for the entire week under the circumstances. It was emphasized that neither Krupa nor the remaining band members were personally involved.

Willida Disk at 59c; **New Line Introduced**

NEW YORK, July 30 .- Willida, the kidiskery, having broken with the new 59-cent Kiddie Land label several months back, is cutting the price of Willida to the same level August 1. The same outfit introduced a new six-Last week Sheppard sold out his inch line, Small Fry, during the eight more to follow September 1

Willida formerly sold for 98 cents per disk. The line's \$1.98 album sets will now sell for \$1.28.

TD Sued for 29G Over Bus Collision

WAHOO, Neb., July 30. - Band leader Tommy Dorsey faces a \$29,450 damage suit here as a result of an for the character portraying Al accident June 13 in which Dorsey's bus was in collision with a station wagon. John M. Jackson filed the suit. He is a research chemist now in a hospital at San Mateo, Calif. named defendants.

SYDNEY, July 30 .- The Australian The management of Eastwood Park Federation of Broadcasting Stations could be heard to the best advantage. the listeners' choice and the judges' selection, Almost 4,000 songs were entered.

Rosenberg Builds Wilcox Ork Unit

NEW YORK, July 30 .- Eddie Rosenberg, manager of the Eddie Wilcox ork, is building an eight-act vaude package for presentation with the band on theater and one-night dates. On dance jobs, a concert and dance format will be used.

The vaude idea had a precedent with the band when it was under Lunceford's baton. Lunceford successfully exploited a show package under the name Harlem Express.

The Wilcox band is booked by the Gale Agency.

Zito Set for "Horn" Flicker

HOLLYWOOD, July 30 .- Jimmy Zito, trumpet player who has been heading up his own band, has been signed to play his trumpet in a big new Warner Bros. movie, Young Man With a Horn, a romantic history of jazz. Zito will play several solos Hazard, who in real life was the teacher of Bix Biederbecke, considered one of the greatest trumpet players of all times. Picture will star Kirk Douglas, Lauren Bacall, Mrs. Dorsey and John A. Racesek, Doris Day, Hoagy Carmichael, and driver of the Dorsey bus, also were Harry James who will handle the music.

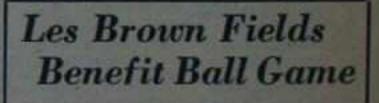
Mercury Equipment For Can. Operation

NEW YORK, July 30 .- Al Siegel, Wurlitzer distributor for Canada, has completed the purchase of six record presses and a milling and plating plant from Mercury Records. The equipment is already being set up in Newmarket, Ont., 30 miles from Toronto, and should be in operation by September.

Siegel will also press and distribute Mercury thruout Canada.

"Barefoot Boy's" Drive-In

DETROIT, July 30 .- Ross Mulholland, famed as "The Barefoot Boy" on WXYZ, has branched out as a motion picture exhibitor, building the new 250-car Sky-Way drive-in at Hubbard Lake, Mich. Show started last season when Mulholland gave a few free 16mm. shows for his friends and fellow-resorters. House is being managed by Lou Kramer.



NEW YORK, July 30 .- Les Brown, whose 1941 hit, Joltin' Joe Di Maggio, is skedded for early reissue by Columbia Records, will field a softball team made up of his band men Monday night (1) on the diamond of his hometown, Lykens, Pa., in a combined concert and ball game. The object is to raise funds to complete payments for the field lighting system. The Brown crew, known for their addiction to and proficiency in the national pastime, will play the best local team in the territory.

Brown raised \$1,000 two years ago in a similar shindig to make the down payment on the Lykens field lights.

Decca 24609

RCA Blueprinting 45 Push; Hot Give 'n' Take at NAM

(Continued from page 17) prior to the introduction of the new speeds.

Chodash, president of the Chicago policy on 45. Those merchants who Record Dealers Association, who came to the NAMM with the expecclaimed that 45 had laid a multi- tation of getting a clear picture of the million dollar egg whereas LP was r.p.m. hassle came away with some a success. This, he said, was brought facts, but felt that the fog hadn't been out not by an anonymous survey, but lifted. The delay in formulating and by a survey of dealers in Chi. He motivating RCA policy has been ocquestined whether the "dumping" tactics of Victor dealt honestly with the protracted peace talks; but that the dealer and claimed it disrupted the crystallization has already begun the price structure. He further urged seems logical, particularly in view that large record companies call in of the fact that RCA has definitely reps of record dealer associations given the bird to 33 for this year. The and confer with the latter relative to next months are considered crucial in a sales program designed to stabilize the campaign, which is expected to the industry. Confusion over speeds be tipped next week. is our ruination, he stated.

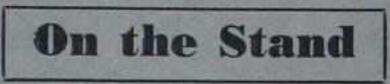
Barbed Repartce

Elliott, apparently referring to a reported threatened suit against RCA by the Chi dealer org, prefaced his remarks to Chodash by stating cuttingly: "I hope this is not a legal conversation." Chodash answered: "That may come later." Elliott added. "We'll continue to promote 45 to a sonal manager, Fred Benson. Booked successful conclusion" . . . and referring to the RCA sale: "When your shelves have years of inventory, it's Eddy Butterfield (doubles trombone). time to move in."

Wallerstein, at this point, stated that if Columbia's LP didn't have acceptance, it would bow out-but in Eddie Ryan, plano. principle he supported Elliott and RCA by stating that a manufacturer has the right to try to prove his product. At another moment, Wallerstein thought that speed had gained sufficient acceptance.

The some ammunition was fired at good deal of the headaches which RCA, some leading merchants present have fallen in the ork business probquestioned the validity of the entire ably would never have been. This fracas. One said he doubted that Anthony band, if it accomplishes litthe show of hands was "fair." An-'tle else, has carved a formula for other doubted the merchants present | making friends merely on the represented the industry, inasmuch strength of sheer bustle. as the convention was held in New York.

In general, however, the session added credence to the belief expressed in trade quarters that the time A further fillip was added by Ben had come for RCA to crystallize its casioned by various factors, including



Ray Anthony

(Reviewed at the Cafe Rouge, Hotel Statler, New York, July 26. Perby General Artists Corporation.)

TRUMPETS: Fern Caron, Marty White, TROMBONES: Tom Oblak, Kenny Trimble,

Bob Quatson. REEDS: Earl Bergman, George Meinzer,

Billy Usselton, Lew Sadar, Leon Anthony. RHYTHM: Mel Lewis, drums; Al Simi, bass;

VOCALS: Dick Noel, Pat Baldwin, the Skylinera.

ARRANGER: Charley Shirley. TRUMPET AND LEADER: Ray Anthony.

If more bands displayed the brash indicated he would go 45 if he enthusiasm and the please-the-people spirit that the Ray Anthony organization conveys most of the time, a Don't let's sell this band short on its musical merits either! It may lack a distinct style and/or sound, but what it has to play, it plays with a cleanliness and an attack that are uncommon in most contemporary dance bands. It's a band which lays the emphasis on dance music. Never once, whether it be medley or production number, does the crew stop keeping time. And the band plays everything from two-beat thru rumba to bop-tinged things, so that it is able to please just about every-



SOMEDAY (You'll Want Me To Want You) MILLS REOTHERS

BALI H'AI

Philly AFM in **Band Spot Hu**

(Continued from page 4)

range seating for the free concerts. All promised help, but so far none of them have. Two years ago free concerts were given in the center of the body. city at the city-owned Reyburn Plaza when seats were provided thru joint engaging a leader as can be found sponsorship with the USO-Labor Plaza. Those seats are no longer available.

No Chairs

Mayor Samuel passed along to the city council the request for chairs, which would cost from \$2,500 to \$4,500, depending on the type of band boy, and there's no stopping chairs used. But the council's finance committee said it could not study the hustle. request until next Thursday (4). The free music plan, Luizzi said, was to give concerts Friday, Saturday and Sunday evenings until Labor Day, using a symphonic jazz ensemble Fridays, a 50-piece concert band Saturdays and a 60-piece symphony orchestra Sundays. But the time is growing short, said Liuzzi, if any program is to be worked out at all,

Liuzzi said he started discussions early in June with the Fairmount by Dick Noel, a young lad with a Park Commission, offering the same big set of tonsils in the Herb Jeffriestype of program with the addition Billy Eckstine groove. The Skyliners, of dancing Fridays.

Lubinsky Using Savoflex

Lubinsky, head of the Savoy and quately, Regent diskeries, is converting all of his production on both labels to a ords' contract under his belt, Anthony new "break-resistant" material, on stands a reasonable chance of climb August 10. Lubinsky's new material ing that perennial ladder to fame is called Savoflex.

If Anthony, who is as agile and fronting any ork, can find a distinctive pattern for his band, there should be no stopping him from hitting the top money brackets. Even without a formula this band should be able to make a lot of bucks. It's a hard-working lot, from leader to that clean-cut kind of spirit and

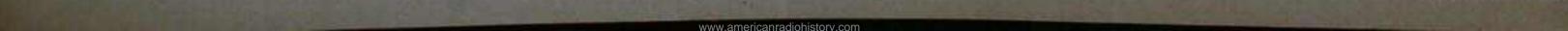
Strong Library

The Anthony library is stronger than it's ever been, having built a strong collection of the current tunes. a noticeable failing of earlier editions of the crew. In addition there are plenty of standards, used mainly in medleys, and special instrumental and novelty items.

The band spots a better-thanaverage vocal corps which is headed a spirited young Midwestern vocal group, handle most of the novelty stuff quite acceptably with thrush Pat Baldwin, from the group, singing NEW YORK, July 30. - Herman an occasional r'ythm item ade-

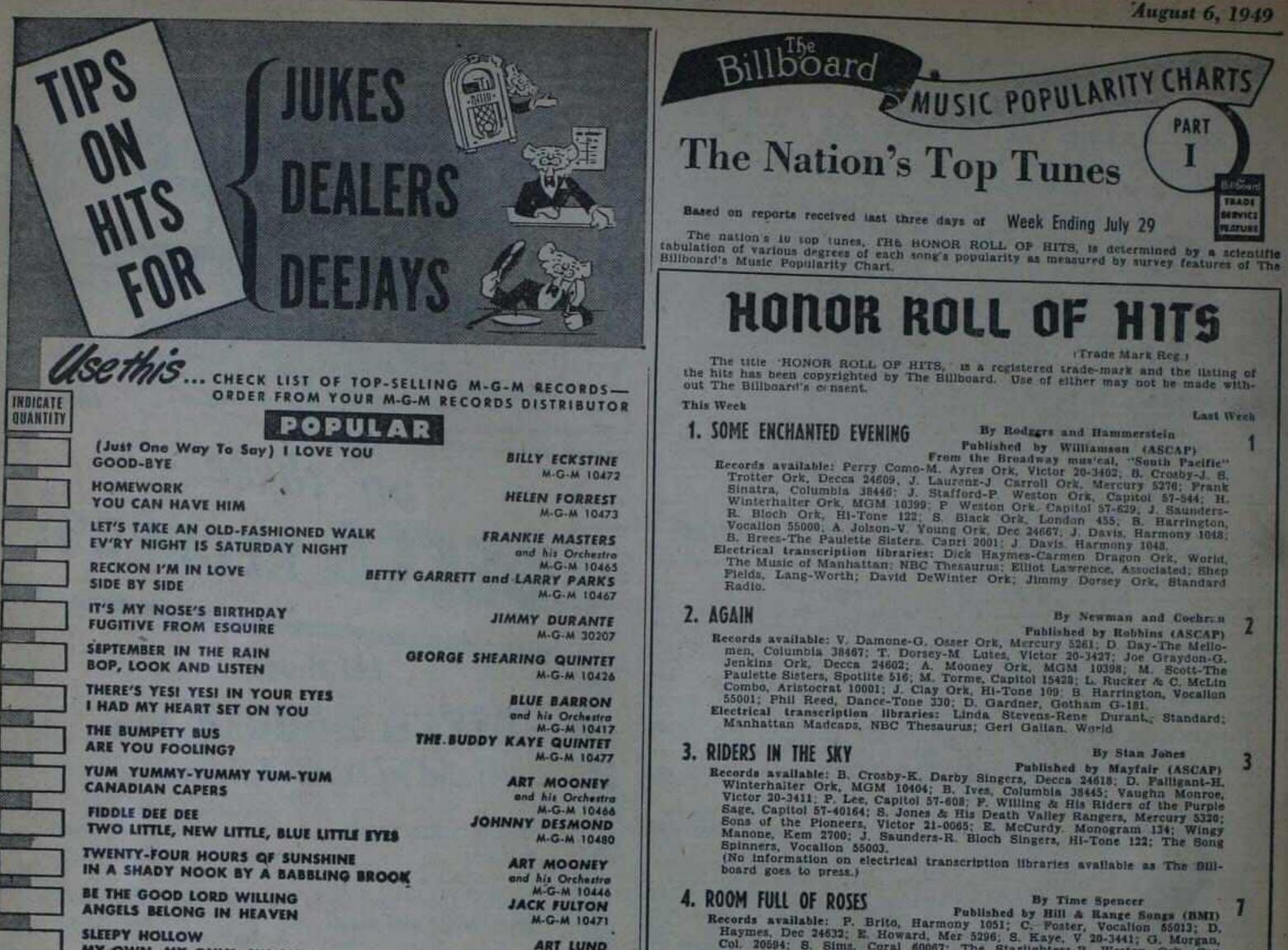
Now working with a Capitol Rec-Hal Webman. and fortune.

题7	SOMEDAT (You'll Want Me To Want Yo	ou) MILLS BROTHERS	
E.	ON A CHINESE HONEYMOON	Decca 24694	影
調・	WHO DO YOU KNOW IN HEAVEN	INK SPOTS	it was
	(That Made You The Angel You Are		Sugar State
	YOU'RE BREAKING MY HEART		
驚	TUATIC ANY INFAUNTER NOW		いい
题"	LAUGHING TROMBONE POLKA	RUSS MORGAN	2
and the second s	LAUGHING TROMBUNE POLKA	Decca 24692	
2 1	DREAMY OLD NEW ENGLAND MOON	GUY LOMBARDO	No.
	COQUETTE	Decca 24689	CAR.
	THEFT WEEL WEEL IN MOUNT INTER		and the second s
题,	THERE'S YES! YES! IN YOUR EYES	CARMEN CAVALLARO	S.
E	INCITE FOOK HOURS OF SUNSHINE	Decca 24678	题
翻,	DID YOU SEE JACKIE ROBINSON HIT THA	T BALL?	電
	DOWN YONDER	BUDDY JOHNSON	
		Decca 24675	200
题,	SLIPPING AROUND	ERNEST TUBB	許
調	MY TENNESSEE BABY	Decca 46173	
S .			
圜 '	TENNESSEE POLKA		1
	TENNESSEE TOENA	Decca 46170	iii
· 篇	DOWN BY THE RIVER SIDE SISTE	R ROSETTA THARPE	题
藩	MY LORD'S GONNA MOVE THIS WICKED	RACE Decca 48106	a
题	TEA EACH (L		
3	75¢ EACH (plus tax)		
			醫
金融	the second se	ADA	1
P		E C. L. H.	Y
Den	the mails form	LUVIS	
	't wait for	ECORDS	_
your	r salesman- B	-	
120	ER TODAY!		
- A			
1.	verica's Fastest Sel	1: 0	
TIM	encus rusiesi del	ung kecord	4!



SLEEPY HOLLOW

The Billboard



ALC: NO.	SHI OTTH, MT ONLT, MY ALL	M-G-M 10481	57-617, Sons of the Pioneers, V 21-0065; P	Terry-R. Arthur Quartet, Hi-Tone	
Same Land	ONE MORE TIME	RUSS CASE	Electrical transcription libraries: George		
	TEMPTATION	ILLY ECKSTINE	5. BABY, IT'S COLD OUTSIDE	By Frank Loesser Published by E. H. Morris From MGM's "Neptune's Daughter"	
	A WEDDING IN THE PARK IT TOOK A DREAM TO WAKE ME UP	M-G-M 10458 JACK KILTY M-G-M 10479	E. Fitzgerald-L. Jordan, Dec 24644; Hon L. & F. Loesser, Mercury 5307; D. Shore J. Mercer-P. Weston Ork Can 57-567; F. S	c. D. Cornel-S. Kaye Ork. V 20-3448; ner & Jethro-J Carter, V 21-0078; e-B. Clark, Col 38463; M. Whiting-	
	LOVER'S GOLD	IELEN FORREST	Harmony 1049. Electrical transcription libraries: The Jump	opoil; P. Balley-Ho! Lips Page,	
	DON'T CALL ME SWEETHEART ANYMORE HAVIN' A WONDERFUL WISH	SHEP SIELDS	6. THE FOUR WINDS AND THE SEVEN SEAS	By Hal David and Don Rodney	
	AWAY FROM YOU FORGIVENESS	M.G.M 10454 RANCIS CRAIG and his Orchestra	(Appeared first in 7/16/40 issue) Records available: R. Glooney, Harmony	Published by Lombarde (ASCAP) 1050; B. Crosby-C. Cavallaro, Dec	
	TOURE MINE	M-G-M 10468 RY FALLIGANT M-G-M 10462	24677; V. Damone-G. Osser Ork, Mer 5271; 10451; H. Jeff.ies, Col 38511; S. Kaye O Dec 24648; J. Saunders-The Riddlers, Hi-7 Cap 57-671; H. Babbitt-The Velvetones, V	; J. Desmond-The Quintones, MGM Drk, V 20-3459; G. Lombardo Ork, Tone 145; M. Torme-F. DeVol Ork,	
		and his Orchestra	Ork, London 467. Electrical transcription libraries available: NBC Thesaurus; Lawrence Welk Ork, St.	Music of Manhatlan Ork-J. Hilly	
	FOLK and WESTERN	M-G-M 10369 7	. FOREVER AND EVER	By Franz Winkler-Malia Resa I Published by Robbins (ASCAP)	5
	THERE'LL BE NO TEAR-DROPS TONIGHT	NK WILLIAMS M.G.M. 10461	Records available: H. Carroll & the Carole Ayres, Victor 20-3347; Russ Morgan Ork, J man Ork, Columbia 38410; M. Whiting, C 312- Fran Allison Rondo 185, J. Cist, T.	apitol 15385; P. Reed, Dance-Tons	
and the second se	YOU JUST CAN'T BE TRUSTED ANYMORE BY THE RIO GRANDE	JERRY IRBY M-G-M 10475	312; Fran Allison, Rondo 185; J. Clay-Th Ork, Vocalian 55004; J. Webb, Spotlite 513. Electrical transcription libraries: Larry Cli NBC Thesaurus; Russ Morgan, World; D.	nton, Lang-Worth; Sammy Kave,	
Called	JUKE BOX JACKSON FROM JACKSONVILLE MY LITTLE DOG LOVES YOUR LITTLE DOG	FRED KIRBY M-G-M 10474	Standard; David Street, Standard. . YOU'RE BREAKING MY HEART	By Genaro and Skylar an	
	WEDDING BELLS HA	NK WILLIAMS M-G-M 10401	Records available: P. Brito, Harmony 1051; cury 5271; Ink Spots, Decen 24693.		
	I AIN'T GOT NOBODY PAPA'S JUMPIN'	808 WILLS M-G-M 10459	(No information on electrical transcription is goes to press.)	odgers and Hammerstein	
	CRACKER BOOGIE ARTHUR (Gultar Bo ONE LITTLE, TWO LITTLE. THREE LITTLE TIMES	M-G-M 10441	Becords available: P. Como-M. Avres Ork.	d by Williamson (ASCAP) U roadway musical, "South Facilie" Victor 20-3402: B Croshy-J. S.	
	(FILL OUT-SEND TO YOUR M-G-M RECORDS DISTRIBUTO	(R)	Trotter Ork, Decca 24609; P. Lee-D. Barbou Columbia 38446; A. Vincent-M. Miller Ork Ork, MGM 10399; P. Weston Ork, Capitel 5 S. Black Ork, London 455; B. Barrington, V. Ork, Capri 2000.	ur Ork, Capitol 57-543; P. Sinatra, Mercury 5273; H. Winterhalter	
	STREET		Electrical transcription librarles: Dick Hayn Sweetwood Serenaders, NBC Thesaurus; Day Ork, Standard Radio.	rid DeWinter Ork; Jimmy Dorsey	
	CITYSTATE	10.	I DON'T SEE ME IN YOUR EYES ANYMORE	By Benie Benjamin and 8 George Weiss	
	M-G-M RECORD THE GREATEST NAME IN ENTERTAI		Records available: B. Clark-E. Hagen Ork. Co Ork, Victor 20-3347; H. Porrest, MGM 103 Capitol 15402; K. Kailen-M. Miller Ork. Me B. Farnon Ork, London 402; J. Pace-O. Stardusters-G Jenkins Ork, Deccs 24576; Hi-Tone 119; B. Harrington, Vocalion 5500 Electrical transcription libraries: Kaye Arm NHC Thesaurus.	271; J Garber Ork-T. Reardon, ercury 5265; V Lynn-S Browne- Ellie Ork, Keystone 1500; The L Douglas-B. Curtis Quartet, DI; Fhil Reed, Dance-Tone 330.	
			A DECK MARKED AND A REAL PROPERTY AND A REAL P		

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1.00

APT HUNE

on Ork, Cap artet, Hi-Tone

Copyrel ted maintail

The Billboard



Torrid smash gets hilarious hoedown treatment! Catching on fast! Grab it!

Homer & Jettro June Carter

BABY, T'S COLD OUTSIDE

RCA VICTOR 21-0078 (48-0075*)

The stars who make the <u>hits</u> are on ... Somehow Through A Long And Sleepless Night Moonlight and Roses 20-3515 (47-2991*)

CLAUDE THORNHILL 20-3522 (47-2998*)

POP-SPECIALTY

Cradle Polka Bara Dance Schottische 51X FAT DUTCHMEN 25-1130 (51-0015*)

COUNTRY AND WESTERN

The Blind Boy's Dog The Anniversary Of My Broken Heart Telling My Troubles To My Old Guitar-Dance Of The Galdenrod Re-issued by Request Streamlined Yodel Song My Swiss Moonlight Lullaby

HANK SNOW

21-0089 (48-0088*)

CHET ATKINS 21-0010 (48-0089*)

MONTANA SLIM 21-0091 (48-0090*)

SPIRITUAL

Thirty Pieces Of Silver THE ORIGINAL GOSPEL HARMONETTES Move Up A Little Higher 22-0038 (50-0022*)

NEW "SILVER LINING" ALBUMI P-246 (WP-246*)

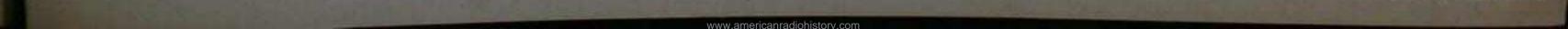
Look For The Silver Lining A Kiss In The Dark Who Shine On Harvest Moon Time On My Hands Avalon

VAUGHN MONROE 20-3485 (47-2944*) VAUGHN MONROE 20-3486 (48-2945*) VAUGHN MONROE 20-3487 (47-2946*)

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



RCA Victor Division, Radie Corporation of America Camden, New Jersey



el Records

The Billboard

August 6, 1949

PART

Π

TRADE

HRVIET

MUSIC POPULARITY CHARTS

TO TOP PLACE IN THE HITS!

MOVING FAST

Original "UNIVERSAL" recording NOW, EXCLUSIVELY ON

BEST-SELLING SHEET MUSIC

Sheet Music

Based on reports received last three days of Week Ending July 29

Tunes listed are the dational pest theet munic whiers dist is haved on reports. received each week from all the nation's sheet music jobbers. Songs are listed according to greatest number of sales (P) indicates tune is in a film; (M) indicates tune is in legit musical; (R) indicates tune is available on records.

POSITION Werks Last | This

board

2000	in diame.	WHEN BE	Publisher
15	1	1.	SOME ENCHANTED EVENING (M) (R)
17	4	2.	AGAIN (F) (R)Robbins
22	3	3.	FOREVER AND EVER (R)
6	8	4.	ROOM FULL OF ROSES (R)
14	2	8.	BALI HA'I (M) (R)Williamson
15	7	6,	RIDERS IN THE SKY (R)
7	13	7.	THE FOUR WINDS AND THE SEVEN SEAS (R) Lombardo
3	11	8.	YOU'RE BREAKING MY HEART (R) Algonquin
18	10	9.	I DON'T SEE ME IN YOUR EYES ANYMORE (R) Laurel
9	5	10.	BABY, IT'S COLD OUTSIDE (F) (R)E. H. Morris
1	-	11.	THERE'S YES, YES IN YOUR EYES (R)
26	6	12.	CRUISING DOWN THE RIVER (R)
11	9	13.	A WONDERFUL GUY (M) (R) Williamson
2	15	13,	LET'S TAKE AN OLD-FASHIONED WALK (M) (R). Irving Berlin
1		15.	MAYBE IT'S BECAUSE (R)Bregman-Vocco-Conn

ENGLAND'S TOP TWENTY

to dat	e Wo	sk i This		Ringlinh	American
12	1	1.	A MARKED AND A MARKED A		
12	2	2.	RED ROSES FOR A BLUE		
4	5	3.	RIDERS IN THE SKY Mer	Tis	Morris
6	6	4.	AGAINFra	ncia Dav	Rabbins
17	3	5.	LAVENDER BLUE (Dilly,		Santly-Joy
9	4	6.	"A"-YOU'RE ADORABLE. Con	nelle	Laural
11	7	7.	CANDY KISSESCha	nnell	Hill & Banks
17	8	8.	HOW CAN YOU BUY KILLARNEY		
21	9	9.	TWELFTH STREET RAG Cha	ppell	Shapiro- Bernstein
24	10	10.	PUT YOUR SHOES ON, LUCY	Gay	
9	11	11.	FOREVER AND EVER Fran	ncis Day	Rubbins
2	14	11.	CARELESS HANDSEdw	in Morris	Melrose Musi
13	12	13.	STRAWBERRY MOON Edw	ard Kasaner	Jefferson
2	19	f3.	WHILE THE ANGELUS WAS RINGING		Charles K.
4	13	15.	ECHO TOLD ME A LIE Chay	ppell	Chappell
-	-	15.	BEAUTIFUL EYES Lees	la	Leeds
22	17	17.	FAR AWAY PLACES Leed		Laurel
20	18	18.	POWDER YOUR FACE WITH SUNSHINEChay		
18	20	19,	PUT 'EM IN A BOX, TIE 'EM WITH A RIBBONCom		
7	-	20.	I'LL ALWAYS LOVE YOU Noel		

NO. 500

10" Blue Label Series - 75c plus tax



The London Gramophone Corp., 14 W. 22 St., N. Y. 10, N. L.

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The **Billboard** 2160 Patterson St. Cincinnati 22, Ohio

Please enter my subscription to The Billboard for one year, \$10.

Name	\$10 enclosed
Address	····· Bill me
City	Zone State

The Billboard

MUSIC 25



(J. Davis, Harmony 1048; S. Pields Ork, MGM 10423; D. Shore, Col 38460; E. Baird-R. Arthur Quartet, Hi-Tone 144; I. Carpenter Ork, Vocalion 55007; F. Warren-H. Rene Ork, V 20-3403; E. Knight, Dec 24640)

(Continued on page 94)

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

"I JUST HEARD SPIKE JONES" 'DANCE OF THE HOURS' ...



. . . And it leaves me speechless. Mama never told me 'bout such thingsbut I wanna be like Spike when I grow up. What a way to make a living. Grab "Dance"! Your kids will love it!



	ustaining Instrumental	cek of Ju			2-2	CI				cial		oca		ntal	
Songs	Publisher	Heard in N.	¥.	* 5V	lebr CI	d li	51	hi.	H	sard CV	51	Ca SV	cic	Add. Sur. VPts	Tot
A Wonderful	Guy (South Pacific)	Williamson	2	. 8	0	4	4	7	1	5	2	3	0	4	99
Again (Road)		Robbins	0	12	0	4	3	. 8	2	4	2	4	0	4	107
And It Still G	oes.	Shapiro	2	12	0	0	1	12	0	0	9	10	0	0	80
Baby, It's Cold Daughter)	d Outside (Neptune's	Morris	0	, 7	0	4	1	4	0	5	0	4	0	4	83
Bali Ha'i (Sou		williamson ntinued o							6	3	5	7	0	2	101

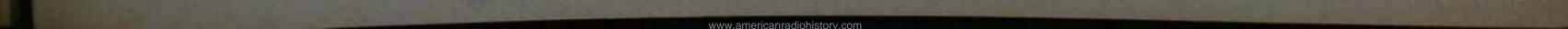
(Beginning Friday, July 22, 8 a.m., and ending Friday, July 29, 8 a.m.)

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 imore in the case of ties) (F) Indicates tune is from a film; (M) indicates tune is from a legitimate musical;
 (F) Indicates tune is svallable on records. In each instance the licensing agency
 (R) indicates tune is svallable on records. In each instance the licensing agency
 (R) indicates tune is svallable on the tune is indicated
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 (R) indicates tune is svallable on the tune is indicated
 (R) indicates tune is copyrighted 1947 by the office of Research, inc., 3470 Broadway.

New York 31, N. Y No reference may be made to any of this material except in trade papers; no other use is permitted; no sadio proadcasts utilizing this information may be atred. Infringements will be prosecuted.

The Top 30 Tunes (plus ties)

The top or summer of
A Wonderful Guy (M) (R)
A Wonderful Guy (M) (R) Robbins-ASCAP
Again (F) (R)
And It Still Lines All All
And It Still Goes (R)
HAIL HALL WILL HALL AND
Baby, It's Cold Outside (F) (R)
Dreamy Old New England Hood Con-
Harms-ASUAL
FPIEL-ASUAT
Kapping Foat I was Furs of Dine Val
Forever and Ever HUL
How It Line How It Line - ASLAI
I Don't See Me in Your Lycs Anymore the second seco
1 Don't See Me in Your Eyes Anymore (R)
Just One Way To Say I Love You (M) (R)Oxford-ASCAP Lover's Gold (R)
A Star (B)
Maybe It's Because (R) Merry-Go-Round Waltz (R) My One and Only Highland Fling (F) (R)
My One and Only Highland Fling (F) (R)E. H. Morris-ASCAP Riders in the Sky (R)
Sonn of Surrender (R)ASCAP
There's Yes! Yes! in Your Eyes (R)
Who Do You Know in Heaven / IR Chappell-ASCAP
Who Do You Know in Heaven? (R)



26 MUSIC

The Billboard

August 6, 1949







Immediate delivery of any

quantity. Specify C. O. D.

or open account basis.

Slist ax included

Records listed are those classical and semi-classical records selling best in the nation's retail record stores (dealers), according to The Billboard's weekly record dealer survey. Records are listed according to greatest sales POSITION Weeka Last This Weeka Week Week Image: Second store second stores (dealers), according to greatest sales 190 1 Clair de Lune—Jose Iturbi	Immediate delivery of quantity. Specify C. O. or open account ba
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 POBITION Weeka Last 1 This is date Week Week 1 2 1. SALOME (Two Records) L. Welitsch, Metropolitan Opera Ork; F. Reiner, director	Tunade 71 Paus
 27 - 2. I CAN HEAR IT NOW (Five Records) Edward R. Murrow, NarratorCol MX 316; ML 2048 7 3 3. FACADE (Four Records) E. Sitwell, reader, Chambers Ork; F. Prausnitz, director Col MM 829; ML 2047 1 - 4. Ravel: Daphnis and Chloe Suite 1 and 2 (Three Records) Paris Conservatory Ork; C. Munch, conductor English Decca EDA-29 1 - 4. Stravinsky: Petrouchka Suite (Five Records) 	Cost La Angelini Co
London Philharmonic Ork; E. Ansernat, conductor	Hear her
POSITION Weeks Last This to data Week Week 12 1 1. SOUTH PACIFIC (Seven Records) Mary Martin-Ezio PinzaCol MM-850 24 2 2. KISS ME, KATE (Six Records) A. Drake-P. Morison-L. Kirk-H. Lang-A. Hill-H. Clark-J. DiamondCol C-200	AIN'T SHE SWI
 Jick Contino, According (Three Records) Jock Contino, According (Three Records) P. Weston Ork	Harmony Records exclus Manufactured c
 J. Roberts, A. Drake, H. DaSilva, C. Hondirector	WIRE
1 - 10 KING COLE TRIO (Vol. 4) (Three Records) King Cole Trio. WALTZES (Four Records) 1 - 10. GUY LOMBARDO WALTZES (Four Records)	

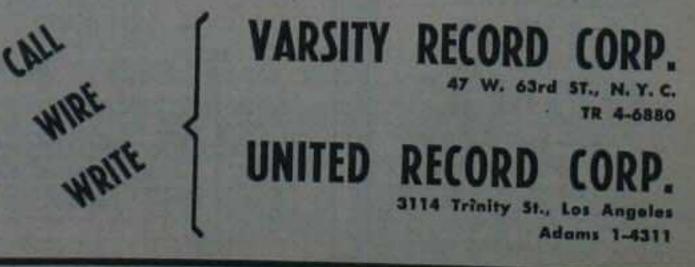
Harmony Records exclusively distributed by Varsity Record Corporation. Manufactured and Recorded by Columbia Records, Inc.

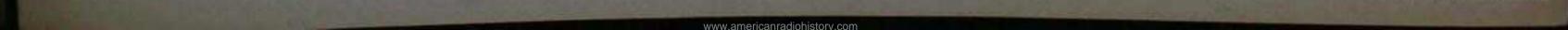
PEARL BAIL

Hear her latest !!! Harmony #1054

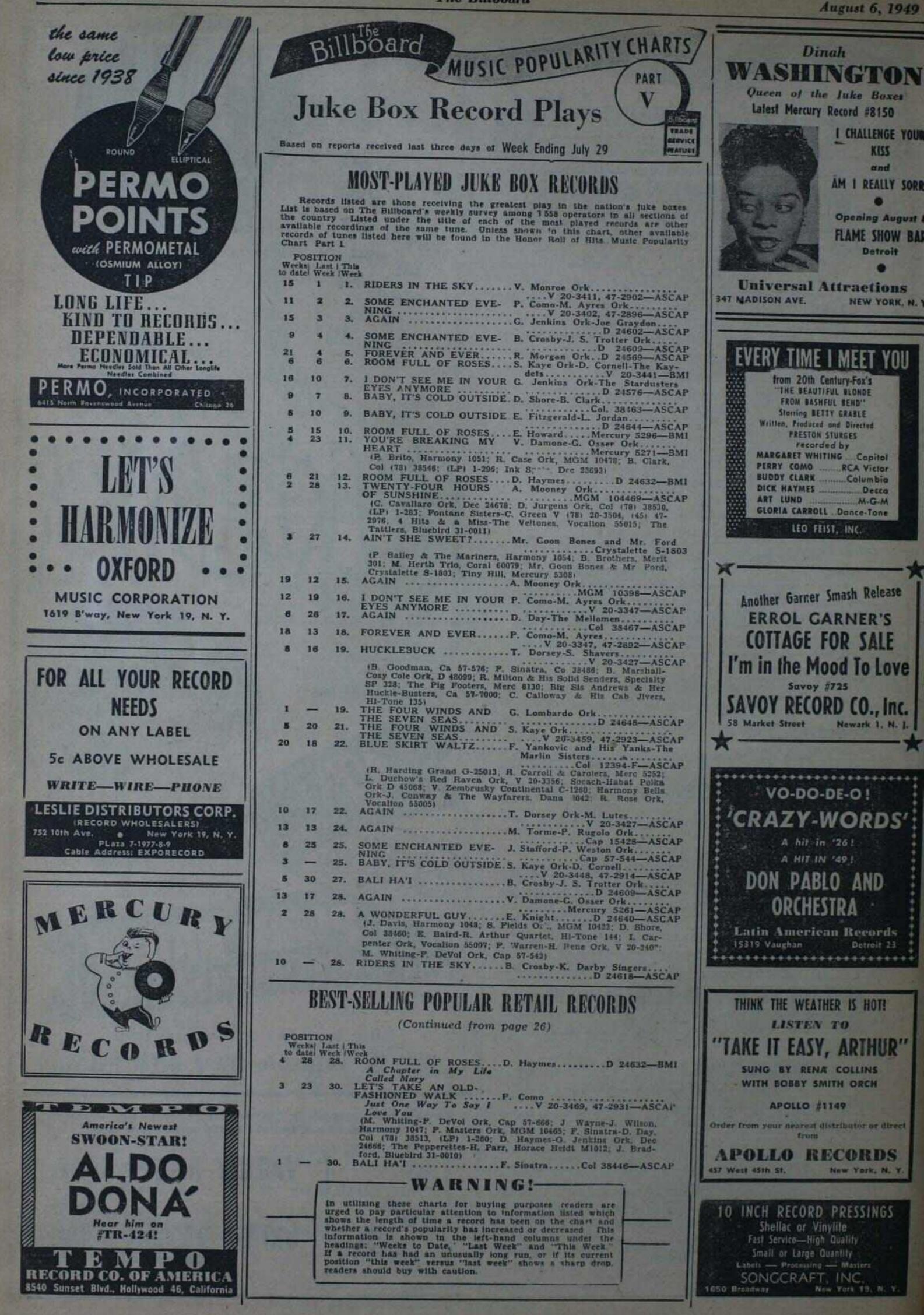
AIN'T SHE SWEET b/w IT'S A GREAT FEELING

and HOT LIPS PAGE with orchestra





The Billboard



board

PART

VI

IllSoart

TRADI **SEGVICE**

RATURE

MUSIC POPULARITY CHARTS,

MUSIC 29

FIRST HI

Thanks to the Retailers and Operators for voting us #1 in the poll conducted by Billboard

IN APPRECIATION We pledge to continue to produce the hits that sell the best for you.

Thanks from . . . AMOS MILBURN CHARLES BROWN

For voting us #1 and #2 in the **Popularity Poll.**

In return, here's our present to you.

Based on reports received last three days of Week Ending July 29 Records listed are rhythm and blues records that sold best in stores according to The Billboard's special weekly survey among a selected group of retail stores, the majority of whose customers purchase rhythm and blues records. POSITION Weeks Last | This to date Week |Week Honey, Keep Your Mind On Me 2. LITTLE GIRL, DON'T CRY. B. M. Jackson and His Buffalo 14 Moosey 3. TELL ME SO The Orioles....Jubilee 5005-BMI 24 Deacon Jones

Rhythm & Blues Records

Hoppin' John

- 10 Help Me Some
 - 7. BABY, GET LOST D. Washington Mercury 8148 13 Long John Blues
 - 8. CONFESSION BLUES...... Maxine Trio...... Downbeat 171 I Love You, I Love You, I Love You
 - 9. IN THE MIDDLE OF THE NIGHT A. Milburn Aladdin 3026-BMI Pot Luck Boogie
- 15 The Bop Hop 10 10 12. DRINKIN' WINE, SPO-DEE-
- O-DEE She Just Won't Sell No More
- Chicky-Mo-Craney-Crow 14. DRINKIN' WINE, SPO-DEE-

 - Profession

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

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

POSITION Weeks Last | This to date Week | Week

10

16	1	1.	TROUBLE BLUES
12	and it	2.	The OriolesJubilee 5005-BMI
28	2	100	HICK BUCK Williams
15	5		La DON's CRY., B. M. Jackson and His Buffalo
1.00		1991	Bearcats King 4288
		100	T Phodes King 4287
19	- R.I	5.	POT LIKKER T. Rhodes
1.6	10	5.	AIN'T NOBODY'S BUSI- J. Witherspoon
			NESS (Parts 1 and II) Supreme 1506-ASCAP
3	6	7.	RIUE AND LONESOME Memphis Slim Miracle 136
. 1	-		REANS AND CORNBREAD. L. Jordan
3		9.	I LOVE YOU SO Pee Wee Crayton Modern 20-675
			CLOSE YOUR EYES
13		10.	CEUSE IN WINE COO DEE
17	3	10.	DRINKIN' WINE, SPO-DEE-
			O-DEE
1.	-	12.	BABY, GET LOST D. Washington Mercury 8148
15	10	13.	HOLD ME BARY A. MILBURN
5	1000	13.	COLE SLAW
		100	COLL DEAMATTER D 24633-ASCAP
1.00		1.2	DRINKIN' WINE, SPO-DEE-
2		13.	Plampton Urkseetettett
1000		-	
	-	13.	RICKTS BLUES

ADVANCE RHYTHM & BLUES RECORD RELEASES

a Million Lonely Years B Starr (At the) Clarion Records 191

3526; (45) 47-3005

Baurbon Street Bounce

Blues Around the Country

Prudentia Records P-105

Bring Your Lovin' Back to Me

Prudentia Records P-105

J Preston (Rock the) Gotham 188

J. Grissom (Baunted) MGM 10485

Auful Natural

Blue Blues

JW 4

Cairo Blurs

Carcless Love

Cango Square

Crying Blues

Evil Blucs

Drinklog Woman

Star 663

2045

At the End of the Ralnbow

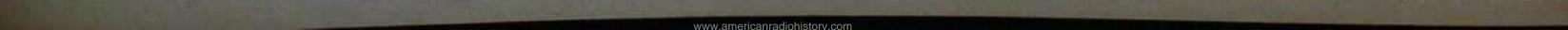
Farewell Blues Shurkey's Divisiand Band (Tin Roof) Kappa 115 Happy Home Blues B. Starr (A Million) Clarion Records 101 D. C. Washington (Rebob Boogle) Gold Stur 611 L. Millinder Ork (In the) V (78) 20-Haunted J. Grissom (Bring Your) MGM 10485 W. Bryant (Parts 1 & 2) Apolio 409 If I Give You My Love F Thomas (Oo Bob) National 2088 B; Harris-Ken Anderson (Crying Blues) I'm Just Tired Washboard Sam (Maybe You'll) V (78) 22-0039; (45) 50-0023 In the Middle of the Night J. Wiggs (Congo Square) New Orleans L. Millinder Ork (Awful Natural) V (78) 20-3526; (45) 47-3005 Jall House Blues L. Hopkins ("T" Model Blunn) Gold Little Son Jackson (Evil Blues) Gold -Eta: 603 Star 662 Keep Cool Charlie Singleton Ork (Later for) Apollo The Ravens (There's Nothing) National 794 Later for You Chartle Singleton Ork (Keep Cool) Apollo J. Wiggs (Bourbon Street) New Orleans 794 Maylie You'll Love Me Washboard Sam (2'm Just) V (78) 22-0029; (45) 50-0023 B. Harris-Ken Anderson (Blue Blues) New Leave Bines

White Kern Jackson (Wild Woman) Blue Records 108

On Boh Alon Bo

F. Thomas (If I) National 908s Little Son Jackson (Cairs Shurs) Gold





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30 MUSIC

The Billboard

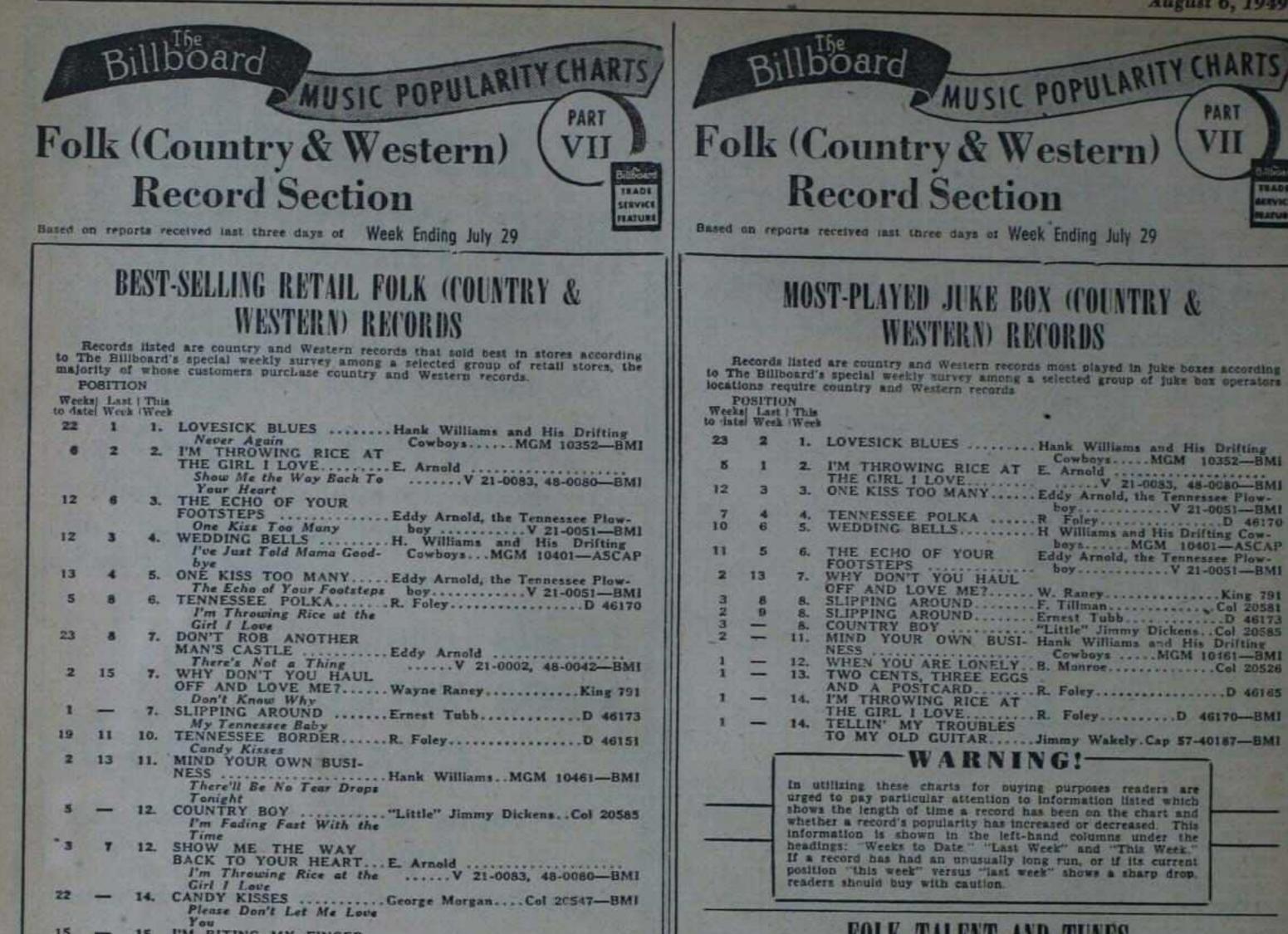
August 6, 1949

VII

Cowboys MGM 10161-BMI

THADS

EEVIC



15. I'M BITING MY FINGER-NAILS AND THINKING OF YOU E. Tuhb-Andrews Sisters-Texas Don't Rob Another Man's Troubadours.....D 24592-BMI Castle

15. SLIPPING AROUND F. Tillman Col 20581 10 You Made Me Live, Love and Die

WARNING!-

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

ADVANCE FOLK (COUNTRY & WESTERN) RECORD R EL EASES

Country Boy J. Rogers (Hadacol Boogle) Bluebird

- 31-0001 Flowers on My Mother's Grave R. Crabtree (Lonely World) Talent 724 Goodbye Bines A. Chambers (Texas Moonlight) Talent 708 Hadacol Boogie J. Rogers (Country Boy) Bluebird 32-0001 High-Brow Blues E. Walker (Shut Up) Col 30170 I'll Be Back a Sunday "Little" Jimmy Dickens (My Heart's) Col 20598 Lingering Down the Lane A. Brothers (Still Waters) Coral 60091 Lanely World R. Crabtree (Flowers on) Talent 724 My Heart's Bouquet "Little" Jimmy Dickens (I'll Be) Col-Next Sunday, Darling, Is My Birthday, Boots & His Buddles (Poor Little) Talent Nonh's Ark A. Brothers (Tears of) Coral 60092
- Poor Little Joe Boots & His Buddles (Next Sunday) Talent 708 Reaching for the Moon E. Britt (Two Hearts) V (78) 21-0092; (45) 48-0021 Right Hand Over, Left Hand Under
- Jonesy-C. Stone & His Square Dance Band (The Inside) (12") Cap 79-40197 Room Full of Roses Cass County Boys (Weddin' Day) Dec 45174
- (This Is) Someone's Last Day Camalaters-Mother Maybelle (Why Do) ¥ (78) 21-0057; (45) 48-0050

K. Walker (High-Brow Blues) Col 30170 Square Dance Album-S. Cooley V (78) 249; (45) WP-249 Flop-Eared Mule (78) 21-0080; (45) 48-0077 Ida Red (78) 21-0082; (45) 48-0079 6/8 to the Barn (78) 21-0002; (45) 48-0079 The Eighth of January (78) 21-0031; (45) 48-0078 Wagonner (78) 21-0080; (45) 48-0077 Wake Up, Susan (78) 21-0031; (45) 48-0078 Standing Outside of Heaven J. Wakely (When I) Coral 64014 Still Waters and Green Pastures A. Brothers (Lingering Down) Coral 60091 Cliffic Stone Square Dances (With Calls) Album-C. Stone (4-10") Cap CD-4006 Catch All Eight . . . Cap 57-40191 Double Bow Knot . . . Cap 57-49193 Forward Six, Don't You Blunder . . Cap 57-40192 Right and Left Hand Star . . . Cap 57-40193 Special Instructions for Square Dancing . . . Cap 57-40190 Swing in the Center, Swing on the Side . . . Cap 57-40192 The Arizona Double Star . . . Cap 57-40190 The inside Out, the Outside In . . . Cap 57-40191 Sweet Mandy S. Harrell (I'm Building) Castle 1139 Sweet Talking Mama H. Penny (Hilibiliy Be-Bop) King 705 Tears of Happiness A. Brothers (Nosh's Ark) Coral 60092

FULK TALENT AND TUNES

By Johnny Sippel

Western Wax Waumpum: In the first week of the August running survey of the nation's top folk music disk jockeys, 70 of the platter spinners voted Hank Williams's "Lovesick Blues" (MGM) as their top requested tune, with the remaining top nine requests following in this order. Floyd Tillman's "Slipping Around" (Columbia); Wayne Raney's "Why Don't You Haul Off and Love Me" (King); Hank Williams's "Wedding Bells" (MGM); Eddy Arnold's "Don't Rob Another Man's Castle" (Victor); Jimmy Dickens's "Country Boy" (Columbia); Eddy Arnold's "I'm Throwing Rice" (Decca), with Hank Snow's "Marriage Vows" (Victor); Bill Nettles's "Hadacol Boogie" (Mercury) and Red Foley's "I'm Throwin' Rice" (Decca) tied for last position.

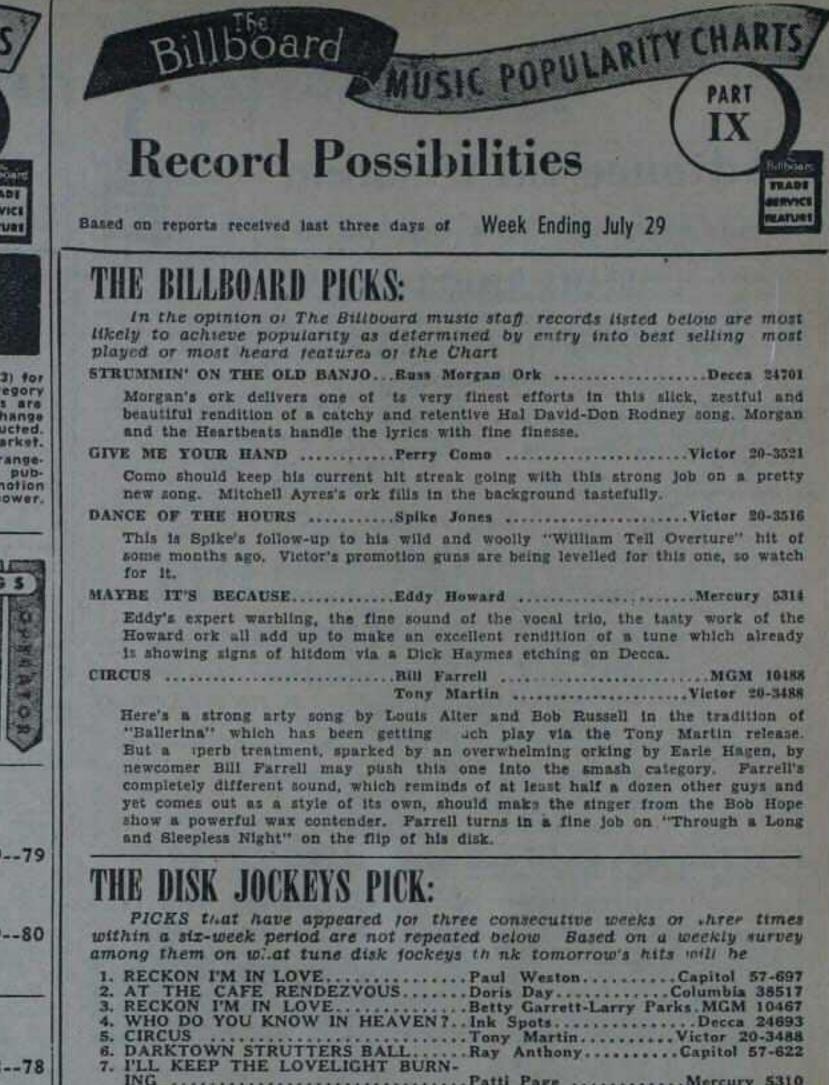
The folk music jockeys picked Hank Williams's "Mind Your Own Business" (MGM) as most likely of the new numbers to hit the top. Completing the top 10 in order, were; Wayne Raney's "Why Don't You Haul Off and Love Me" (King), with George Morgan's "Roomful of Roses" (Columbia) and Red Foley's "Tennessee Polka" (Decca) tied for third; Hank Thompson's "The Grass Always Looks Greener Over Yonder" (Capitol); Jimmy Dickens's "Country Boy" (Columbia); Hank Will'ams's "There'll Be No Teardrops Tonight" (MGM), with Dave Lander's "Before You Call" (MGM); Eddy Arnold's "I'm Throwin Rice" (Victor) and Hank Williams's "Never Again Will I Knock at Your Door" (MGM) tied for last position.

Jimmy Wakely (Capitol) has parted company with Monogram fter a five-year deal, thru mutual consent and at his request. His pact had two more years, but Wakely will make only one more Western, "Melody Round-Up," before his departure. Wakely and Steve Broidy, Monogram prexy, are discussing a deal under which Wakely, in collaboration with Lou Gray, who is producing his current series, would make two pix a year for release via Monogram. Financing for the series, which would be budgeted substantially higher than the product Wakely is now working in, has tentatively been set with a group of Oklahoma theater and oil men. . . Roy Rogers (Victor) has inked a new pact with Republic under which he will do six pictures annually. Two-year paper is said to have netted him approximately \$1,000.000.

Steve Sholes, Victor folk music chief, reports that he cut Rosalie Allen and Elton Britt on a series of duets, with the Three Suns also on the job. . . . Judie and Julie Jones (Victor), heard daily over the East Beckley, W. Va., radio outlet, have purchased a new ranch home, called "Green Vistas" in that city. . . . Paul Clayton vacationing from his duties at WBSM. New Bedford, Mass., reports that he is doing some shows at CFCY, Stanhope, P. E. I., with Don Messer and the Islanders. . . . Hank Williams (MGM), started a Southwest tour July 20 out of Amarillo, Tex. He is working with Bob Manning and the Riders of the Silver Sage. . . . Leon (Panhandle Rag) Mc-Auliffe (Columbia), of KVOO, Tulsa, Okla., is the father of a daughter, Lucy Ellen, born July 10. . . . Ken Maynard is playing a series of Pennsylvania park dates, skedded by Cooke & Rose, Lancaster, Pa.,

(Continued on opp. page)





Nat does a delightful job with a happy little nov- elly tune I Get Sentimental Over	77807575 87888786	fashion spotting a Russ McIntyre-Nancy Clayton duet with the Snowflakes rounding out the smart production. Who Do You Know in Heaven Thornhill sets the mood from his keyboard while McIntyre warbles the promising ballad.	81828180
GORDON MACRAE (Par Weston Ork) (Capitol 57-704) A Kiss in the Dark MacRae does the Victor Herbert tune which he nings in the "Look for the Silver Lining" movie. A pleasant disking. Body and Soul Gordon sings the old fave	ul 80838077 73757272	HORACE HEIDT & HIS MUSICAL KNIGHTS (Magnolia MB 1011) Now, Now, Now Is the Time The Pepperettes, cute as they are, won't make too much competition for the top disks already on the market. Save That Confederate Money, Boys	72747072 60625860
CHUCK CABOT ORK (Atomic A-1002) Part Time Sweetheart	808080	The the tune has been sround for a bit, it hasn't happened. This won't change the situation much.	
Infections rhythm tune in the "You Call Every- body Darlin" vein sans shuffle-rhythm. Pleas- ant waxing could do Midwestern business.	64666363	HORACE HEIDT & HIS MUSICAL KNICHTS (Magnolia M 1008) La Raspa The Mexican vocal may be of interest to the Spanish-speaking trade, even tho instrumental versions of the tune have already had their day. Put Your Little Foot Out The Ewing Sisters handle	70707070
JOHNNY BRADFORD (Victor 20-3512) The Girl From Jones Beach Bradford does a pleasant Job with the rhythm	68686868	the vocal adequately on the dance-leason disk probably based on the wartime English folk dance that intrigued many a G.L	
ditty employed in the flick of the same name. The Shade Went Up Bradford turns in his best wax vocal job to date with an exotic albeit only fair ballad.	68706767	TONI HARPER & HERB JEFFRIES (Columbia 38541) You're Too Tall and I'm Too Small Jeffries had a hand in writing this little-kid,	80847878
WAYNE KING ORK (Victor 20-3511) We'll Still Be Honeymooning (on Our Golden Wedding	70 70 70 70	big-brother type of cute tune. Jocks will love this. Gal handles self masterfully. Jeffries is properly reticent. Peppermint Stick	80847878
Day) Mancy Evans and Billy Leach duet on this new song with effective ork support. My First Love, My Last Love, For Always Competent dance side.	70707070 66666666	Harper doesn't come on as well with slightly weaker material. Har- monining is fine and Jeffries carries it off	page 108)
and and and a		A CONTRACTOR OF A CONTRACTOR OFTA CONTRACTOR O	

9. WHO 10. TWO	DO YOU KNOW IN HEAVEN?. King Cole TrioCapitol 57-680 D LITTLE, NEW LITTLE, BLUE TLE EYES
THE	RETAILERS PICK:
within a	KS that have appeared for three consecutive weeks of three times a six-week period are not repeated below Based on a weekly survey them on what tune the record retailers think tomorrow's hits will be:
1. WH	ISPERING HOPE

-	Capitol 57-690
2. NOW THAT I NE	EED YOU
3. HOMEWORK	
4. SOMEDAY	
5. TELL ME WHY	

THE OPERATORS PICK:

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

9. 10.	NOW, NOW, NOW IS THE TIME Gordon MacRae Capital 57-679 THERE'S YESI YESI IN YOUR EYES., Carmen Cavallaro Decca 24678
7.	LOVE IS A BEAUTIFUL THING, Frankis Carle Columbia 38518 NOW, NOW, NOW IS THE TIME Andrews Sisters-Russ Morgan
6.	YOU
	WALK
3.	SHINE
1.2.	SOMEDAY

FOLK TALENT AND TUNES

(Continued from opp. page)

folk music bookers. . . . Maddox Brothers and Rose (4 Star) report that they are working twice daily at KTRB, Modesto, Calif., in addition to a heavy p. a. schedule.

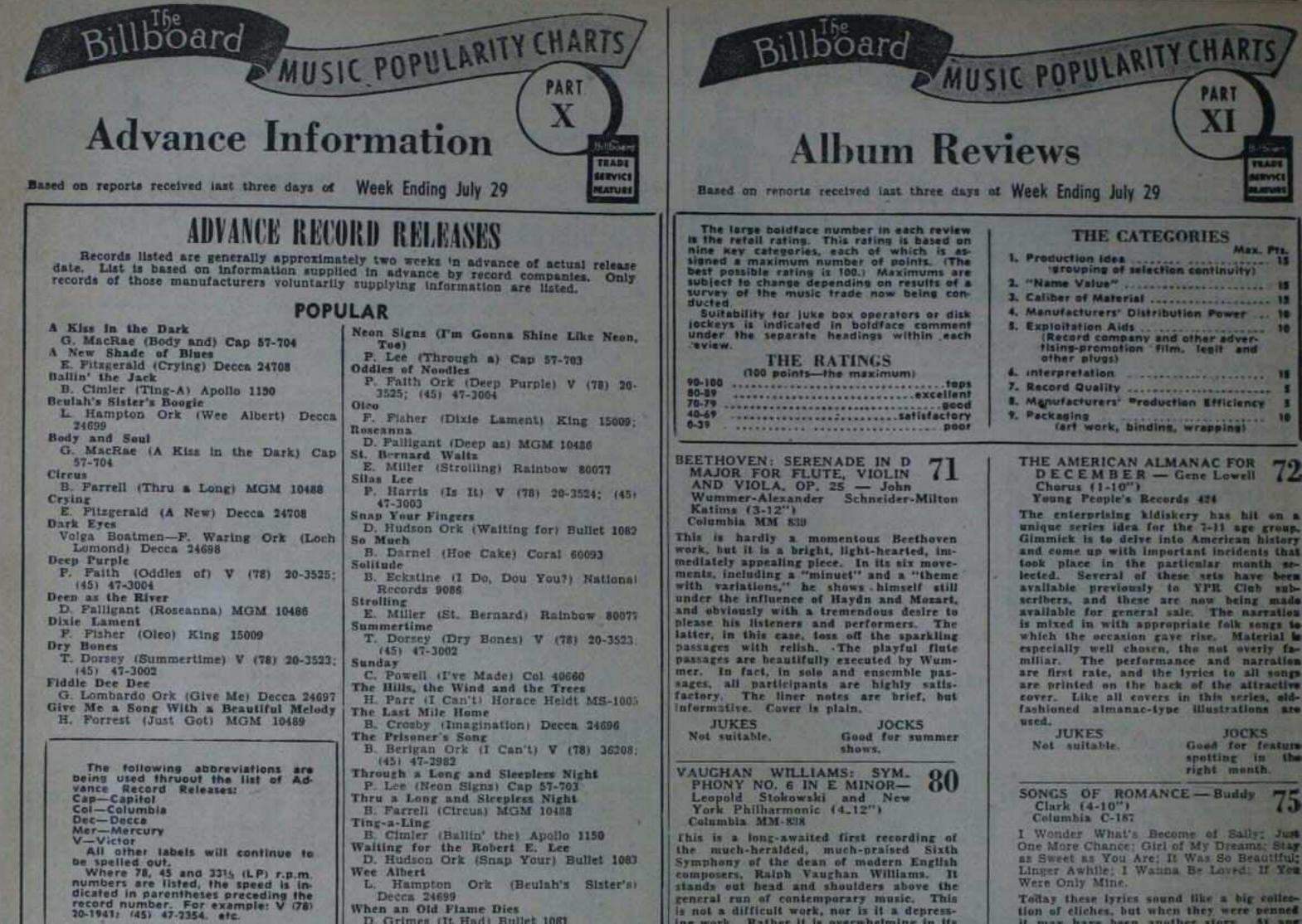
Al Rogers, the American Folk Balladier and manager of Hillside Park, Newcomerstown, O., has been inked by Decca. ... Page Records, new Johnstown, Pa., firm, has quite a line-up of h. b. artists. Included in the Page talent roster are Red Belcher and His Kentucky Ridge Runners. Shorty Eicher and His Silver Creek Ramblers, the Lilly Brothers, Big Slim and His Oklahoma Cowboys: Zeke, the Wandering Cowboy, the Richey Brothers and Sunflower and the Farm Lads. ... Billy Scott has returned to WRFD, Worthington, O., where he has a live and recorded show. ... Jimmy Walker and His Western Stars are now at WPIT, Pittsburgh, which is building a h. b. talent stable. Station has Big Slim, Kenny and Glady, Cap Sutton and His Keystone Ramblers, Christine and the Alleghany Ramblers, and Tex Goldy and His Golden Sage Boys. A two-hour Saturday night jamboree is being staged. ... Wynn and Dottie and the Covered Wagon Gang are at WILE, Cambridge, O., doing two shows weekly.

Please address all communications to Johnny Sippel, The Billboard, 188 W. Randolph St., Chicago I, Ill.

www.americanradiohistory.com

The Billboard

August 6. 1949



and the second second	the second s
Give Me a Song G. Lombardo 24697	With a Beautiful Melody Ork (Fiddle Dee) Decca
Gypsy Rhapsody Harmonicaires C-1268	(My Rose) Continental
Gypsy Rhapsody Tune Toppers	(My Rose) Continental
C-1268 Give Me Your H P. Como (I W	land (ish) V (78) 20-3521; (45)
47-2997 Hoe Cake, Homis	ny and Samafras Tea
I Can't Believe H. Parr-M. S Heidt MS-10	Much) Coral 60093 It (But It's True) mith (The Hills) Horace 05
I Can't Get Stal B. Berigan Or 36208; (45) I Do, Do You?	k (The Prisoner's) V (78)
B. Eckstine (S 9086	Solitude) National Record
K. Cole (Your Fve Made a Big	al Over Nothing Voice) Cap 57-705
C. Powell (Su Only Have Eye	inday) Col 30169
1-307	All) Col (78) 38550; (LP) Record (of the Promises
You Made)	Me) V (78) 20-3521; (45)
47-2997 Imagination	
P. Harris (Sila 47-3003	e Last) Decca 24696 They Say About Dixie? a Lee) V (78) 20-3523; (45)
F Sinatra (I 6 1-307 It Had To Be Y	Only) Col (78) 38550; (LP)
D. Grimes Ork Just Get Te Hay	(When an) Bullet 1081
Lingering Down	the Lane (Luna Lu) MGM 10490
My Bonnie-H Deccs 24698	P. Waring (Dark Eyes)
B. Barron Ork 10490	(Lingering Down) MGM
My Rose Garden	(Gypsy Rhapsody) Con-
My Rose Garden Tune Toppers	(Gypsy Rhapsedy) Con-
	V (34) WP-191
47-2983 Mother Macl	of the Silvery Moon .
My Wild Iri Remember W	Blue Eyes
When Irish 47-2985	Eyes Are Smilling

RELIGIOUS brew Cantorial Chants Album M. Kusevitsky (4-7") V (45) WS-52 Hatei (Part 1) . . . 51-0011 Hatel (Part 2) . . . 51-0010 Leolom Yehel Odom (Part 1) . . . 51-0012 Leolom Yehel Odom (Part 2) . . . 51-0013 Ribono Shel Olom (Part 1) . . . 51-0013 Ribono Shel Olom (Part 2) . . 51-0012 Unsane Tokef (Part 1) . . . 51-0010 Unsane Tokef (Part 2) . . . 51-0011 Shout and Shine J & M Carson (Living in) Cap 57-40216 ve Got a Home in That Rock The Landlighters (You've Got) Apollo 212 iving in the Promised Land J. & M. Carson (I'll Shout) Cap 57-40210 ut of the Depth M. Knight-V. Cooper (Touch Me) Decca 48211 ongs From the Heart Album-Ben Glanzer (3-10") Chapel Records 101 After the Night ... CR 15 1 Need Thee, Precious Jesus ... CR 12 In the Heart of Jesus . . . CR 16 Jesus Fills All My Life With Song . , CR 14 Take My Hand, Precious Lord . . . CR 13 The Love of God . . . CR 11 e King's Heralds Sing for You Album-King's Heralds-H. M. S. Richards (4-107.0 Inapel Records A Balm in Gilead . . . CR 24 Deep River . . . CR 23 Go Ye! . . . CR 25 It Is Time to Pray-We Thank Thee-It's Morning Always ... CR 28 My Faith Is Clinging to Thee . . . CR. Some Bleased Day CR 37 Swing Low, Sweet Charlot . . . CR 26 That Beautiful Land Near to the Heart of God . . . CR 21 ach Me, Lord Jesus M. Hnight-V. Cooper (Out of) Decca 48111 n've Got To Learn How to Fray The Landlighters (I've Got) Apollo 212 CLASSIC & SEMI-CLASSICAL dame Bovary Album IGM Studio Ork-M. Roza Cond. (2-10") **MGM 43** y Distn't Belleve Me C. Grayson (Waltz Serenade) MGM 20210

D. Grimes (It Had) Bullet 1081

K. Cole (I Get) Cap 57-705

our Voice

alts Screnade.

C. Grayson (They Didn't) MGM 30210

(Continued on page 96)

Williams, who certainly has been responsible for much of our best contemporary music, has never surpassed the brilliance of this symphony, which was introduced in 1947 after three years of writing. Stekowski has done a fine job in introducing this splendid work to wax. The conductor and the players of the New York Philharmonic perform with a fire which suggests that they regarded the Williams masterpiece with the reverence it deserved. This set should sell well if only for the tremendous press the work has been getting since its debut. JUKES JOCKS Must stuff for all Not suitable. longhair and FM libraries. FOUR INTERMEZZI - Dimitri 74 Mitropoulos (2-12") Columbia MX 317 The quartet of selections played by the Robin Hood Dell Orchestra under the Mitropoulos baton are all drawn from operas and make up an excellent, the somewhat tame, pop concert. Two of the intermenti are from Wolf-Ferrari's "Jeweis of the Madonna." one from "Manon Lescaut" and one from "Cavalleria Rusticana." Well played and well recorded, the foursome will fill no urgent gap in recorded music but will satisfy pop-concertgoers. JOCK5 Late listening shows and long-JUKES Not suitable. hair programs will find much use for these. HAPPY HOLIDAYS ALBUM- 82 ELLIOT LEWIS (4-10") Columbia C-181 The follow-up to the "Happy Anniversary" alhum by the Lewises and Ray Noble doran't have the music and sustained interest that made the original such a conspicuous success-but it has its points. On the debit side, the librette doesn't carry the debit side, the libretto doesn't carry forward in a real story line, nor are there as many situational highlights as in the "Anniversary" job. For credits, there can be counted the unfailing appeal of holiday sentiment, convincingly read lines by Cathy and Elliott, and a nicely blended musical background by the Noble ork. Juckeys will out the package to good use—it can be programed more frequently than "Anni-versary," because each side is self-sustain-ing. New Year's, Christmas, Thanksgiving. ng. New Year's, Christmas, Thanksgiving, Halloween will see the album getting big airplay. JOCKS JUKES Yes; see above. Hardly suilable.

ing work. Rather it is overwhelming in its

power and intensity. It was written in

four movements which are played without

a break. The fourth movement, an epi-

log, is one of the most remarkable pieces

of symphonic writing ever. It is a hushed

moveme; t which houses tremendously mov-

ing music which follows no set patterns.

it may have been another story. At any rate, people who liked them around 39 years ago, when must of 'em were written, will probably go for Clark's renditions. While he has the polish that's expected of a stylist today, he also has the "schmalts" that made the stars in Jolson's first heyday. There's a sameness of mood and temps in all eight selections, and the mood is mighty sentimental. JUKES JOCKS In a lump it's a load of nestalgia but all sides are "Sally" is most likely to pull in some coin. handy to have around. GEORGE SHEARING QUINTET- 74 George Shearing Quintet (3-10") 74 Discovery M-12 Bebop's Pables: Midnight on Cloud 61; Cotton Top: Cherokee; Four Bar Short; Sorry Wrong Rhumba. George Shearing, the brilliant young blind English planist, is emerging as a leading commercial jazz performer. His records have begun to pick up sales impetus of late. This album therefore is well timed to fall in with the Shearing trend. However, the it will probably sell, it is a disappointing presentation of the bright little quinter which is lead by Shearing and includes such stellar musicians as Denzil Best, John Levy, Margie Hyams and Chuck Wayne, This mainly because at least half of the compositions in the set are so complex as not to allow jars freedom and feelinggreatest assets of the group-from enter-ing these sides. Best of the sides are "Cherokee" and "Four Bar Short," a blurs, on both of which Shearing demonstrates his ability with an accordion. Striking album cover. JOCKS JUKES Biggest interest Limited appeal. here is for jams Jocks. MARY MARTIN SINGS FOR YOU 75 -- Mary Martin (4-10") 75 Columbia MM 843 But Not for Me; Glad To He Unhappy; A Forgy Day: My Funny Valentine: Maybe: I Want To Be With You; I See Your Pace Before Mr: It's a Lovely Day Tomorrow. The bright star of "South Pacific" here The bright star of "South Pacific" here is featured in album composed of eight beautiful songs by Gershwin, Rodgers and ffart, Berlin, Schwarts and Yoamans. Mest of the songs are tarely heard and unde-servedly so. Included are such gems as "Glad To Be Unhappy" and "My Funny Valentine." Miss Martin does a capable, if not terribly brilliant, job with these songs. She has the benefit of a fine-sounding small group under the supert sounding small group under the appert hand of Lehman Engel for support. The sides are recorded with technical excel-lence. Goddard Lieberson, Columbia ree-pee, offers a stimulating set of liner notes. JOCKS JUKES Unusual fare for Not suitable. the spinner elique.

The Billboard

MUSIC-AS WRITTEN

New York:

Ed Burton has signed the Galli Sisters to a personal management and record promotion pact... Peer International closed its Puerto Rico branch office... Boyd Raeburn is composing and arranging, planning to reactivate his ork in the fall. His latest is "The Slider," a rhythm sleeper smoking up diskery attention... Disk flack Jim McCarthy has added Jo Stafford to his clients.

Howard Miller, son of Bob Miller, prexy of the Music Publisher's Contact Employees, graduated with honors from New York University and simultaneously announced his engagement to Joan Heller. ... Norman Grans will promote a countrywide tour spotlighting the Illinois Jacquet band, which will tee off in Philadelphia October 7. ... Glenn Allen Company. Memphis, has been added as a Coral distributer to service Western Tennessee, Northern Mississippi and Arkansas. It has been decided that Jack Berman will replace Frank Marks as head of Spotlite Records for the present. ... Richard Moses, former Baltimore disk dealer, is handling longhair artists-repertoire chores for Allegro. Records. ... Mike Conner, Decca artist relations chief, suffered a broken shoulder in an auto accident in Chicago recently while on a business trip.

National Record is putting out all future releases on non-breakable disks....Mahalia Jackson has cut her first sides under her new Apollo pact....Betty Jane Bonney. former Victor artist, currently starring in the road edition of "High Button Shoes," is signing to cut special material for Eddie Heller's Rainbow diskery....Paula Castle, former thrush with Chubby Jackson's band, has been signed to a personal management contract by Larry Newton. She also signed a four-year deal to record for Newton's new Derby label. The Royal Light Gospel Singers have also been signed to a Derby wax deal.

Chicago:

Lakelawn, a Lake Delavan, Wis., exclusive summer spot for years, will play Buddy DeVito. a McConkey band, and Will Band, a GAC chattel, later in the summer, breaking the MCA string. . . . Don Garra has joined McConkey as a Chi cocktail agent. . . . Both Merriel Abbott, Hilton Hotel chain talent buyer, and Lucille Ballantine. Bismarck Hotel talent chief, are out for a week. Miss Abbott was injured in an auto crash, while Miss Ballantine is recovering from minor surgery. . . . Natt Hale, formerly with MGM and Columbia, is Chicago and Milwaukee rep for Varsity and Harmony labels. . . . Bill Eckstine set for the Chicago Theater August 12.

The Socialites are at the Saddle Club, Davenport, Ia., for an indefinite run. ... Benny Strong set for the Casino Gardens, Venice, Calif., August 12 for an extended run. Strong will cut his first session for Capitol and will do a movie short. ... Dave Garroway has inked a p.m. paper with W. (Biggie) Levin. who handles Eddy Howard. ... Coral is releasing an album, "Swinging at the Sugar Bowl," made up of Bob Crosby bobcat releases selected by Fred Reynolds, the WGN disk pilot. Cover is by Carl Ed, the creator of "Harold Teen". ... Paul Moorehead, the Victor Schroeder batooner, set to disk four sides for Victor.

London:

Pianist Ralph Sharon, a bop contemporary of George Shearing, will take a five-piece group into the Stork Club next week, in place of Negro showman-drummer Cab Kaye. . Astor Prexy Harry Morris has acquired the premises of the Lansdowne Restaurant and the Nightingale Club. The Astor will move into the Nightingale with its present resident bands of Paul Adam and His Mayfair Music and Edmundo Ros and his rumba band. The Lansdowne will close for redecorations and will be renamed the Colony. Bands which will fill the new jobs have not yet been named. ... Ted Heath and his music opened their summer season at Blackpool recently. ... Ramon Loper and his rumba band, resident at both Ciro's Club and the Embassy Club for approximately four years, will be leaving both these exclusive places at the end of July. He is contemplating a continental tour.



Ben Lejcar. operator of Melody Mill, Riverside, Ill., location spot, will tour Midwest ballroom operations for three weeks, seeking ideas for a new outdoor dancery he plans opening next summer. ... Buddy Moreno set for the Blackhawk, opening August 24.... Ben Chodash, 333 North Michigan shop, has been elected prexy of the Consolidated Record Retailers' Association of Chicago, with M. E. Hollander, of Hollander Radio, secretary, and Bob Jacobsen. Globe Radio, treasurer. ... George Tasker, formerly with Universal Records and Universal Recording Studios, is starting his own North American Recording Studios. ... Steve Sholes, Victor folk chief, has inked Dolph Hewitt and cut his first session Friday (29). ... Capitol releasing Benny Strong's first disking, a duo of sides which it purchased from Tower Records, within the next week. ... George Koch has left his post as manager of Victor Distributing platter sales and is in TV set sales. Bob Nossett is taking his place.

Philadelphia:

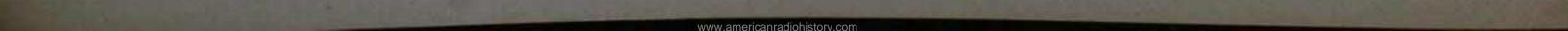
Joe Frasetto comes up from the 500 Club in Atlantic City to continue the band policy at the Click now that the room has reverted to Frank Palumbo management.... At near-by Atlantic City, Pete Miller adds a fem drummer to his band at the 500 Club in Ann Gordon, former skin-beater for Phil Spitalny and Ada Leonard, and at the Paradise Club, Mercer Ellington takes over for a three-week stretch.

Nat Segall, of the Keystone Theatrical Agency, continues the parade of record names at Chubby's, North Collingswood, N. J., with the Clooney Sisters plus Johnny Laurenz following Charlie Ventura, with June Christy and finally Bob Eberly to round out the summer season. . . . Gotham Attractions, Inc., set up shop here to combine the manufacture and distribution of records with the personal management and booking of attractions. . . . Stick McGhee, on the strength of his "Drinkin' Wine, Spo-Dee-o-Dee" waxing, makes his first local stand at Lee Guber's Rendezvous. . . . Frank Capano, local publisher-writer, gets Vaughn Monroe to introduce another one of his songs on records, coming up with "Never Say Goodbye."

New York music publishers hiring press agents to visit the local disk jockeys instead of the traditional contact men to do the platter plugging.... William B. Richter, who gave Atlantic City's beauty pageant "Miss America" for a theme song last wear, has been notified his "She's Miss America" has been accepted as the overture for this year's Miss America pageant.... Quaker City String Band will don cowboy outfits to feature Ronnie Bonner's "Cowpuncher's Polka" at the August 31 Mummer's Festival to be staged in the Municipal Stadium.

Hollywood:

Gabbe, Lutz & Heller office will try its hand at managing sagebrush talent, having inked Doys O'Dell to its roster. O'Dell becomes the first Western artist to enter its fold. O'Dell's contract with Exclusive Records expired recently, hence the sagebrush singer was moved to the Mercury label where the bulk of Gabbe, Lutz & Heller talent is found.



MUSIC 34

Billboard

PART

XII

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The Honor Roll of **Popular Songwriters**

By Jack Burton

NO. 31—HARRY CARROLL

Whenever Atlantic City points with cities from coast to coast, was compride to its Boardwalk, Million-Dol- posed of Carroll at the piano; Fields, lar Pier and annual beauty contest, a vaudeville comic, and Eddy Wesits also extends a little pinky in the ton, whose robust baritone earned direction of Harry Carroll. This na- him billing as "the little boy who tive son of the famed New Jersey spa and its most distinguished songwriter was born November 28, 1892, John Philip Sousa and Arthur Pryor. "by the beautiful sea" he later immortalized in song.

A talented pianist both by instinct and by training, Carroll played in local motion picture houses while attending high school. He provided the mood music that made The Perils of Pauline seem more parlous and simulated the thundering hoof beats when William S. Hart rode across the silent screen. After getting his diploma he came to New York, where he worked by day as an arranger for a music publishing firm and did a nightly stint at the piano of the Garden Cafe.

This saloon, which was located at Seventh Avenue and 50th Street, is one of Father Knickerbocker's minor landmarks, the site of which should have been perpetuated by a bronze tablet since it was the cradle of the country's first rathskellar trio. This virgin threesome of entertainers, the Shuberts to write music for their

sings to beat the band" when he was fc tured at Coney Island with both

MUSIC POPULARITY CHARTS

The now forgotten Garden Cafe also made dramatic headlines on an April day in 1912 when Gyp the Blood, Lefty Louie, Dago Frank and one. Whitey Lewis, a quartet of triggerhappy gunmen, .talked thru its portals, boarded a gray limousine and rode down Broadway to the New Metropole Hotel, where they silenced with lead the "singing" of Herman Rosenthal, an underworld character who was about to turn state's evidence against Police Captain Charles Becker in an anti-gambling crusade.

Joined Shuberts

On this memorable day in crime history, however, Harry Carroll was no longer doing night work at the Garden Cafe. He had moved over to the more respectable Winter Garden, where he was under contract to which soon had its counterpart in revues. His first million-copy seller. with them."

PERTINENT DATA ON SONGS AND SONGWRITERS

Songs used in this series are listed according to the date of their original copyright; stage musical songs, according to the year the musicals were produced, and film songs, according to the year of public release.

Songs which have attained a sheet music sale of one million or more are marked with an asterisk (*).

In the publisher listing, the name of the present publisher, and not the original publisher, is given, and songs now in public domain (titles first copyrighted in 1892 or before) have no publisher credit.

In listing of recordings, no so-called collector's items are given. The record listing is representative, not necessarily complete.

On the Mississippi, already was moving faster than a Mississippi sidewheeler from the country's music hit!" counters after being introduced in two Broadway musicals, The Whirl of Society and Hanky Panky. In the next two years Harry Carroll was sharper than a Gillette blue blade.

In 1913 he hit the million-copy jackpot twice with There's a Girl in the Heart of Maryland and The Trail 1918 and a repeater 27 years later of the Lonesome Pine, and the following year his By the Beautiful Sea of the Technicolor film, The Dolly matched or exceeded in popularity his other three top-selling tunes. Four million-copy sellers in 48 months is better than par for Tin Pan Alley, If it isn't a record, it's very close to

Then after a lapse of four years, when Harry Carroll was a vaudeville headliner and a holdover attraction at the Palace, he wrote his fifth million-copy seller and his biggest hit: I'm Always Chasing Rainbows. And he wrote it on the spur of the moment during a breeze-batting session one night at the Friars with Joseph McCarthy, the lyricist, and James Montgomery Flagg, the illustrator.

"You songwriters are an unpredictable lot," Flagg remarked. "You're up in the clouds one day and lower than all Hell the next."

"You know why that is, don't you?" Carroll countered. "If you don't, I'll tell you. We're always chasing rainbows but we never catch up Apparently he is one songwriter who

"Boy, you've got a song title there!" Flagg exclaimed. "A sure

After a couple of hours' work at the piano, both Carroll and McCarthy agreed that Flagg was right. I'm Always -Chasing Rainbows was a surefire hit-a top seller when it was first introduced in Oh, Look, a musical that its composer produced in when it was made the theme melody Sisters.

Vaude Headliner

As a vaudeville headliner, Harry Carroll first teamed with his former wife, Anna Whea' n, a Winter Garden star, and later introduced a line of feminine pulchritude in a series of flash acts. When the two-a-day died in the early 30's, Carroll refused to be buried with it. Instead he switched his bookings to night clubs. Today he is living proof of the adage: "Once an entertainer, always an entertainer." For this writer of five million-copy sellers is repeating his vaudeville triumphs in small but exclusive night spots, doing a single with a Steinway nd a repertoire of wellremembered songs. His black hair is graying at the temples but his eyes have the same old sparkle and his smile is as infectuous as ever. He still rates top billing at a top salary.

chased rainbows and overtook them.

REAMLAND

K-TROT

L REVUE

BLUE SKY

a act starring Harry se Greer. Lyrics by

Return

e Gift

July 30 .- In orinviting for the behind RCA Vicof the Bluebird l Knowles, mandepartment at Company, local g the normal ree dealers a gift. mal return privto the dealers ty of their reto the factory, s for the dealer costs incurred in

of records.

m Label

New York.

v 30.-A new el, Parody Recthis week with Danny Taylor. y Hy and Sam inted with the ive and Modern Distributing is

records are fair e Bluebirds will local agreement. birds will carry rice" of 46 cents al excise tax.

HARRY CARROLL'S BEST KNOWN SONGS AND RECORDINGS AVAILABLE

Popular Songs	1917-SINBAD WAS IN BAD ALL THE TIME Lyrics by Stanley Murphy. Remick		
1913-IT TAKES A LITTLE RAIN WITH THE	Music Corp.	the Satisfiers; RCA Victor 28-0402, Al	DANCING SHOES
SUNSHINE Lyrics by Ballard MacDonald. Shapiro,	Sung by Harry Tighe in "Follow Me," starring Anna Held.	Goodman's orchestra; Decca 3472 in Album A-683, Helen Forrest and Dick	AUCTION RAG
Bernstein & Co.	The second second	Haymes: Decca 23995 in Album A-570,	PETER PAN
THERE'S A GIRL IN THE HEART OF	Interpolated Numbers in	Guy Lombardo and His Royal Cana- dians; Capitol 15202, Gordon Jenkins'	
Lyrics by Ballard MacDonald, Shapiro,	Stage Musicals	erchestra; Capitol 106, Gordon Jenkins'	i see nanni Canno
Bernstein & Co. (Available on Columbia record 26346.	the second s	Al Goodman's orchestra; Columbia	Carroll writh To
Frank Novak and His Rootin', Tootin' Boys.)	1912-THE WHIRL OF SOCIETY A New York Winter Garden produc-	1 THINK SHE'S ABSOLUTELY WONDER-	BLUE STEP
*TRAIL OF THE LONESOME PINE	tion.	FUL	JAPANESE TOYL OUT OF A CLEAR
Lyrics by Ballard MacDonald. Shapiro, Bernatein & Co.	"ON THE MISSISSIPPI (With Arthur Fields.) Lyrics by Bal-	THESE COLORS WILL NOT RUN CHANGEABLE GIRLS	
(Available on Decca record 24196, Russ	lard MacDonald, Shapiro, Bernstein &	A KISS FOR CINDERELLA	Pluching
Morgan.) 1914-BY THE BEAUTIFUL SEA	1914—DANCING AROUND	I'M JUST A GOOD MAN	Bluebird
Lyrics by Harold Atteridge. Shapiro,	Starring Doyle and Dixon. Lyrics by	WE WILL LIVE FOR LOVE AND LOVE	Land - Land - Land
Bernstein & Co. THE LAND OF MY BEST GIRL	Harold Atteridge. MY SHUFFLING SHIVEREE	SUNKISTLAND	Privile
Lyrics by Ballard MacDonald Shapiro,		TYPICAL TOPICAL TUNES	
Bernstein & Co. TIP-TOP TIPPERARY MARY	1914—PASSING SHOW OF 1914	1919- THE LITTLE BLUE DEVIL Book and lyrics by Harold Atteridge,	PHILADELPHIA
Lyrics by Ballard MacDonald, Shapiro,	In which Marilyn Miller made her musical comedy debut. Lyrics by Har-	and starring Lillian Lorraine and Ber-	
Bernstein & Co. SMOTHER ME WITH KISSES AND KILL	old Atteridge. Fred Fisher Music Co.	THE OFFICE PLUE	local dealers to get
ME WITH LOVE	YOU'RE JUST A LITTLE BETTER THAN THE ONE I THOUGHT WAS BEST	HELLO, EVERYBODY	tor's introduction label this week, Pa
Lyrics by Alfred Bryan. Famous Music CorpShapiro, Bernstein & Co.	THE MOVING PICTURE GLIDE IN FRISCO TOWN	IUST A KISS I'M SO SYMPATHETIC	ager of the recor
1915-SHE WENT OVER THE HILLS TO MOON-	THE EAGLE ROCK	SHIMMY-SHAKING LOVE THE SECRET SERVICE CLUB	Raymond Rosen &
SHINE VALLEY Lyrics by Ballard MacDonald, Shapiro,	1915-MAID IN AMERICA	THE LITTLE BLUE DEVIL	distributors, is maki
Bernstein & Co. DOWN IN BOM-BOM BAY	A Winter Garden revue. Lyrics by Harold Atteridge.		turn privilege to the The 5 per cent no
Lyrics by Ballard MacDonald. Shapiro,	HERE'S A BALE OF COTTON FOR YOU	MCA Pacts Dick Hayes	ilege is being give
Bernstein & Co. 1916—SHE IS THE SUNSHINE OF VIRCINIA	Fred Fisher Munic Co. MADE IN THE U. S. A.	MON I HEIS DIEL LINGES	vithout the necess
Lyrics by Ballard MacDonald. Shapiro,	Fred Pisher Music Co. THERE WAS A TIME	NEW YORK, July 30 Warbler	
Bernstein & Co.	Lyrics by Al Bryan. Famous Music	Richard Hayes was signed to a book-	which also eliminat
	CorpShapiro, Bernstein & Co. 1920-ZIEGFELD FOLLIES OF 1920	ing pact by Music Corporation of America (CA) yesterday. He goes	the physical return
SONGWRITERS	I WAS A FLORADORA BABY	into the Village Barn Thursday (4)	Altho the Victor
COMING UP!	Lyrics by Ballard MacDonald, Shapiro, Bernstein & Co.	for two weeks with a two-week op-	
	1920-ZIEGFELD FOLLIES OF 1921	tion.	not come under the
August 13 Issue	OUR HOME TOWN Lyrics by Ballard MacDonald, Shapiro,	Hayes, who records for Mercury,	As a result, the Blu "a suggested retail
WALTER DONALDSON	Bernstein & Co.	recently signed a personal manage- ment contract with Peter Paul and	A REAL PROPERTY AND A REAL
In Issues Subsequent to August 13	Store Masterla	Tommy Russell.	
The Billboard Will Present	Stage Musicals	Adding manual	New Blues-Rhyt
GEORGE W. MEYER	1918-OH, LOOK!	FISCHER-OXFORD DEAL	NEW YORK, Ju
HARRY TIERNEY PETE WENDLING	Book hy James Montgomery, lyrics by		blues-aud-rhythm la
PERCY WENRICH	Joseph McCarthy and presented by a cast headed by Harry Fox, Genevieve	NEW YORK, July 30 Carl	ords, makes its debu
A. BALDWIN SLOANE	Tobin, Genrge Sidney and Clarence Nordstrom, Bassie	Fischer, Inc., will be exclusive agent in the United States for the music	The label is owned
RICHARD WHITING	I KNOW	publications of the Oxford University	Weiss, formerly ass
RUDOLPH FRIML	WHEREVER THERE'S MUSIC AND BEAUTIFUL GIRLS	Press. Deal is effective October 1,	distribution of Exclu
COLE PORTER SIGMUND ROMBERC	Based on Chopin's Fantasie Impromptu	according to a joint announcement	disks here. Major
STORIOTIO ROMOLINO	in C Sharp Minor,	by Fischer and Oxford.	handling the disks in

The Billboard

MUSIC 35



GOTHAM GAB . . . Dizzy Gillespie's ork waxed "Jumping With Symphony Sid" on Victor to be used as the jock's theme on his WJZ allnighter. . . . Charlie Starke, WINS, gave copies of the Ray Noble "Happy Anniversary" album to listeners sending in the best "Happy Anniversary' letters. . . . Ed Stokes, WMGM, is doing a late remote nightly from Bill Miller's Riviera. . . . Eileen O'Connell, pilot of WMGM's "For Children Only" is flying high these days, having been selected "Model Plane Queen" for her work in combating juvenile delinquency. . . . Jack Lacy, WINS, has a new theme song, "Listen to Lacy," penned by Patsy Garrett and Nicholas Alexander and waxed by Blue Barron. . . . Johnny Clarke, WNJR, has incorporated a "Kornball Korner" seg into his daily threehour show. Listeners send in their ideas on the corniest platters, with the best letters getting prizes of corn on the cob, candy corn, corn meal, etc. . . WOV proclaimed Wednesday (27) as "All Jersey Request Day' on all its disk shows. Jocks will feature music requested entirely by Jerseyites.

GIMMIX . . . Howard Malcolm, WCOP, Boston, has the solution for requests of a hit tune by several artists: "With requests for 'Some Enchanted Evening' as done by Como, Jolson, Stafford and Pinza, I answered the four fan groups at once with a performance of 'Evening' coming on the four disks, i.e., a chorus from one seguing into a verse from the second, etc." . . . Walter Kay, WJW, Cleveland, is airing recorded phone conversations with Cleveland's No. 1 baseball fan-Charlie Lupica, the enthusiast who is aloft on a platform until the Indians hit first place. . . . Vic Paulsen, KGYW, Vallejo, Calif., wants to know why someone doesn't make a record using the "armonica." Vic says that the armonica, made of 37 glass bowls which were spun on an axle and played by touching with dampened fingers, was invented by Benjamin Franklin and "was the rage of Europe for 40 years. Both Mozart and Beethoven composed for it," he informs us. . . . Dick Richmond and the other wax whirlers at WLBR, Lebanon, Pa., on hearing that thrush Nancy Reed, the Skitch Henderson vocalist, was in the Harrisburg Hospital recuperating from injuries suffered in an auto accident, composed a parody to "Glow Worm" imploring Nancy to get well and get up. They then dubbed two choruses over Frankie Carle's disk and presented the record to the convalescent. . . . Jack Ellis, WCFC, Beckley, W. Va., picks names at random from the phone directory, and with the mike switch open, asks people what records they would like to hear.

COAST CUTTINGS Douglas Dupen, KUIN, Grant's Pass, Ore., has taken over the nightly "Turntable Madness" show there, emseeing, for reasons unexplained to us, under the unlikely name of "Fred Boysenmexico'.'. . . Bill Garr, KWKW, Pasadena, Calif., is a busy man; in addition to his platter chores, he pilots several live shows, does picture parts from time to time, and emsees pageants and public affairs such as the "Miss Pasadena Beauty Pageant." . . . Freddy Marshall, recent high school grad, is doing a "Marshall's Escapades" platter show at KPPC, Pasadena, Calif., and plans to do another show in the fall while attending college. . . . Hal Thomas has switched from KENI to KBYR in Seattle. ... Jerry Dehaan, KVOE, Santa Ana, Calif., replaces Bob Engles as staff member and deejay, with a nightly hour and a half across the board.

Big Attendance and Sales At Music Merchants' Show; TV Hypos Retail Trade

(Continued from page 16) that small combos on TV; frequently composed of these eye-appealing instruments, are developing into a solid sales factor for the instruments. A spokesman for the Epiphone Company claimed business nearly 10 times that booked at last year's show, giving the credit to terrific promotion participated in by all manufacturers. Price reduction and new models are hardly a factor, in his opinion.

UKE. BANJO COMEBACK

Probably the biggest surprise to string-instrument men was the comeback of the ukulele after an absence of more than 20 years. Jay Kraus, president of the Harmony Company. Chicago, estimated that nearly 150,000 ukes have been sold in 1949, and that more than 300,000 should go into consumers' hands this year. Most sales are in the \$9 to \$12 price class, and most of the buyers are nonprofessionals. Herb Koehlinger, sales manager of the Fred Gretsch Manufacturing Company, gave most of the credit for the revival to Arthur Godfrey.

Another old-time instrument making a new bid is the banjo, revived by hit waxings by such bands as Art Mooney and Primo Scala. According to Kuhrmeyer, his banjo sales isthree times that of two years ago.

100 MILLION IN '49

A spokesman for the NAMM stated that instrument manufacturers could expect a sale for 1949 of \$100,000,000 at the wholesale level, and response to the showing of general band indealers, altho they didn't feel that music dealers came to this particular show to buy sheet music. Most of their business is booked at educational parleys. One of the biggest hits, however, was Mills's Frank Yankovic accordion folio. Joe Biviano's Advanced Chromatic Studies for the Accordion was another leader. Both indicated the acceptance of items associated with top recording names.

Most of the exhibitors connected with the phonograph-disk field were located in the ballroom of the Manhattan Center. The only time during the four d ys of the show that the floor wasn't crowded occurred during the record industry forum at noontime Thursday (28). (See other story in this issue.)



CONTEST CORNER . . . Less Henrikson, WCON, Atlanta, ran a contest awarding a 10-day all-expense vacation at the Holiday Hotel in Ft. Lauderdale, Fla., for the best letter on "Why I want to spend my summer vacation in Ft. Lauderdale." The winner was Atlanta resident Mrs. Helen I. Bolen. . . . Dick Richmond, WLBR, Lebanon, Pa., is offering kid listeners to his "Chauncey's Breakfast Club" a free trip to the near-by Hershey Amusement Park and Capitol Bugs Bunny albums for the best letter on where Chauncey, the mythical cow, should spend her vacation.

FOLK FARE . . . Bob Edge, Clarksburg, W. Va., emsees a radio jamboree every Saturday night from a hayloft near the station.

CAPITAL CLIPPINGS ... Harold Jackson, blues and rhythm spinner, is shuttling between WOOK, Washington, and WSID, Baltimore. . . Jackson Lowe, WWDC, Washington, writes that he recently played host to Gale Robbins, featured in the "Barkleys of Broadway" film. Gale, he says, is an ardent jazz fan, with the accent on bop. . . . Jerry Strong. WINX, Washington, recently took a breather from his three-and-a-half hour a.m. show when Laura Leslie, Don Cornell and Tony Alamo, all of the Sammy Kaye band, took over to spin the disks, read commercials, etc. conspicuous by their absence, how-

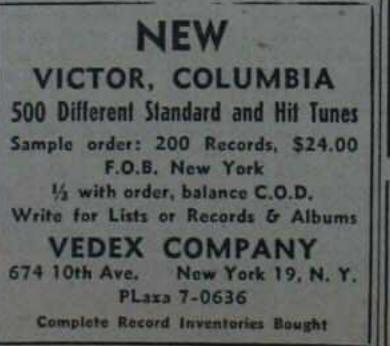
CONNECTICUTTINGS . . . Hank Stone, formerly announcer at WTHT, Hartford, is the new announcer-disk jockey at WONS, Hartford. ... Allan Bryan filled in as disk jockey during the vacation of Russ Naughton, WDRC, Hartford. . . . Ivor Hugh, who handles the "Big Brother Bill," kiddle disk jockey show on WCCC, Hartford, recently hosted more than 300 youngster listeners at a studio birthday party. honoring the mythical Big Brother Bill. Hugh is back on the job, following a busman's holiday vacation trip, visiting New York radio stations, ... Bill Martin, WCCC disk jock, has added two new shows to his schedule. "Hits of Yesterday" is being aired from 4:15 to 4:30 p.m., Monday thru Saturday, while "Bing Crosby Sings" is being broadcast from 8:45 to 9 a.m., Monday thru Saturday. . . . Dolores Murphy, "Lady of the Air" program disk jockey on WCCC, Hartford, is vacationing for the summer. . . . Cedric Thompson, WDRC, disk jockey-announcer, has purchased a new home in suburban Newington, Conn. . . . Joe Girand, WCCC Hartford, disk jockey, is singing Saturday nights in a Hartford night club. He croons with the Joe Perrone orchestra at Club Ferdinando, local night spot. . . . The "Gems of American Jazz" program, handled by George Malcolm Smith on WTIC, Hartford, has been discontinued for the Bertha Porter, music librarian, and Barbara Nelson, summer. receptionist, WDRC, Hartford, had invitations to spend their vacations at the Coast home of Buddy Clark, of "Contented Hour" program fame, but had to turn down the invites because of lack of time. Last week-end, however, Porter and Nelson were down in New York, attending a picnic for music people and disk jockeys, hosted by Kappi Jordan, New York record promotion worker for Vic Damone and Patti Page. . . . Les Fox. formerly at WNAF, Providence, is new on the announcing crew at WMMW, (See Vor Jor on page 39)

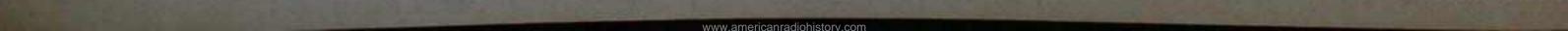
struments gave credence to this. But the response was almost entirely to the school grade, moderate priced jobs. This was attributed mainly to the missionary work of the American Music Conference, an affiliate of the NAMM, whose program has helped bring about State aid for musical education in schools. A mild sensation was caused by the introduction of the plastic trumpet at around \$39. Sales of harps and electric organs also exceeded last year's tally for these more expensive instruments. The former were shown exclusively by Lyon & Healy. Seven firms exhibited "spinet" organs for averagesized living rooms. Six months ago there wasn't a spinet organ on the market.

Foreign dealers were well represented, according to Ralph Thompson, sales manager for C. G. Conn, Ltd., major instrument house. He observed that one-third of his Canadian dealers and sever I from Puerto Rico and South America were present, New dealers in musical instruments were ever.

MILLS LONE POP PUB

Among the publishers exhibiting, Mills Music was the only pop house. Those showing featured folios of standard and education material, and outside of the accordion and guitar books, did what they expected, which was small business. Most of them were here to meet their regular





The Billboard 36

NIGHT CLUBS-VAUDEVIL Communications to 1564 Broadway, New York 19, N. Y.

AFM's Edict Wallops

Tootlers State Singer-Players Must Join Org

Guild Disinterested

(Continued from page 3) do a singing or talking act. It is the custom of many bands-particularly Latin-American-to use their vocalists on the sticks or maraccas to build rhythm when these singers aren't singing. According to AGVA, these performers are vocalists, and it assumes jurisdiction.

Union Jurisdiction

Under an AFM rule no card holders may be members of AGVA, tho the fact is that many AFM'ers do hold membership in both unions. In recent weeks it has been indicated by AFM toppers that a new rule with policy of returning to acts has alteeth may shortly be issued to force AFM card holders to give up their AGVA membership. How this would stack up against Taft-Hartley is a subject of speculation.

To muddle this situation still further is a plan afoot by some segments of the American Federation of Radio Artists (AFRA) to claim jurisdiction of all recording vocalists. The argument for AFRA's entry is that no scale exists which covers recording artists.

AGVA toppers showed disinterest in the latest AFM edict, saying they will handle whatever problems come up ible to use acts again. wher the time arrives.

Party's Over

NEW YORK, July 30. - Lou Walters, Latin Quarter op now in Europe, cabled his brotherin-law, Max Selette, who's helping to run the LQ during Walter's absence, the following message:

"Take out all improvements. I'm coming back."

Statler Hotels **Resuming Acts**

NEW YORK, July 30 .- There'll be in the deal was undisclosed. another 8 to 10 additional weeks for class hotel acts in the fall when the Statler will go back to using them starting in October.

Chain talent buyer has been huddling with various agencies for the past few weeks over attractions, and while no buys have been made, the ready been determined.

One of the problems yet to be ironed out is what hotels in the Statler chain will use talent. The New York and Boston Statlers will probably stay away from acts. But hotels in Washington, Buffalo, Detroit and Pittsburgh are skedded to come in.

Chain dropped acts more than a year ago for varying reasons, one being that cost of operation was out In Spite of a Decline of line with net income. The supposition is that a better balance has been struck and now it becomes feas-

Palumbo Sells Click to N. Y. **Club Combine**

PHILADELPHIA, July 30. - The Click, quarter-million dollar nitery featuring the name bands, has again been sold by Frank Palumbo and Ben Corson to a New York combine. Starting Monday (1), operation of the large center-city room goes to Nicky Blair, New York nitery entrepreneur, in association with Arthur Gangar, also of New York. The sum involved

Several months ago, Palumbo sold the spot to a Gotham combine headed by Bill Levine, who once operated the Footlights Cafe on New York's 52d Street, But after an "in the red" operation, Palumbo and Corson bought the spot back a fortnight ago. There is still about five years to go on the lease for the nitery site.

The new owners will continue the room's original policy of playing the top musical names and name acts. Louis Armstrong will be the opening attraction to be followed by Peggy Lee, opening August 19, and Tommy Dorsey, slated for September 21.

Eng. Wants AM. Acts

NEW YORK, July 30 .- British authorities flatly denied last week that Murray Weinger's Copa City had there was any plan to place an em- \$21.08 in cash, deposited in two banks, bargo on American acts, either now or in the immediate future. The possibility of English authori- by Harry Simberg, local hotel man, ties ordering London talent buyers to Among the chief creditors were the stop buying Yankee performers was envisioned when the British chancellor of the exchequer, Sir Stafford mer partner, \$70,000, and Murray Cripps, disclosed that British dollar balances were at a dangerous low point. In order to conserve these balances, it was thought the government would order London producers to stop importing American acts. The William Morris office cabled Copa account had \$20.99, while the its London office and received a reply Wednesday (27) which said in effect that neither the ministry of labor nor the Bank of England knew of any contemplated restrictions. Eddie Elkort, American rep of Lew and Leslie Grade, Ltd., who phoned the London office, was told the same thing.

41/2 Extra Weeks in Sight

In New York

RKO Adding

Vaude Time

August 6, 1949

NEW YORK, July 30 .- There will be another four to four and a half weeks of vaudeville in New York if present plans now being mulled by RKO jell into a firm policy.

Idea is to have the entire Palace bill do full-week stands, after the Palace dates, in various key RKO theaters all over the city. Among the houses proposed are the Albee, Brooklyn; the Fordham, Bronx; Coliseum, Bronx, and other houses totaling four or five in all.

Some of these houses now use flesh one night a week. Others, like the Fordham and the Albee, haven't had stageshows for years, using a straight grind flicker policy.

The plans, subject to okays from RKO topper Sol Schwartz, will give acts a week each in various houses thruout the four boroughs (Staten Island not included). It will keep acts in town for five to six weeks instead of the single week they now get at the Palace.

Copa City Debt 546G; Cash, \$21

MIAMI, July 30 .- Bankruptcy proceedings filed last week with federal referee L. Earl Curry showed that

Efforts Fail

There have been some efforts made by AGVA to discuss jurisdiction with AFM, but so far none of these efforts have oven reculted in a meeting.

AGVA and AFRA are part of the As ou ated Actors and Artistes of America (Four A's), which holds the original franchise from the American Federation of Labor (AFL) under which the talent unions operate.

from the AFL and works independently of the Four A's.

At various times, AFL and even President Truman have been asked to help resolve the quarrel. But so far nothing has been done.

While the various showbiz unions slug it out, it is feared that performers will lose work and talent buyers, caught in the middle, will lose money.

Joe E. Lewis Goes Into Copa Next Mth.

NEW YORK, July 30. - Joe E. Lewis will go into the Copa in September instead of November as originally booked. Jimmy Durante, who the club says was set for September, was pushed back because of picture commitments.

Kay Starr will be on the Joe E. Lewis bill, her first chance at a Stem nitery since her date a year and a half ago at Cafe Society.

Employees Protest 20% Tax

WASHINGTON, July 30 .- In calling for the reduction of the federal cabaret tax of 20 per cent last week, Rep. T. Millet Hand (R., N. J.) called the attention of the House to a resolution passed by the Hotel and Restaurant Employees Union, Local 508, Atlantic City. The resolution con- come up in recent years have faded demned the present 20 per cent rate mainly because there aren't enough as "a discriminatory levy on the public's right to recreation" and declared that it has caused a loss of jobs by waiters, musicians, bartenders and others employed in places affected by the tax.

Detroit's Alamo Switches Policy

DETROIT, July 30. - The Club Alamo, North End night spot operated by Max Spiegelman, is switching from an entertainment policy using The AFM has its own franchise a local trio at close to scale, with dancing, to a name and semi-name policy, plus the trio, starting September 1. The new policy opens with Kay Howard. Nan BlaKstone comes in September 15 for two weeks with options, to be followed by Art Tatum.

The Alamo's only previous venture with names was a year ago, when George Givot was booked for two weeks.

More Work for Straight Combos If They Play All-Round Beats

NEW YORK, July 30 .- There'll be | day the group is out of the business. ing from society to Latin beats, in the considered opinion of trade-wise sources.

The esoteric groups, those who need presentation, have apparently seen their best days. There are some exceptions, if was pointed out. An out- tumble. But out of New York, parfit that can play bop, e. g. the George, ticularly in the New England States, Shearing combo, can get work even the it be limited to a handful of spots.

The other exception is a King Cole forming a square dance group. who has a well established record rep. But the other groups that have now a tendency to use the smaller rooms available for them or their Main reason here is the saving the money has reached the point where club can make on salaries. Showbizops are no longer interested.

the Joe Mooney Quartet, which was many musicians flexible enough to pretty hot a couple of years ago. To- change their styles.

more work for straight combos this Andy Fitzgerald, clarinetist with fall, but they'll have to be the all- Mooney, has put his instrument away round groups who can play for danc- and is working in a Paterson textile plant.

Square Dancing

There seems to be some demand for square dance groups, tho so far no New York spot outside of the Village Barn has given this much of a square dancing is the accepted thing. Chubby Jackson, for example, is now

Among the bigger clubs there is groups as the relief band, with the Latin Quarter the prime example wise people say this use of small re-The outstanding example of this is lief units will be the life-saver for

against liabilities of \$546,802.

A \$410,000 mortgage was assumed L. I. Construction Company, Miami, \$125,000; Ben Slutsky, Weinger's for-Weinger himself, claiming \$26,875.

Back taxes, local and federal, amount to about \$35,000. The Copa City Club had two bank accounts. When bankruptcy papers were filed the First National Bank of Miami Mercantile National Bank account showed nine cents.

Atl. City Good Week-Ends

ATLANTIC CITY, July 30 .- With the summer season at its mid-mark, resort nitery business remains poor, with vacationists reserving their after-dark round-abouting to the week-ends. Table space is at a premium on Saturday nights, but the week-days are something else again.

The 500 Club, one of the resort's top niteries, is the first to face the week-end fact, and for the coming month, darkens the supper room. Full-scale floor shows will be staged in the supper room on week-ends only, with tenor Toni Bari and a planist in the front bar for the weekday nights.

Raise in Dough

NEW YORK, July 30 .- Edgar Bergen will open at the RKO Boston for a week starting September 8. This will be the ventriloquist's first theater date in the East in a number of years.

Tho the amount of money wasn't disclosed, Bergen got \$350 at the same house some years back. RKO execs, when asked what Bergen was getting now, replied, "Oh, we're giving hum a little raise."

VAUDEVILLE REVIEWS

Palace, New York

(Thursday, July 28)

Capacity, 1,700. Price range, 55 centa-\$1.20. Number of shows, four daily. Chain booker, Dan Friendly. Shows played by Don Albert's house ork. Staged by Dave Bines.

The Palace is now in the groove. It keeps coming up with good acts week in and week out and this new one rates high. What, perhaps, is equally meritorious is the staging the acts get here. Each act has its own drop, except when it works fancy on full stage. The result is that even fair acts look good here, while good acts look great.

The new bill opened with the good looking act of Al and Connie Fanton. The gal is a pretty blonde; the boy with a blond crewcut looks like "Young America." Together they put on a solid hoffing routine hypoed with various gimmicks, of which ball juggling was the chief ingredient. to come off to a fine mitt.

spot, got some beautiful yocks for his ventriloquist act. His dummy "speaks" some funny lines, kidding Smith for accidents in what is now the approved fashion for all such acts. The Road to Mandalay number just about fractured them.

Mike Troubles

The Angle Bond Trio had mike trouble all thru their act. The gals voices-single and three part harmony-were muffled time and again. The three fems, bass, piano and accordion, looked very good in their blue skirts and flowered waists. The outfit is sound musically but needs more commercial stuff for a family trade which wants to hear whistleable tunes. The gals gave out with a Latin-American bouncer, a Bach fugue and an Italian folk number with numerous verses. The Bach number showed off some top piano work, but a pop would have gone

The Capitol, New York (Thursday, July 28)

Capacity, 4.627 seats. Prices, 70 cents-\$1.50. Number of shows, five daily. House booker. Sidney Piermont. Show played by Nora Morales' band.

The Capitol's new bill is a fastmoving, smoothly integrated show with plenty of flash, fiery rhythm and reliable showmanship. Sparked by the Latin-American zing of Noro Morales's orchestra and show-wise performances by comedian Hank Ladd and canary Mary Small, the well-rehearsed package is top entertainment.

Maestro Morales's Stem theater preem was an impressive one. His authentic south-of-the-border styling is a shrewd blend of expert musicianship and canny salesmanship. Brimming over with animal spirits and unleashed vitality, the band's colorfully costumed Latin rhythm section (bongos, congo drum and maraccas) opened the show with a literal bang Canfield Smith, on in the second and sustained this initial excitement thruout the entire production.

> Morales teed off with the familiar Peanut Vendor and followed with a melodic version of San Juan. His powerful piano solo on Malaguena brought down the house, and a closing medley of his own compositions (Walter Winchell Rumba, Oye Neora and Bim, Bam, Boom) provided a sock finish. In contrast to the blase backing of most bands, the Morales aggregation remained alive and clicking during each turn, and gave the acts a big assist.

Assist Acts

As a result the acts looked and sounded better than ever. Hank Ladd turned in a masterly emsee job and scored a personal hit with his polished comedy routine, drawing intellectual nods rather than big laughs. However, his subtle humor and sardonic throwaway lines were often lost on the crowd, which seemed much more re- he's been hot at least once before. But sponsive when Morales spouted Span- whatever the reason, Vincent has a ish. Ladd drew his biggest hand with real act. He sells his song chara satirical try at calypso singing. way on a stage, received a tepid welcome, but her deft selling, fine vocal range and energetic mannerisms earned her a big send-off and an encore. The blond, buxom lass's best number was a dramatic tenement symphony, selling it right up to the gallery. Her encore, It's Later Than You Think, was pleasing and she came back to close the show with Morales's Bim, Bam, Boom. Her personable presence, tho, was marred by a grotesque make-up job. The balance of the bill was in the capable hands of harmonica player Stan Fisher and one-legged dancer Peg Leg Bates. Fisher, a good-looking lad, is an accomplished mouth-organist, but came out second best with his comedy patter routine. Bates, who terps better with one leg than some dancers do with two, did a quick turn and drew the biggest hand of the evening. He finally had to beg off.

Dog Days Hit Stem Takes; **Palace Slips With Others**

NEW YORK, July 30 .- Dog days, high humidity and holdovers took | \$44,500) collected \$41,000 for its their toll from Stem box offices last week. The total gross for the six houses was \$361,000, against \$391,000 for the previous week.

Radio City Music Hall (6,200 seats; new average \$127,000) slipped to \$125,000 for its fifth week of Silver Lining and Steve Evans. Previous week's take was \$144,000. It opened to \$156,000 followed by \$147,000.

Roxy (6,000 seats; new average \$73,000) opened to \$86,000 for its first week with Bob Crosby, Sid Stone, Johnny Mack and You're My Everything.

Paramount (3,654 seats; new average \$68,500) slipped to \$71,000 for its second week with Jimmy Dorsey, Peggy Lee and The Great Gatsby. Previous stanza saw a take of \$90,000.

Capitol (4,627 seats: new average fourth and final week with Bert Wheeler, Thelma Carpenter, Hal McIntyre's ork and Any Number Can Play. Previous inning saw \$48,000. New show, reviewed this issue, has Mary Small, Hank Ladd, Noro Morales band and Scene of the Crime.

Palace (1.700 seats; new average \$24,500) fell back to \$20,000 for last week's eight-act show plus Massacre River, against \$24,000 the previous week. New show, reviewed this issue, has Wyse and Womack, Susan Miller, Don Cummings, five other acts and The Big Cat.

Strand (2,700 seats; new average \$32,000) fell to \$18,000 for its third week of a straight grind policy sans flesh. Flicker, Fountainhead, opened to \$34,000, went down to \$20,000 for the second week.

FOLLOW-UP REVIEWS

COPACABANA, NEW YORK: Romo Vincent had himself a double opening Thursday (28). He not only got his first shot at the Copa but also preemed the same day in Scene of the Crime, an MGM flicker at the Capitol. Vincent is a remarkably improved performer, with a routine that takes every advantage of his blimpy shape and an excellent voice. That, added to a sharp selling sense plus ability to ad lib, makes him a sock act, a situation that was well recognized here by a fairly good house.

Vincent has been around for many years, tho this is his first Stem job in a long time. For some mysterious reason he's always missed, even tho acterizations with rib-tickling skill. Singer Mary Small, who knows her He gets big laughs. Perhaps with the Copa date under his belt, he'll become hot again. He's got what it takes.

VERSAILLES, NEW YORK: Susan Walker, in what is claimed to be her first American job, showed a good voice and self assurance but also a need for selling savvy.

Miss Walker, a very pretty brunette, hails from Vienna, tho she did considerable showbiz work in London with the English company of Oklahoma. The fact that she's done legit was apparent in her styling; a condition that is part of stage work tho it over-projects in a cafe. Gal didn't use the mike; her pipes (lyric soprano) are strong enough without it. Her routine was apparently devised to show voice flexibility, consisting of foreign lanuage tunes, musical comedy pops and one novelty that

better.

Wyse Jr., with Peggy Ross Womack, lifted the pace sharply. Wyse, a fat little guy who uses a pathetic pose to heighten comedy values, got giggles growing to yocks for his takes and bits. His pratfalls had them roaring. His partner, Miss Womack, a willowy tall brunette, added plenty of comph to the act, also doing a fine straighting job. An acro finish was a mistake. The team was way ahead on comedy alone and should have walked off on it.

John and Rene Arnaut, always a good act, registered in nice style here. Their fiddle number and, later, their elongated bird-talk number was excellently received.

Miss Miller Clicks

Susan Miller, looking lovely in a black gown, opened fast with a South Pacific number, followed it with a pace changer, More Than You'll Ever Know, and wound up her act with the always effective mirror reflecting gimmick to an oldie, finishing to appreciative hands.

Don Cummings, on next to closing, did his standard act to big laughs, tho his sharp stuff failed to get them. It was his corny gags that got results, Indicating that the Palace audiences despite the fact that they're mostly locals, aren't as hep as generally

MIKE WALKER'S **Three Brown Notes** sensational organ combo **19TH HOLE** Cincinnati, Ohio STATISTICS IN CONSEcutive Management BILLBOARD ATTRACTIONS, Inc. 203 NO WABASH AVE: CHICAGO, REINOIS

Pic: Scene of the Crime. June Bundy.

believed. Cummings' old Red Skelton bit, the-buy-this-drink-act, just about killed them. He built for more laughs on his girdle bit, paying off in rousing hands.

The St. Leon Troupe, a six-man act, costumed in gaucho fa ion, did some satisfactory teeter-board tricks. There were single leaps, double leaps, chain reaction jumps and other sight stuff, some ending in shoulder stands and others in chair catches. The act worked well tho the start was a little ragged.

Bill Smith. Pic, The Big Cat.

Paige Subs at Music Hall

NEW YORK, July 30 .- Raymond Paige has been appointed guest conductor of the Radio City Music Hall Symphony Orchestra during the vaeation of music director Alexander Smallens. Paige takes over for the opening show Thursday (4).

Edwards and Diane

The dance team of Edwards and Diane is another act to finally make the Copa, even tho in an off season. The two kids can dance, have many good tricks and sensational spins. Neither of them, however, are actors, a fact that was made apparent in a number where the boy puffs into the mike the reasons for living with his partner. It's a longish number that suffers from poor selling. If the routine is to be kept in, the team would be better off to have a recording made by somebody with a soothing voice and sufficient dramatic ability to make the verses sound believable.

The couple's walk-off to a startling spin earned them a big hand.

Larry Laurence and Judy Sinclair. new production singers, were competent in their roles.

Mindy Carson, now elevated to headline position, is perhaps better than when first caught. Her I've Got a Crush on You was thrilling and Bill Smith. chilling.

SWISS CHALET, BISMARCK HOTEL, CHICAGO: Leni Lynn, from the cast of All for Love, is just right for the smart hostelry room. The tiny redhead is a real dramatist at selling her coloratura piping, adding meaningful gestures to every song. The gal seems to understand the various foreign lingos she sings in, giving expression to the mood of a ditty. Her rendition of the beautiful Mountain High, Valley Low, from Lute Song, was a classic. She also did well with pops, getting excellent response for her Here I'll Stay.

Remainder of the show is holdover. with Joe Isbell, yodeler; Brad and Judy, square dance team, and Johnny Brewer's Quintet. Johnny Sippel.

meant little.

Given a musical, there is little doubt that gal would do a real job. In a cafe she has to learn to tone her stuff down; reduce over-mugging and in general sell more intimately.

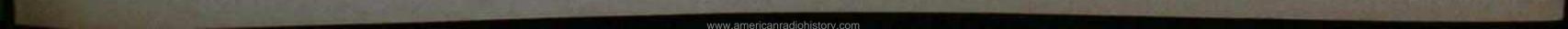
Bill Smith.

Impersonators Banned

HARTFORD, Conn., July 30 .- The Board of Selectmen and License Commission at Dracut, Mass., has ordered that, effective August 1, "entertainers who are impersonators of the opposite sex are hereby forbidden to perform in the town of Dracut."

No reason was given for the move.





NIGHT CLUBS-VAUDEVILLE 38

The Billboard

NIGHT CLUB REVIEWS

Larry Potter's Supper Club, Studio City, Calif.

Capacity, 175. Price policy, no cover or minimum. Owner-operator, Larry Potter. Book-ing policy, non-exclusive. Estimated budget this show, \$3,000. Estimated budget, last show, \$3,000.

Arthur Blake, still here on a prolonged booking, is giving Potter's the best biz it's seen in months. Throngs who come to look and laugh at Blake's pointed mimicry find their hearts stolen by Gypsy Markoff, a lovely little gal with a sweet voice and noteworthy talent for making doing a great job here a year ago. the accordion talk. If she can continue to build a following here, Miss Markoff takes a long stride in her comeback climb. One of the few survivors of the Lisbon air tragedy, she was forced to leave the spotlight for six years, as in the case of copassenger Jane Froman.

Just as commendable as her courage to lght her way back into showbiz, is the fact that she does not make capital of her injuries. Miss Markoff makes a striking appearance with her long, raven tresses touched off by red flowers and a crimson gown to match. Just as her garb follows the Romany tradition, so does her accordion work and song stylings.

She opens with a flashy bit of squeeze box handling on Hora Staccato, followed with a vocal and accordion rendition of Two Guitars. which she sings in Gypsy tongue. Also getting patrons' favor is her accordion excerpts from Roumanian Rhapsody as well as a couple of numbers in the modern vein. Her contagious smile, appearance and pleasant music leave all wanting more.

Dance duo, Winters and Angeline, are held over with Blake, as D'Varga's instrumental combo. Lee Zhito.

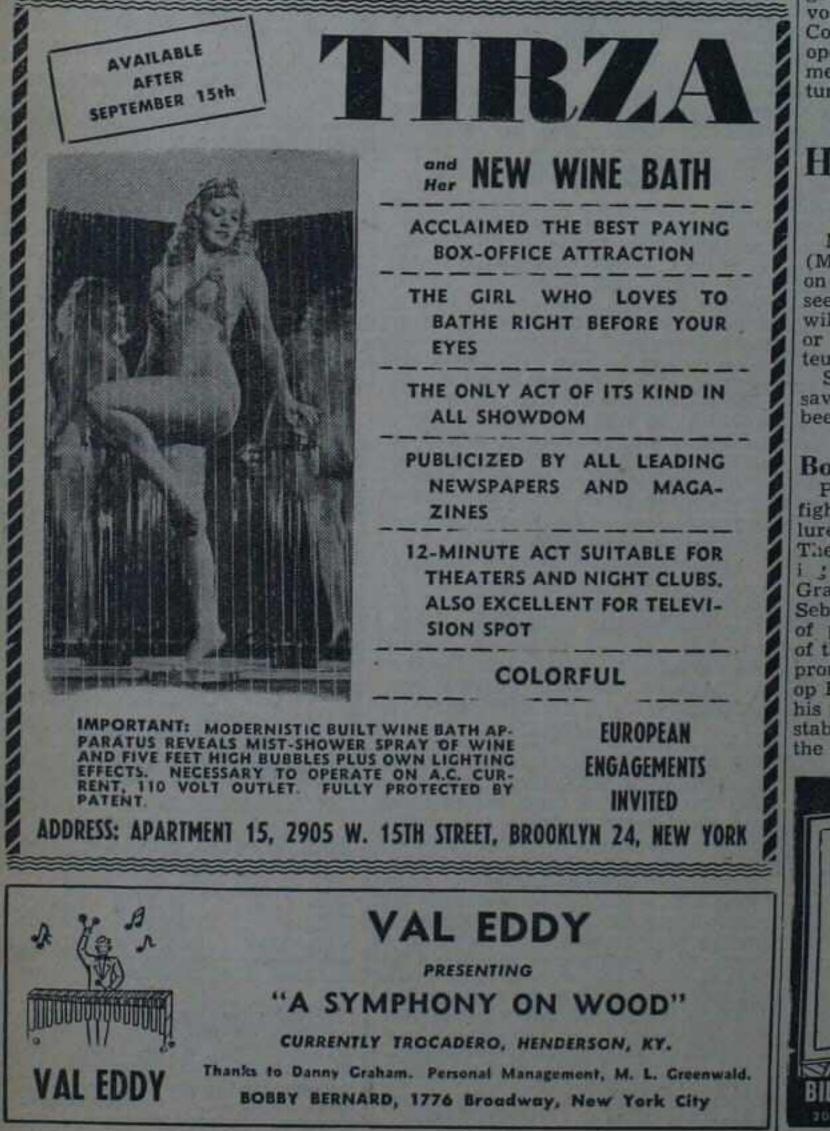
Ciro's, Hollywood (Priday, July 22)

Capacity, 400. Price policy, no cover. Show at 9:30 p.m. and midnight. Booking policy non-exclusive. Owner-operator, H. D. Hover. House booker, H. D. Hover. Press, Jim Byron Estimated budget, this show: \$3,500. Es-timated budget, last show: \$3,500.

Blame it on opening night jitters or just an aloof audience, but the far remains-Gene McCarthy and Tommy Farrell failed to ring the bell. This reviewer witnessed team This year's reception, however, was quite cool, routines bringing only a polite hand. Best response greeted the material heard last year, and rightfully so, because most of the new routines are comparatively weak.

Matter of material is the crux of this act's current troubles. And it bees further amplified when a not-too-strong repertoire is stretched out to fill a full 45 minutes, thereby shearing the act of punch, pace or personality. Held over from last year -and still funny-are their panto platter routines done in synch with the Jo Stafford-Red Ingle Timtanshun disk and an aria from Wagner's Die Walkurie as recorded by Kirsten Flagstad, Their Paramount newsreel routine found favor.

Best of the new batch is a satirical piece on 'exas oil millionaires, "Howard and Glenn." Beyond that, their new stuff missed. In some cases, it appeared writer Max Schulmon forgot to finish the last page to a routine, leaving it dangling in midis air without a clincher. Phil Ohman's ork and Bobby Ramos rumba combo share the dance stand. Lee Zhito.



Biltmore Bowl, Biltmore Hotel, Los Angeles (Monday, July 25)

Capacity, 1,000. Price policy, \$1 cover 3hows at 8:45 and midnight. Booking policy. 10n-exclusive. Owner, Biltmore Hotel. Op-crator, Joe Paber. Publicity, Maury Poladare. Estimated budget last abow, \$2,500. Estimated rudget this show, \$2,000.

Joaquin Garay headlines the new four-act layout which boasts little name power but solid entertainment. Garay, a former popular Southern California vocalist and recently operating a San Francisco nitery. shows the proper amount of seasoned experience and salesmanship needed to score. Voice and style are not of type currently in vogue, but he more than compensates for it with showmanship and drive that brought hefty returns.

Garay wisely intersperses his South American offerings with sock specialties and novelty routines. Tops was his satire on Jolson's April Showers in which he pretends to ape Joley while beautiful blonde does a semi strip routine behind him. This turn is a standard laff getter used by Professor Lamberti, but brought Garay heavy yocks. Also tops is Western patter and pantomime turn which lad used as a preface to special version of Smoke, Smoke Smoke

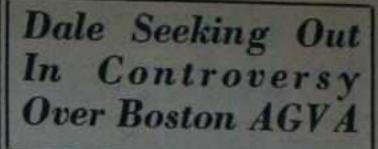
Ballroom Team Scores

Ballroom team of Francois and Giselle Szonyi rated cheers with a display of thrilling twirls, spins, and a variety of graceful and arresting ballroom turns.

Completing bill are Val Setz and flashy balancing team of The Titans. Setz's familiar act still pays off heavily, altho gags are a bit shopworn by now and should be replaced with new material. Titans opened show nicely with handbalanced and tumbling feats both well executed and unusual.

Chuck Foster's ork, new to the Bowl, cut a fine show and provide good dance tempo. Foster and vocalists Lee Sheridan and Millie Corry were featured effectively in opening number of the show, using

August 6, 1949

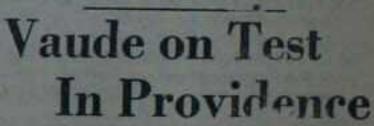


NEW YORK, July 30 .- The Boston American Guild of Variety Artists (AGVA) mountain has now dwindled down to a puddle of water with Fred Dale, Boston leader of the Matt Shelvey adherents, trying to find an out.

The situation was brought to a head July 20 when Dale, hi. lawyer, Louis Waxman, and two others had a meeting at the Associated Actors and Artistes of America (4A's) with Paul Dullzell, Dewey Barto and Matthew Woll, with a view to resolving the mess. Dale first demanded a lump settlement, about \$60,000, to turn his Boston office over to national-AGVA. This would be in settlement of back salaries, damages for what he said was false arrest and other items. AGVA's Barto refused.

It later developed that the basic reason for Dale's coming into New York was the fact that he was running out of membership cards and stamps and AGVA national obviously wouldn't furnish him with additional supplies. A few weeks ago, Dale's lawyer asked the Boston courts to modify a recent order establishing a status quo between Dale's faction and national AGVA so latter would be forced to give Dale new supplies. The courts refused.

During talks Dale asked that he be put back on AGVA national's pay roll in charge of the Boston office. Barto said he needed experienced men, but such a request would have to be placed before the union's executive board. It is understood that Dale will appear before that board in the near future.



medley of Annie. Get Your Gun tunes to start things off. Alan Fischler.

Heatter To Emsee MBS Talent Show

NEW YORK, July 30 .- Mutual (MBS) is setting the final touches on a new talent program to be emseed by Gabriel Heatter. Program will be a half-hour stanza, using pro or semi-pro talent only, with amateurs, real or phony, barred.

Series will tee off after daylight saving time ends. Time spot hasn't been chosen yet.

Boxing Lures Philly Ops PHILADELPHIA, July 30 .- The fight biz seems to have a special allure for the 'ocal night life fraternity The latest to take a fling in the box-; circle is booking agent Steve Graham, who joined up with Toby Sebastino as co-manager of a stable of pugs. Harry Steinman, op. rator of the Latin Casino, enters the boxing promotion field in the fall, and nitery op Frank Palumbo, who recently sold his interest in a championship boxing stable, will continue his interest in the boxing game by promoting.



PROVIDENCE, July 30. Loew's State Theater Thursday (28) launched a week's trial run of vaude, headlined by the Ink Spets

Loew's toppers said it was an experiment, with vaude introduced this summer into several of the larger Loew theaters in key cities. If a demand for it is indicated at the box office and movie-goers appear willing to pay the slightly higher prices that are to be charged for the combination of stage and screen attractions, variety shows may be offered at regular intervals in leading Loew houses during the coming scason.

Furry Singer

DETROIT, July 30 .- A new style in commercial tie-ups for a night spot has seen made by the Hotel Tuller cocktail lounge, with the opening of the former Yyonne Miller, now using the tag Beverly St. Clair, "The Mink Lady," A. t 8.

The red head, does a pianovocal routine, and will be commercially sponsored by the St. Clair Tur Salon, headed by Lawrence O'Larry. The idea is that her appearance at the Tuller will serve as a showcase for the St. Clair fur line. Plans for opening night call for a costume of either gold or white lame with mink trim, and : mink brassiere, while follow-up plans are to provide a different mak coat for her to d what every night.

The deal was couned up by Sam Arnold, of the McConkey Mu Corporation, for the "rst entertaining talent requiring the cabaret tax at the Tuller in several seasons. Booking according to Arnold, is for seven weeks, with indefinite options, at \$150 per week.

The Billboard

Australian Showbiz **Reported Jumping**

NEW YORK, July 30 .- Show business is jumping in Australia and New Zealand, according to the American team of Jeanne Francis and Jerry Gray, who were engaged for 10 weeks and stayed for 12 months in Sydney and Melbourne. Writing from Wellington, N. Z., the act reports that the people in those parts are starved for live entertainment, but that they take nothing but shows of the highest caliber.

The Tivoli Circuit has its director, David N. Martin, traveling back and forth from England, the Continent and the U.S.A. looking for new talent. There are four companies on the circuit, including such acts as Jackie Whelan, Paul Regan, Grace and Nicco, Eileen O'Dare and Norman Lawrence.

The people Down Under appreciate American talent, especially when they are shown to advantage as they now are, according to Francis and Grey. The Aussies and Kiwis want to be like Americans whom they remember from their war assignments in that part of the world.

The toughest and most costly problem is transportation. The American acts fly the 12,000 miles from San Francisco, while the English performers take the four or five-week boat trip.

being planned now that it has been decided to hold the next Olympic Games in Australia, the team says. In Sydney alone six different companies are now playing.

IN PHILADELPHIA, PA. 10th BELOW IULUSPRUCE 200 OUTSIDE ROOMS from \$2 DAILY SPECIAL WEEKLY RATES HOUSEKEEPING FACILITIES Beautiful Air Conditioned Cocktail Lourge WALKING DISTANCE OF ALL THEATRES

IN SHORT

New York:

Jack Slate will join Sid and Sandra Slate in the Bert Wheeler act after it closes at the Capitol. New four-person act will break in at Pittsburgh. ... Carl Brisson booked into the Palladium, London, without MCA in on the deal. . . . Don Saxon and Tim Herbert working on a new act together. . . . Joan Merrill, back in the biz after a maternity layoff, is in demand for TV.

Carl (The Amazing Mr.) Ballantine changing his entire act. Next time around he'll be a comic sans magic. . . . Montreal AM taking up with Petrillo the matter of Canadian musicians barred from playing U.S. . .

Cincinnati:

Split by divorce, the ice-skating team of Billy and Betty Wade has disbanded, with Billy now selling life insurance in Cincinnati, and Betty sojourning on the West Coast . . Mrs. Cecile Lindsay, whose Lovely Ladies have been a feature at Beverly Hills Country Club, Newport, Ky., since March 18, has set a new line into the Hollywood Country Club, Birmingham, with another group slated to move into the Flamingo Hotel, Las Vegas, Nev., September 8. Mrs. Lindsay will make the Las Vegas opening and will hop from there to the West Coast.

VOX JOX

(Continued from page 35)

Meriden, Conn. . . . Notes at WCCC, Hartford: Ivor Hugh, station music librarian, is handling "Storkville Express," aired Monday thru Saturday, 8:35-8:45 a. m. Show features previous day's birth announcements in Hartford area hospitals and also offers appropriate kiddie record tunes. . . . Bill Calvert is handling "Sportsman's Disk Jockey" program on WCCC, Hart-ford, aired 7:30-8 p.m. Monday thru Saturday. Area sportsmen are invited to spin disks. Another specialized disk show just launched on the Hartford outlet is "Industrial Disk Jockey," heard Saturday morning, 11-12. Bigger productions than ever are Area manufacturing industry employees are invited to participate. . . Ted Knight is new announcer-disk jockey at WCCC.

> ADDENDA . . . Johnny Clarke, WMJR, Newark, N. J., is the pop of a new baby boy, Christopher MacFarland Clarke. . . . Jim Anderson, WIRK, West Palm Beach, Fla., is giving away cigars to celebrate the arrival of Jim Jr.

STRICTLY FROM DIXIE . . . Harry Curran, at WXGI, Richmond, Va., plays his choice for the "Song of the Week" every Saturday over the "Musical Sports Page" show Tune, recently released, is introed with fanfare. Thus far he's picked such winners as "Everytime 1 Meet You" and "You're Breaking My Heart." . . . Herb Gershon, WCOH-FM, Newnan, Ga., invites listeners to send in poems for his evening show "Dreamtime." Favorite material, of course, is on that age-old subject romance, says Herb. . . . Peter Edman, WVEC, Hampton, Va., in addition to his duties as program director, is also a member of an amateur theatrical group known as the Chamberlain Arena Theater. Peter writes he's enjoying the role of "Banjo" in "The Man Who Came to Dinner." Mrs. Edman is playing Mrs. Early in "For Love of Money." . . . Goodrich (Tiger) Flowers, who recently preemed his two-hour afternoon show at WTPS, New Orleans, with a "call me" gimick, got so many calls after a week on the air that AT&T called it off. . . . Arnauld Fleming, WCFC, Beckley, W. Va., is mike-side again after a two-week visit in Washington and New York. . . . Johnny Murray has switched from WDSU, New Orleans, to KLIF, Dallas, where he is handling two live shows. . . . Joe Monroe, KENT, Shreveport, La., has added a new field of spinning to his disk chores-on Sunday he spins the wheels of his Ford in the local stock car races. . . . Bob Earle, WCLA, Baton Rouge, La., writes that he had a most enjoyable air chat with Nat Cole recently. "One of the nicest guys I've talked to." says Bob. . . . Lee Donahue, WBRC, Birmingham, made a recent issue of Look magazine. . . Dick Cousins, KBRZ, Bryan, Tex., has no end of fun spinning Victor's 45 r.p.m. disk at 33 and 78 r.p.m. Paul Howard, WTRF, Wheeling, W. Va., is scoring with his "pic-a-polka" stint, five times weekly. . . . Gordon Brown, WVLK, Versailles, Ky., is doing "Coffee Time" full time, now that Mimi Chandler is off to Europe for the summer.



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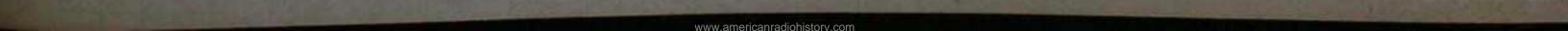


CANADIAN CAPERS . . . Bob Harvie, CJAD, Montreal, reports that he recently made a "full-fledged newscaster out of John Laurenz," The Mercury warbler did a news broadcast just for kicks, and in spite of a few fluffs, drew terrific audience phone response.

PHILLY PHADDLE . . . Riverview Beach Park, near Philadelphia, staged a KYW-Stu Wayne Day July 22, with the station's disk jockey accompanying his fans to the outing aboard the Wilson Line boat. Highlight of the outing, designed to give listeners an opportunity to meet the spinner. was a Junior Disk Jockey Contest, with the winner appearing with Wayne on his morning KYW "Musical Clock" program. . . . Ramon Bruce starts a new afternoon "In the Groove" platter and chatter show on WHAT. He also spins an 11 to 12 midnight "Chatter Matter and Platters" show. ... The all-night "Dawn Patrol" record show on WIP, sponsored for the

10 straight years it has been on the air, went sustaining for the first time last week. Joe McCauley is the program's pilot. Launched originally by the Pep Boys, auto accessories chain, the program in recent years was sponsored by Frank Palumbo, nitery operator, the Latin Casino night club and during the past year jointly sponsored by Al Berman (men's clothier), Harry Krause (Studebaker dealer), and Dubrow's furniture store. It was the "Dawn Patrol" which originally created the "Bluebird of Happiness" record hit, being the show's theme song. . . . Al Freeman, local press agent, replaces Lee Stewart as producer of the Eddie Newman show on WPEN. . . . Hal Moore, who handles WCAU's early morning "Bugle Call," emsees the finals for the "Miss City Line Center" beauty contest. ... Edwin Tucker at WKDN, Camden, has selected "Polka Patch" as the prize-winning title for half-hour platter show at 2:30 featuring polka music. . . . WHAT conducting a "name the program" contest among listeners for a new record show to be skedded nightly from midnight to 12:30 a.m. with Ramon Bruce spinning the disks. . . . Dick Mabry, WIBG, d. j., and WIP's Joe McCauley among the judges for the local songwriting contest being promoted by the Rendezvous nitery with Colony Music, New York, taking the prize-winning song.





40

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Communications to 1564 Broadway, New York 19, N. Y.

Silo Circuit

New Legit House Is a Possibility For Pittsburgh

PITTSBURGH, July 30 .- Hopes for a new legitimate theater, when the Nixon is razed next year, were brightened Tuesday (26) when the downtown Senator Theater was sold to an unnamed New York group for a reported 350G. While a change to legit policy is speculative, there is considerable excitement at the prospect of the 1,778-seat house being converted for stage use.

theater owners some time ago to investigate possibilities of converting a movie house, the consensus was that downtown property was too valuable to risk on the hazardous operation of a legitimate theater. The Senator had a fling at legit a few years back when Life With Father played there during a short feud between Lindsay and Crouse and the United Booking Office.

The Senator was originally designed for stage productions and housed burlesque for several years when it was named the Victoria. It was changed to a straight movie policy when Loew's bought it and renamed it the Aldine. The Harris Amusement Company has the lease on the house and there is nothing as yet to indicate that they will be asked to vacate the premises. The Federal Reserve Bank originally bought the premises for a possible bank site but gave up on the idea and placed the property up for sale. Five days after bidding started, the building was sold to the New York interests.

Off-B'way Groups Plan Co-Op League

NEW YORK, July 30 .- Representatives of five local experimental the- facilities which up to now have been ater groups met last week to initiate a first effort of non-commercial theater to work in active co-operation, to be called the Off-Broadway Theater League. The groups comprise Off-Broadway, Inc.; People's Drama, We Present, Studio 7 and the Interplayers, all operating in off-Stem playhouses. Discussed at the first meeting were ideas for group advertising, co-operative ticket sales and exchange of actors, sets and props. Agreed upon was a plan to sell tickets to all off-Broadway productions at the box offices of each theater in the league and a listing of all such offerings in each group's programs.

edy by Ted Ritter and Margaret Hill, gets a showcasing week of Tuesday (2) at the Nutmeg (Brookfield Center, Conn.) Playhouse. Ann Sorg, Kate Byron and Robert Allen are in cast top slots. Leon Michel directs.

Another unveiling, a psycho drama this one, gets under way Monday (1) via the Gateway Stock Company at Galenburg, Tenn. Title is The Nightingale Sang Too Late. Scripted by John Richards

Valerie Cossart guest-stars in The When Mayor Lawrence approached Heiress at Pocono (Penn.) Playhouse, starting Monday (1). Proceeds of first performance go to the American Theater Wing for work in veterans' hospitals.

> Ken Parker's new play, There's Al-Ways a Murder, gets a tryout at the Dixfield (Me.) Summer Theater

22 Countries Attend **Zurich Theater Meet**

ZURICH, Switzerland, July 30 .-Representatives of 22 countries gathered here recently to discuss the coming year's program for the International Theater Institute (ITI). Rosamond Gilder, Nat Karson, Clarence Derwent and Warren Caro made up the American delegation. Llewellyn Rees, the Old Vic's manager, came from England. Roger - Ferdinand, playwright, was present for France. Israel sent a delegation, while Turkey, India, Denmark and other countries had special observers.

Five practical plans resulted from the five-day meetings:

(1) The ITI will help touring companies abroad by campaigning to reduce certain entertainment taxes, transport charges, and introduce other non-existent.

Lock, Stock and Barrel, a new com- week of Monday (15). Ramsey Burch has been signed as director.

> Jane and Betty Kean, Llonel Stander and Jonathan Harris are featured in Light Up the Sky, beginning Monday (1) at the Theater-by-the-Sea, Matunuck, R. I.

> Leslie MacLeod and G. Gordon Kitchton guest-star Richard Arlen in Made in Heaven at their Bayshore (N. Y.) Playhouse, starting Tuesday (2).

> John Terrell's Lambertville (N. J. Music Circus headlines Wilbur Evans and Susanna Foster in The Vagabond King for week of Tuesday (2).

> Elizabeth Bergner stars in Amphitryon 38 at the Iveryton (Conn.) Playhouse, beginning Monday (1). Philip Huston, Tom Rutherford, Harry Townes and Ethel Britton are featured in support.

Elizabeth Lawrence has the title role in The Girl of the Golden West, New York drama critic Ward Morehouse's selection for the week of Tuesday (2) at the Putnam County (Mahopac, N. Y.) Playhouse.

Vivienne Segal revives her original Stem role in Pal Joey Monday (1) in the Starlight (Dallas) operetta production of the Rodgers and Hart musical. In support are George Tapps, Jay Presson, Joan Mann, Dink Freeman, Don Liberto, Beverly Fite and Hope Dee.

Stage Door is the Tuesday (2) week's fare at the Greenbush (Blauvelt, N. Y.) Theater.

Pompton Lakes (N. J.) Playhouse skeds a pre-Broadway tryout of a musical, Roman Holiday, for week of Monday (15). Book is by Peter Nantho, lyrics by Greg Kayne and score by Marcel Dumas. Set for the cast is Peter McNulty. Irene Bordoni is being sought for the lead.

League Appoints **Group To Broaden Theater Leadership**

NEW YORK, July 30 .- The League of New York Theaters Wednesday (28) announced the appointment of a committee headed by Brock Pemberton, and including Kermit Bloomgarden, Vinton Freedley, Herman Bernstein and Herman Levin, to spearhead a three-point program to broaden the leadership of the American theater.

Their activities will center on a comprehensive study of the relation of the legitimate theater to American culture, the improvement of its relations with the public, and means of bringing the theater to the largest possible audience countrywide.

Edward L. Bernays has been retained by the league to make a preliminary survey as a first step in the program.

Aussie Coal Strike Slugs Legit B. O.'s

SYDNEY, July 30 .- The nationwide coal strike, still continuing here, has given the legit box office a severe slug, as use of power or light for entertainment purposes is strictly banned, and legit shows have had to improvise substitutes to keep going. Some have auxiliary plants. Others are forced to make use of pressure lamps. In addition, the public transport system has been severely cut at night and trains only run to an hourly schedule for a loss of suburban trade. Idleness of 250,000 workers because of the ban on use of power has cut deeply into cash available for entertainment in the hands of the working family.

There are no real signs of any collapse in the strike and it appears that legit shows are in for reduced h .- o. returns for a long time. All of the Elliott Nugent will double as star five local legit shows were playing The serious effect of the strike can be visualized when it is pointed out that during the height of the depression of the early '30s there were 125,-000 men on government relief in New South Wales, Currently there are 150,000 on unemployment relief, and the total is rising each day by at least 1,000 in New South Wales alone.

"Liberty" Hits 44G For First Full Wk.

NEW YORK, July 30 .- Despite a preponderance of low-pressure critical notices, Miss Liberty racked up a hefty gross of \$43,998 for its first full week at the Imperial Theater.

This figure is capacity-plus for the Berlin-Sherwood-Hart musical, the show selling the maximum limit. of standees at all performances. Seats are now selling at the b -o. 16 weeks in advance.

Colligan, Medford Produce

NEW YORK, July 30 .- James Colligan and Don Medford have teamed to produce Ardelle, Jean Anouilh's current Paris success. The translation is by Cecil Robson, and a Stem unveiling is skedded for fall under the title CTy the Peacock.

Anouilh's only previous representation on Broadway was the Katharine Cornell production of Antigone. Colligan was formerly general manager for Michael Todd. Medford, before the war, was associated with the Shubert office.

(2) A monthly bulletin will print summaries of new produced plays all over the world, and a theater magazine plans to have two numbers in 1950 which will contain articles on international theatrical life.

(3) Eight theater scholarships will be awarded by the ITI.

(4) An International Theater Week is planned thruout the world, when theaters will present plays or musicals whose central theme is concerned with some aspect of the International Declaration of the Rights of Man as sponsored by the United Nations.

(5) An International Theater Architectural Conference and Exposition will be called next year to dis-CUS playhouse architecture and allied problems.

Bill Urges National Theater

WASHINGTON, July 30. - Continuing to plug his bill establishing a national theater, Rep. Jacobs Javits (R., N. Y.) last week urged congressmen to attend some of the 250 summer theaters now operating. He told the House that a visit to one summer theater "will show the richness of America's cultural resources and the intense interest of millions of Americans in them." The aridity of most of the States in the theater during the winter, said Javits, "shows the urgent need for a national theater establishment to bring theater to the people."

New Shakespearean Tour

NEW YORK, July 30.-Margaret Webster will take her traveling Shakespearean repertory troupe on the road again, starting October 10. The company, moving by bus, will offer The Taming of the Shrew and Julius Caesar. Approximately 70 per cent of the cities booked will be repeat engagements from past season, will officiate.

and director of the tryout of Funda- to capacity but now there is a definite mental George, the Max Wylie-John drop of from 25 to 40 per cent in the Gibbs comedy, which unveils at the gross at all theaters. South Shore (Cohasset, Mass.) Playhouse Monday (15). Complete cast is not yet set.

Ray Walston, Alan Dreeben, Mary Michael, Iggie Wolfington and Susan Steell are featured in the Streets of New York at the John Drew (Easthampton, N. Y.) Theater for week of Monday (1).

Peggy Ann Garner stars in Peg o My Heart at the County (Fayetteville, N. Y.) Playhouse Monday (1). David Yellin has staged the revival.

Lucille Lortel Opens Westport White Barn

WESTPORT, Conn., July 30 .- Lucille Lortel opened her White Barn Club Theater here Sunday (24) with The Love of Don Perlimplin and Belisa in the Garden, by Federica Garcia Lorca. Garden was directer by Sidney Lumet and supervised by Alexander Kirkland. Cast included Ben Aster, Sylvia Hartman, Patricia Jepson, Beatrice Berosian, Audrey Mason and Arthu. Bell.

The White Barn is patterned on London club theaters and is already subscribed to capacity for the season. Subsequent productions will be directed by John O'Shaughnessy, Moe Hack, Leon Askin and John Reich.

Harris Memorial Service

NEW YORK, July 30 .- Memorial services for the late Sam H. Harris, Broadway producer, will be held Wednesday (August 3) at 6 p.m. in the chapel of the Jewish Theatrical Guild of America in the Palace Theater Building. Rabbi Abraham Burstein and Cantor Pincus Jassinowsky

SHOT SHO	ADWA	
Performances Thru July 30, 1949		
DRA	MAS	
And I I I I I I I I I I I I I I I I I I I	Opened	Perty
A Streetcar Named	12- 3, 147	ieith
Desire (Barrymore)	15- 1, 41	
Born Vesterday (Henry Miller)	2-24, '66	1,466
Death of a Salesman	2-10, '49	195
Detentive Story		144
Goodbye My Fancy		203
Mister Roberts (Alvin)	2-13, '48	568
MUSIC	ALS	
Cabalgata (Broadway)		28
Funzapoppin (Madisan Square	. 6-30, '45	30
Garden) Kiss Me, Kate (Century)	12-30, '48	212
Lend an Ear (Brundhurst)		200
Miss Liberty		10
South Pacific		132
Where's Charley7 (St. James)		336
flowdy, Mr. Les of 1956 (Center)	5-28, '48	30
Anne of a Thousand	SED 12- 8, '48	214
Days (Shubert) Reopens August 22 Madwoman of Chaillot (Belasca) Reopens August 22	12- 8, 148	208
		-

The Billboard

Off-Broadway Review

TOO MANY THUMBS

(Opened Wednesday, July 27)

CHERRY LANE THEATER

A fantasy by Robert Hivnor. Staged by Curt. Conway. Setting and lighting by Charles Hyman and William Sherman. Stage manager, Anthony Franciosa. Press represen-tative, Merle Debuskey. Presented by Off. Broadway, Inc.

Pachye
Smith Dick Robbins
Johnson
Macklebee
100 Many Inumps
Professor Block Ernest Sommers

For its second production, Off Broadway, Inc., that earnest experimental group which currently inhabits the old Cherry Lane Theater on Commerce Street, has chosen a new play, Too Many Thumbs, by a new playwright, Robert Hivnor. The group's invitation to the unveiling advised that "Broadway and Hollywood are nibbling at the script and are waiting to see what comes of our production." A reporter wouldn't know about Hollywood-it sometimes nibbles on extraodinary fodder-but it's a safe bet that no legit producer in his right mind would consider transplanting Thumbs, as is, to the Stem.

Just what young Mr. Hivnor is driving at is hard to tell. It may well be that, on one of the hottest nights on record, in a pew only a couple of degrees cooler than it was outside, a reporter may have missed some of the author's meatier implications. Hivnor is toying with jet-propelled Darwinian monkeyshines, with a fantasy about a chimpanzee who turns human via a series of Hyde-into-Jekyll body-aches in a couple of years' time. There is also a tepid love interest on the part of a devotee of pure science, who is compiling an "Ape's Progress," and the daughter of his superior, a somewhat bemused theologian. At all events, the ape appears to be on the receiving end of alternate doses of practical and spiritual advice during his growing pains. The spiritual wins out in the end, as he forswears the gal who has fallen for his handsome ruggedness and departs into the world with something of a messianic complex. It is quite confusing.



ANNIE, GET YOUR GUN (Opened Monday, July 18) GREEK THEATER, GRIFFITH

PARK, LOS ANGELES

A musical comedy. Book by Dorothy and Herbert Fields. Music and lyrics by Irving Berlin, Presented by Gene Mann, Directed by Edward Reveaux. Settings by Richard Jackson, Musical direction by Jaye Rubanolf. Dances staged by Dan Eckley. Musical numhers staged by Eugene Loring. Costumes designed by Kate Drain Lawson. Production co-ordinator, Maryan Mann, Choral direction, Jack Cathcart.

Little Girl Patricia Wright Yellow Foot.....John Athey Foster Wilson Lindsay Workman CoolleJerry Pederson Dolly Tate..... Leia Bliss Winnie Tate.....June Preisser Tommy Kceler.....Dick Humphreys Frank Butler Earl Covert Minnie (Annie's sister) Patti Bell Jessie (another sister) Anne Whitfield Nellie(another sister) Susan O'Dean Little Jake (her brother) Terry Goodwin Harry......Bill Call Col. William F. Cody Thayer Roberts Mrs. Little Horse Grace Poland Mrs. Black Tooth Betty Lou Wilson Porter......Eddle Fullylove Biding Mistress Ann Mauldin Nancy...... Sandra Annsen Timothy Gardner......Linn Ledford Andy Turner.....John Athey Clyde Smith Livingston Smith John Brown......James Morrison Pawnee Messenger Stephen Considing Major Domo Paul Harris First Waiter...... Charles Owens Debutantes:

Betty Benee, Mary Ellen Batten, Donna O'Leary, Sandra Annsen, Betty Cameron Sylvia Potter-Porter Jenina Carroll

Gertrude Niesen romps away with all honors in this production of Annie, Get Your Gun, second in Gene Mann's needs more meat and good gag lines. summer series of outdoor musical comedy presentations. As the little sharpshootin' gal from the Arkansas hills. Miss Niesen turns rustic and seems to have as much fun doing it as the audience does looking and listening. The ever-versatile lady of song makes the most of her comedy lines and situations, playing Annie in a warm and affectionate manner, yet correspondent, as a routine nitwit, is never overlooking the laugh possi- a minor masterpiece. bilities. She takes in easy vocal stride such ditties as Doin' What Comes Naturally, You Can't Get a Man With a Gun, Show Business along with Sun in the Morning and They Say It's Wonderful. Theatergoers shrugging their shoulders at Miss Liberty's sour press notices found cause for renewed devotion to the Berlin pen in rehearing Annie's melodically intriguing score.



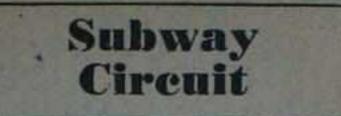
A new play in two acts by Lynn Shubert and Robert Keith. Produced by James-Keith. Directed by Lynn Shubert and Robert Keith. Production manager, Edmund Cramer Jr. Scenic designer, Margaret Van Zytveld, Presented by the Actor's Guild, Caption Carl Frain Lynn Shubert Georgie George....Joyce Westfall Eve's Mother.....Babette Gordon Eve's father.....Dr. C. L. R. Pearman

The last producton of the new Actor's Guild in their first season is a light comedy, occasionally played a bit close to farce. Manhattan Marriage's major flaws stem from a poverty of material. There is a tricky reliance at the beginning upon business and pantomime exclusively. something that can be brought off successfully only by topflight acting. In this, and subsequent briefer interludes, the playwrights appear overenamored of their conception of stage business.

The play concerns the marital troubles of a young New York dress designer. The lad is devoting time to a smart department store buyer to close a deal to save his firm and his job. His wife wants a divorce. Then enters a professional correspondent. 'The lad's reluctance to get into the spirit of the thing, comic misunderstandings with the wife's parents, etc., add up to final reconciliation.

Not Broadway Stuff

Play is likely not Broadway caliber because of the peculiary local material, but it could well succeed on the road because of its heavy hamming and satirical treatment of the professional divorce correspondent as a subject of remote amusement. The thor James Allardice or from Stone writing is consistently lively but The troupe works well as a group, with no attempt at starring. Coauthor Lynn Shubert is a bit too boyish as a boastful captain. Ann Boothby and Robert Keith have some romping good scenes, solo and duo, Robert Spence, despite earnestness, lacks conviction as a lawyer. The conception of Georgie George, the lager's excellent set of a Kentucky



AT WAR WITH THE ARMY (Opened Tuesday, July 26)

FLATBUSH THEATER, BROOKLYN

A farce by James B. Allardice. Staged by Ezra Stone. Setting by Donald Genslager. Press representative, Vince McKnight, Presented by George Brandt.

Capt Ernest Caldwell William Mendrek Staff Sgt, KriegerJerry Jarrett Staff Sgi. McVay.Joe Keen Pvt. Jack Edwards Bernard Hates 1st Lieut. William Terray Ty Perry Millie.....Joann Dolan Pvt. 1st Class Alvin Hawkins. , William Lanteau

Ten years ago, the late Jules Leventhal had a couple of standbys which were always sure-fire titillation for a Subway Circuit audience. Whenever things got dull along the subway beat, he would recast an edition of Brother Rat or Room Service with the assurance of profitable business. Rat and Service were strictly of the George Abbott school of thought-gagged-up farces, gaited strictly for belly-laughs. Except that it is obviously topical, At War With the Army, should prove a worthy successor. Army has been staged by a George Abbott graduate, Ezra Stone, and is right in the tradition of a thread of plot, hypoed with unashamedly contrived laugh situations, played at a furious pace and punctuated by slamming doors and occasional pratfalls. Whether the result stems from the scripting of au-

Earnestly Acted

The Off Broadway players act out these matters with earnestness and some conviction, and the setting of a zoological laboratory cut to the confines of the Cherry Lane stage rates a deserved bow. It could serve as a blueprint for many more pretentious productions. As written, the play is, of course, more or less a tour-de-force for the diminishing monkey business of Nehemia Persoff as the ubiquitous chimp. Personally, this reporter liked him best at his hairiest growling. Some of his latter scenes are a bit hard to take, but much may be blamed on the script. Dick Robbins contributes an adequate facsimile of a vacillating scientist, and Kim Stanley is a decorative other half of the romance angle. Gene Saks is properly annoying as her querulous papa and Ernest Sommers makes a really sharp bit of a chore as a visiting professor.

Over-all, the Off Broadway group seems to have plenty on the ball. They go about things with apparent skill and sincerity. This time they just picked the wrong play.

Bob Francis.



Brigadoon (Curran) San Francisco. Inside U. S. A. (Shubert) Chicago. Kiss Me, Hats (Philharmonic Auditorium) Los Angeles. Mr. Roberts (Erianger) Chicago. Red Shoes (Belwyn) Chicago. Red Shoes (Majestic) Boston. Street Car Hamed Desire (Geary) San Francispo.

Altho it ends up as a one-woman show Miss Niesen nevertheless has the fine vocal support of Earl Covert as Frank Butler. His voice offers a tender treatment of The Girl That I Marry, They Say It's Wonderful, as well as a rib-tickling duet with Annie on Anything You Can Do. Juvenile romance was pleasingly handled by June Preisser and Dick Humphreys whose dancing routines added to the enjoyment and won applause, George Zoritch presented a colorful and stirring Indian ballet number.

Over-all extravagance of talent, costumes and sets makes this production a second winner for Gene Mann's current season. Edward Reveaux's direction keeps the pace smooth, the tone light and airy and permits Miss Niesen's talents to enjoy full freedom. Richard Jackson's sets won spontaneous applause for a number of scenes. Of particular note was the hotel ballroom set for the second scene in Act 2.

Following up the outstanding production of Show Boat, Gene Mann's equally excellent Annie promises local musical comedy devotees a season of finely polished, professional presentations. As Show Boat, Annie is doing chia Carson, Bryon McGrath, as her Lee Zhito, SRO biz.

Haviland F. Reves.

ROBERT'S WIFE (Opened Monday, July 25) THE BERKSHIRE PLAYHOUSE, STOCKBRIDGE, MASS.

A drama by St. John Ervine. Staged by William Miles. Setting by Robert L. Klein. Stage manager, David Weaver. Press representative, Thomas Morgan Jr. Presented by William Miles.

Anne.....Jane Du Frayne Rev. Robert Carson Byron McGrath The Bishop of Winterbury Lewis Martin Inspector Futvoye Thurston Holmes

If any producer is thinking of bringing St. John Ervine's Robert's Wife to town, he'd better forget about it. It hasn't a chance. It's a windy yarn about the dual careers of a man slightly cynical assistent, and a wife, with undertones involving birth control, radicalism and quarrels between the high and low Church of England.

The play ran for two years in London before the war. But what interested them then will be a bore today. The opening night crowd-a full house incidentally-gave the play four curtain calls. But if you'd been rocking on a porch all day even The Ladder would get curtain calls.

Excellent Cast

Mady Christians is a brilliant San-(See Robert's Wife on page 42)

interpolations, there ar- some enormously funny moments-and assayed on a reception by Flatbush Theater customers, Army is right in the Subway Circuit groove.

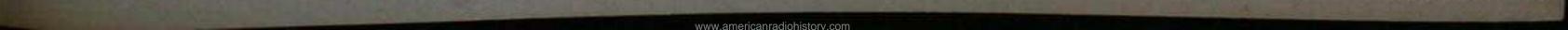
Army only closed at the Booth Theater Saturday (16) after a 150odd performance run, and the Stem cast, except for the distaff side, is practically intact. Donald Oenstraining camp orderly room has also been brought along, so, productionwise, the show retains practically all its original Broadway flavor.

Maross in Lead

Joe Maross took over the lead slot some weeks back at the Booth and gives a fine account of himself as the bored top sergeant whose love life, complicated with his efforts to get overseas, is the storyline on which the antics are hung. Jerry Jarrett's supply sergeant is still a top laughgetter in the lads' unceasing battle with the brass, and Joe Keen and William Lanteau are high spots as a thick non-com and the company sad sack. Bernard Kates's blackmailing private remains a properly unpleasant thorn in the seat of the top-kick's pants, and 'Tad Mosel's panto of a transfer comeshed in army red tape is again out of the top drawer. William Mendrek continues to make the best of his points as the harassed company commander, and Kenneth Forbes does well by his

On the fem side, Joann Dolan makes the slightly reformed, slightly pregnant camp trollop extremely funny-an excellent follow-up to Maxine Stuart's original Stem creation. Marion Sweet and Norma Lehn are adequate to their assignments as the henpecking, in-theknow captain's wife and another facet on the top-sergeant's heart interests.

Army skeds a road trek in the fall. This Subway interim booking should be profitable in keeping the company on its toes and likewise at the b. o. for the circuit. Bob Francis.



GENERAL NEWS

TV Set Sales **Outlook Good**

42

(Continued from page 15)

the lone 45 r.p.m. player with which it is fitted. There was talk that a new version of the Bradford would be released which would include a three-speed changer.

The manufacturers with "promotional" lines fared best of all, with dealers placing heavy orders for well-priced 1212-inch and 16-inch sets. There was interest but little buying activity in the various projection TV sets shown. Many of the small set manufacturers also concentrated their heavy sales guns on visiting distributors in attempts to widen their coverage to include the newer TV markets. There were even those manufacturers who reported that sales of radio-phono combinations were "better than expected."

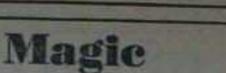
Sounding Board

not introduce their new lines but utilized the NAMM show as a sounding board for future sales and a place in which to cement relationships with dealers. The terrific heat burgh, are set for a four-weeker at wave during the entire four-day showing had little effect on TV set sales, but it was reported to have slowed up activity in the record and phono fields.

In general, both the large and small set manufacturers were happy. The smaller producers were writing orders and the larger outfits felt that they would reap long-range results. It was also universally agreed that sales were far better than those obtained from the Chicago Furniture Mart and the Radio Parts Show.

New Army Station For Dist. Col. Area

WASHINGTON, July 30 .- A powerful new radio transmitting station estimated to cost \$1,285,000 will be built by the army in the District of Columbia area to handle vital communications to installations thruout the world. Plans for the new station were revealed in military construction appropriations now before Congress.



By Bill Sachs

The Billboard

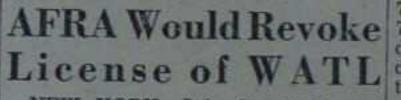
TOAN BRANDON, the magiga-J lovely, postals from the Big Town that, while the company had intended that her sister, who has just con- to introduce the line at the trade cluded a tour of one-woman shows show, it was finally decided that to ditures for legit and opera tickets thru Maine and Massachusetts, opens do so would detract too much from for Paramount in Havana August the separate dealer showing held \$88,000,000 but still were nearly 28. . . Lieut. W. A. Marlow, son of Wednesday (27) at the Waldorf-As- double the 1942 level, the Commerce Marlowe the Magician, recently toria. Both the New York and Phila- Department reported this week. Total caught a performance of Kalanag, delphia spokesmen were careful to spending for theater and opera tickets one of Germany's top magickers, in point out that Philco was not mak-Berlin, and, according to a para- ing any extravagant claims for the graph in "Artisten," German thea- new antenna and that Philco's advertrical trade paper, describes him as tising campaign on the new TV "one of the finest magicians I've ever line would also be conservative. met." . . . Karland (Dr. C. S. Karland Frischkorn), the magical circus man for the new line started Monday (25) of Norfolk, Va., played with the with a two-day distributor meeting. Khedive Temple Band during the re- followed by a press luncheon Tuescent Shrine Convention in Chicago. On a visit to the Chi Railroad Fair, day afternoon. Philco officials at the Karland was invited around for a gander at the old John Robinson that the company did not claim the Circus steam calliope, which is being loaned to the railroad people by Many of the larger companies did Henry Ford. Karland reciprocated by playing a half-hour concert on the venerable instrument. . . . Lucille and Eddie Roberts, who have just closed at the Ankara Club, Pittsthe Roosevelt Hotel, New Orleans. beginning August 24. . . . Colta and Colta, who this season are celebrating their 41st year in the magic field, are set as a free-act with their magic and marionettes at the Tioga (Pa.) County Fair the week of August 8. Colta, billed as the Merry Magician, was with the Kimberly Minstrels in and the 33% speed. 1908, doing a magic turn in the olio and doubling in brass. . . . S. David New York distributing branch is em-Walker, after winding up on Southern clubs and fairs, has returned to New York State to present his combo magic-mental turn at summer resort hotels. . . . The Great Pronk. now on a one-nighter tour of Georgia, Alabama and Florida, plays the Palace Theater, Phenix City, Ala., August 8; Pastime, Columbus, Ga., 9; Martin, Americus, Ga., 10;

Philco's Missing **TV Exhib Puzzler** (Continued from page 15)

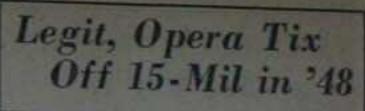
Actually, the promotion campaign day and a dealer showing Wednesnew built-in antewas a "cureall" for every possible set location. A demonstration of a set with the electronic antenna and one with a conventional outdoor antenna was impressively received by the assembled reporters and editors.

Of further interest was the new Philco M-20 record c anger which will play records of all three speeds and all sizes automatically. The introduction of the new record player, used thruout the Philco line, marks the company's first step away from the close tie with Columbia Records

It is also reported that Philco's barking upon "a franchise study" with the view toward eliminating some dealerships.



Thompson, Hawkinsville, Ga., 11; new tack in its long drawn out fight that number are in transit during the Campus, Milledgeville, Ga., 12; Mar- against WATL, Atlanta, the American four hours mentioned.



August 6, 1949

sagged \$15,000,000 last year to over the last seven years amounted to \$560,000,000, according to Commerce estimates.

In 1942, such tickets were bought to the tune of \$48,000,000. The following year the amount climbed to \$63,000,000 and up to \$82,000,000 in 1944. Spending dropped slightly to \$80,000.000 in 1945 and then climbed to \$91,000,000 in 1946. The top mark of \$103,000,000 was reached in 1947 before the drop to \$88,000,000 in 1948.

Broker's Mark-Ups

Mark-ups by ticket brokers amounted to \$5,000,000 last year, the Commerce Department estimated this week. This figure represented an increase of \$1,000,000 over 1947 but was \$1,000,000 below the high reached in 1945.

Commerce estimates on mark-ups for the past five years are as follows: 1942, \$2,000,000; 1943, \$3,000,000; 1944, \$4,000,000; 1945, \$6,000,000; 1946, \$5,000,000; 1947, \$4,000,000, and 1948, \$5,000,000.

N. Y. C. Has 2 Million **Auto-Radio Listeners**

NEW YORK, July 30 .- Over a million potential radio listeners are driving autos with radios in the New York metropolitan area between 7 and 9 a.m., and between 5 and 7 p.m., according to a survey conducted for WOR here by The Pulse during May. Nearly 73 per cent of the 1,494,000 cars in this area have NEW YORK, July 30 .- Taking a radios, and almost 40 per cent of

new station will be built on a 600acre site in Virginia within 30 miles of the capital.

Helbros To Resume "Quick as a Flash"

NEW YORK, July 30 .- Helbros watches, which switched agencies a few weeks back, has decided to resume with Quick as a Flash on Mutual next fall. Timepiece company dropped the program at the beginning of the summer. In all likelihood joyed visits with Tony Kardero, who a new time will be bought, rather than the 5:30 Sunday afternoon time Adrian Smith, past president of the previously occupied.

Dorland International now bandles the account, formerly with the William Weintraub Agency.



tin, Dublin, Ga., 15, and Grand, Fitzgerald, Ga., 16.

HARRY BAKER concluded a two-

weeker at the Sheraton-Biltmore Hotel, Providence, July 26, and a According to present plans, the few days later hit out for Florida for a fortnight's stay, which will wind up his summer tour of hotels and theaters. On August 15 he will return to his home town of Washington, where he operates a retail magic shop and where he will put in several weeks working club and convention dates. Baker recently returned east from a tour of the West Coast, where he took in the Pacific Coast Association of Magicians' Convention in Hollywood. En route east he spent some time with Haskell and Loring Campbell, and during his Providence engagement he encalls Providence his home, and International Brotherhood of Magi- and Taft-Hartley labor acts, and cians. Before lighting out for Flor- consequently should be deprived of ida, Baker hopped into New York its government radio license. for a visit with Russell Swann, who has just returned from Paris. . . . Harry Bardell, magic vet now doing a juggling turn, recently played Winona Beach, Bay City, Mich., and Jules Stein and film actress Bette Old Vienna Gardens, Russells Point, O., for Pete Iodice, Detroit. . . . Mr. and Mrs. H. K. Lewis open their sec- dark. An abortive attempt to estabond season for National School As- lish a Hollywood Copacabana nitery semblies, Los Angeles, September 7 was made several years ago but fizat Klamath Falls, Ore. It will make zled when backers of the venture the 48th year on the road for Lewis. ran into legal difficulties and poor The Lewises present a 45-minute financing. program and magic, vent and rag pictures. They wound up their assembly route at Durango, Colo., May 15 and headed for Salmon, Idaho, to vacation with relatives and friends and cut up a few jackies with their long-time friend, Keith Barrette, of that city. Barrette, editor of The Salmon Recorder Herald, is also a magus of no mean ability, and keeps his magic hand in by playing club and concert dates in and around Salmon thruout the year.

Federation of Radio Artists (AFRA) has filed a petition asking for the an average of two persons, bringing revocation of that station's license. the potential audience to 1,064,800 The petition to the Federal Communi- in the moring and 1,107,000 in the cations Commission (FCC) alleges afternoon. Male listeners predomithat J. W. Woodruff, Coca-Cola millionaire who owns WATL and WATL-FM, also named in the petition, has disregarded several government regulations.

The Atlanta local of the actors' union has been on strike at WATL for seven months and has been fighting in support of Lawrence Mellert, former WATL announcer. Mellert has been awarded reinstatement and back pay by the NLRB, which went to the U. S. Circuit Court of Appeals when the station refused to obey the order. The court, a few weeks ago, granted the NLRB request for a summary decree against the Woodruff operation.

The AFRA petition claims that in its alleged disregard of the NLRB. WATL has violated both the Wagner

HOLLYWOOD CANTEEN

(Continued from page 3)

Davis. Canteen shuttered in November 25, 1945, and has remained ROBERT'S WIFE

TAX TAKE DOWN

(Continued from page 3) and disks, while a sharp drop was shown in radios, phonographs and parts.

1141

116.22

444,703

470,089

Comparisons	follow:	
Liquer	June, 1949 \$188,651,400	101
Admissions	. 30,660,301	2
Radios, Phonos, Part	3 2,332,016	
Coin Machines		

Each car, in these periods, carries nate, with 78 per cent in the morning and 74 per cent in the afternoon. The total number of listeners is exceeded by only five cities, in terms of population. The survey was made at 62 metropolitan intersections, and showed that news shows got peak listening. WOR obtained greater listenership than any other web station here, the survey indicated.

To Duck Freeze, **Buy Yourself a CP**

WASHINGTON, July 30. - King Broadcasting Company, bidder for a Seattle TV station, got around the freeze last week by securing permission from Federal Communications. Commission (FCC) to buy the permit of KRSC-TV and licensed station KRSC-FM, Seattle, for \$375,000.

In approving the package deal, FCC directed King to drop its bid for a new TV station and to surrender its permit for an FM outlet.

(Continued from page 41)

clerical spouse, plays his hear-noevil-speak-no-evil role with proper restraint in a part that calls for constant underplaying, Lewis Martin's Bishop of Winterbury is superb. He gives his portrait substance and reality, and Mary Elizabeth Aurelius, Howard Erskine, Kendall Clark and Barbara Drady are all adept in their assignments.

Robert L. Klein's single set is a well conceived bit of stagecraft.

However, William Miles direction is unimaginative. Situations are left in the air, and lines are thrown in to add little substance to what at best is a lifeless play. Bill Smith.

Communications to 2160 Patterson St., Cincinnati 22, O.=

Free Act Pix

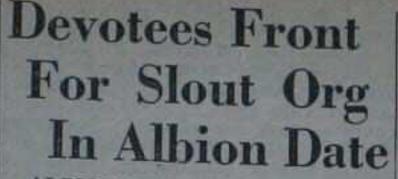
EASTON, Pa., July 30 .- Popularity of the drive-in theaters has resulted in their adoption ns free attractions by amusement parks in this Eastern Pennsylvania territory. At Bushkill Park, the pix are offered free on week-ends. At near-by Emmaus, Thomas Miklencic is offering free drive-in movies on week-ends at his Pine Tree Park and swim pool.

Philly May Get Ist Drive-In in **Downtown** Area

PHILADELPHIA, July 30 .- Plans for the erection of a \$250,000 drivein theater at Broad and Patterson Streets here-the first that would be its usual quota of newspaper space erected within the city limits itselfwere disclosed last week at a hearing before the Zoning Board of Adjustment. All other drive-ins are several ment at Eaton Rapids, Mich. Thru miles outside the city proper. The proposed theater would provide representative for Beatrice Lillie and space for 1,000 cars. Request for a the Inside the U.S.A. company, Omar change in zoning has been filed by Charles Goldfine, local movie owner and Harry Bolhaver, also associated with the local movie industry.

Plans call for completion of the project by October 1, which would be known as the South City Drive-In Theater. The zoning board took the case under advisement and will forward its recommendation to city council at a later date.

Near by, considerable progress is being made on the new \$200,000 drive-in on the Allentown Highway north of Reading, Pa. It is being built by local movie men Jay Emanuel and Frank McNamee in association with the Fabian theater interests.



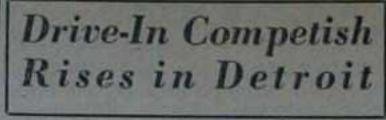
ALBION, Mich., July 30 .- L. Verne Slout Players are currently filling their yearly engagement in this city, altho two weeks ago this yearly visit looked doubtful when the mayor and city dads passed an ordinance which would prohibit all outdoor shows from showing within 15 blocks of the business district. Had this move been enforced the Slout entourage would have had to set up in a district which would have spelled suicide to a rep org. However, a petition signed by friends and show enthusiasts, and submitted to the city brass during the town's weekly council -meeting, had its effect. The Slouts were given the green light on their usual spot.

Hits Michigan Papers

The Slout org has been garnering this year, one of its most recent spreads appearing in The Jackson (Mich.) Patriot during the engagethe suggestion of Sam Stratton, press Ranney, of The Cleveland Press. visited the show for a week. He then used a series of three articles in The Cleveland Press, with four pictures on the first article and one each on the succeeding ones, one pic showing Verne making Ranney up for the part of Toby. Another spread is to appear in The Lansing State Journal.

Many Visitors

Company has had several parties and picnics, with Rai Baillie, magician, doing the wand waving over the hot dog grill. Visitors, who have been numerous, include Robert L. Sherman, yet showman from Chicago; Al Sager, of WJR, Detroit; Guy Hart, Lake Odessa, Mich., show printer; Mr. and Mrs. Bert Arnold; Ruby Wren and daughter, Catherine; Mr. and Mrs. James Glasgow, the personnel of the Lee Bros.' Circus, and Mr. and Mrs. Rozier, former show operators. Cast remains the same and includes Walter Lukas, Rai Baillie, Ralph Blackwell, Andrew Leigh, Jerry Dexter, Lucille Clemmons and the Slouts. Charles Land is handling the top and workmen and Robert Seger assists in the box offi 2. Workmen are Nathan McDaniels, George Salisbury and Donald Stewart. Klink Lemmon has charge of the music and handles the banners. Klink's used for a summer routing of midwife, Francis, has the concession nighters in theaters, which has instand and Jack Vivian continues as agent ahead of the show.

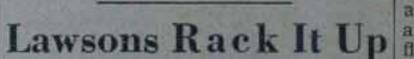


DETROIT, July 30 .- Construction of two drive-ins across the street from each other in Down River Detroit will set a precedent in competition, following the start of construction on the Fort Drive-In in Ecorse Township by Nicholas George owner of the Allen Park theater and the Michigan Drive-In, now celebrating its first anniversary in the downriver area.

Wisper and Wetsman Theaters, largest local independent circuit, started construction of a new 1,000car drive-in, the Y-Dot. about two weeks ago. Lew Wisper, circuit chief, says the opening may be delayed until spring. Across the street, at Fort and LeRoy Streets, the Fort Drive-In, also a 1,000-car project, is tentatively scheduled for opening on Labor Day.



theater, called the Dennis Drive-In. Fly-In Theater, situated at East Dennis, Mass., is owned by Louis Segrini. Segrini, who built the theater claims it is the largest amusement enterprise ever established on Cape Cod.



Drive-In Competish || Paul Recalls **Brigham Young Stock Company**

43

KANSAS CITY, Mo., July 30 .--Edmund L. Paul, recalling the oldtime experiences of rep and tent show performers, this week said that the present-day actor or showman has little conception of the violence of intolerance that was exhibited by many, if not most, of the churches of a generation ago. Many old-timers, Paul said, will recall that this intolerance brought into being the Little Church Around the Corner.

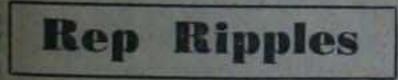
Paul added, however, that here was one religious denomination that was a friend of the theater from its inception and still is. He referred to the Mormon Church. "Along with his tabernacle, Brigham Young established a resident stock company," Paul continued. "It was second to none in America, and visitors to the old Salt Lake Theater were shown with pride the aisle seat along about the seventh row which Young always occupied.

"All the noted stars of the theater such as Edwin Booth, John McCullagh and Edwin Forrest appeared there. Maude Adams's mother was a member of that noted stock company. Good rep shows were always assured of good business anywhere in Utah." This was especially the case in those towns which were not on railroads - inland towns, the repster called them. One of them, St. George in the Southwest part of the State, was reached only after a two-day trip by wagon.

"The old J. G. Stuttz Dramatic Company made all these inland towns every season, and J. G. would take along a can of black paint and a brush and label the word "Stuttz" on every flat rock along the road. He did this

At Macungie, Pa., the Macungie Drive-In staged a benefit performance with the showing of My Darling Clementine, the proceeds going to the town's Memorial Park Association.

A second drive-in for neighboring Delaware was announced this week, with Courtney Evans starting the construction for a new drive-in on Route 13 just seven miles south of Dover. It will have a car capacity of 250. The first drive-in in Delaware was opened last week with the launching of the Brandywine Drive-In on the DuPont Highway just south of Wilmington.



ARLE NEWTON, now operating a pic and vaude show under canvas in California, pens from Anderson, Calif .: "What's happened to the tent rep actor? I think many of them are drawing down that rocking chair money and the rest have turned cowboy or hillbilly. I deserted the rep game in 1945 and operated my present business 40 weeks out of the year. Some repsters I have run across in California include Fred and Aleta Jennings, E. V. Alenices and wife, Bill Locke; Billie and Flo Phillips, Huntington Park, Calif.; Vayne and Ruby Hart. now operating a pic show in Caruthers, Calif.; Grover and B. Sheldon and John Jennings, Poplar, Calif. Harved Porter, Hughson; Claude and June Blount, Los Palos; Billy and Bobby Farrell, Visalia; Elmer Whipple, San Francisco, and Cliff and Bunny Ohlson, Los Angeles. Was glad to hear from Harry Bell. was with Earnie Marks three different seasons. On the show at different times were Earnie and Kitty Marks, Billie and Flo Phillips, Sam and Carrie Archer, Eddie Stauffer, red and Edna Durant and Walter DeLuna and wife, Enjoyed reading the reports from Henry Brunk, August 25-27.

According to Slout, business has been okay so far but hasn't reached the volume of the last few years, with some of the old Michigan stands off more than the Illinois and Indiana spots. -

Drive-In for West Helena

LITTLE ROCK, July 30 .- Secretary of State has issued a charter to the Fourth Street Drive-In Movie, Inc., of West Helena, Ark. Authorized capital stock is \$5,000. Sam Anderson, Ed Blair, Irene Blair and Juanita Anderson are listed as incorporators.

Harry Bell and Madge Kinsey. Let's have more rep news." . . . The Carter Dramatic Company is playing urer, and Mrs. Inez White and R. B. Michigan territory to good business. . . . Minstrel Men of America held their first dinner and registration at Inglewood, Scully's Restaurant, Calif., recently. . . , Irvin Miller and His Brown Skin Models, after a fourday vacation in Mexico, have returned to Dallas and are slated to make a short for the Jamieson Film Company. Unit is scheduled to play the Roosevelt Theater, Cincinnati,

On Tenn. Midniters; Ready School Dates

KNOXVILLE, July 30 .- Billed for their date here at the Roxy as Count Bronte's Chamber of Horror Revue Everett and Jane Lawson's Magic Hour show turned them away at a recent midnight showing. Capacity attendance was due in part to the fact that the show was first flesher in the theater in almost two years, the house having been dark since the shuttering of continuous tab for some 14 years.

Chamber of Horror billing is being cluded the State, Chattanooga, and the De-Luxe in suburban Red Bank, where a two-day return engagement also brought top business.

Troupe is readying for its return to school assemblies. Several innovations have been worked out this year and a number of new large illusions added, Lawson says.

Besides the Lawsons, roster includes Richard Silvey and Norma Lumpkin, with J. French Jacks, Atlanta, former blackface comic, handling the booking.

Brookhaven, Miss., Drive-In BROOKHAVEN, Miss., July 30. -Construction is progressing on a new 300-car drive-in on the new link of Highway 51, a mile north of the city limits. Incorporated for \$50,000, officials are A. R. Carruth, president; Mrs. A. R. Carruth, secretary-treas-Wall,

when playing the towns on the railroad also, and for years afterward passengers going thru on trains would wonder just what sort of thing that ever-present Stuttz was advertising."

In 1947, 10 outdoor theaters were scattered from Charlotte, N. C., to Columbia, S. C. Today, the Carolinas probably lead the country in the number of ozoners, with over 200 now operating and more being constructed.



BEAUTIFUL THEATRE CHAIRS Rebuilt, Refinished \$3.95 UP Send for Chair Bulletin, also 1949 Bargain Cata-log on Motion Picture Projection and Production Equipment. World's Largest Mail Order House. S. O. S. CINEMA SUPPLY CORP. Dept. L. 602 West 52d St., New York 19. N. Y.

IGMM FILMS RENTED Over 400 Westerns to choose from at \$5 00 each; advertising loaned Free. Write for catalog. Complete new 35mm drive-in theatre equip-ment, \$3,174 installed. Construction and operat-ing instructions furnished.

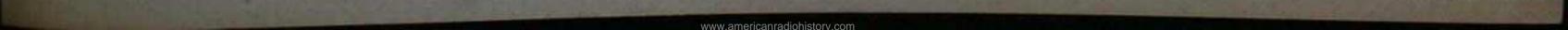
ACE CAMERA SUPPLY 150 N. Irby St. Tel.: 2487-J Florence, S. C.



1 35MM. Projection Machine, 2000 ft. Magazine, 1000 Lamp, 20 watt Ampli., Tots of Film. All sound. Machines like new (De Vry). Will sell cheap.

RALPH WHITE HORSE R. S. Madison, Wis.





THE FINAL CURTAIN

BACON-Harriet J., 56, cashier at | NEVELING-Isaac, 67, musician the Rialto Theater, Charleston, W. July 22 in Atlantic City (N. J.) Hos-Va., for 17 years, July 23 at her home pital. He was pianist with many in that city. Survived by two brothers local dance orchestras at the resort. and four sisters.

BRADSHAW-Harry (Chew Tobacco Shortie), 57, swinger with the Mid-Way of Mirth Shows for 33 years, July 23 in Veterans' Hospital, Danville, Ill. Survived by a sister and brother.

COOPER-Mrs. William T., employee at the Dallas fairgrounds for many years and wife of Bill Cooper, former trouper with various shows, July 18 in Baylor Hospital, Dallas. Besides her husband she leaves a son; a daughter, Audrey Low, of Opelouses, La., and a brother, Roy Truby, showman. Burial in Greenwood Cemetery, Fort Worth.

DAMROSCH - Mrs. Margaret Blaine, 82, wife of Dr. Walter Damrosch, conductor and composer, July 27 in Bar Harbor, Me. She also leaves four daughters and a sister.

DENMEAD-Madeleine, 32, assistant manager of Young & Rubicam's Hollywood office, July 23 in Queen of Angels Hospital, Los Angeles. She had worked for the ad agency in San Francisco and Hollywood for the past six years. Survived by her husband, Kim, her mother and a brother. Interment in Oakland, Calif.

DE RECAT-Emile, 60, theatrical producer and former ballet master of the Paris Grand Opera, July 27 in Los Angeles. Leaving France in 1915, he supervised several productions in Chicago. In 1923, De Recat produced the spectacle at the dedication of the Los Angeles Coliseum, and from that time he'd been associated with the film industry.

FITZIMMONS - Courtland, 56, writer of mystery and detective stories July 26 at his home in Hollywood. He was a member of Screen wood. He was a member of Screen pital, Rockport, Ind. Survived by Writers' Guild and the California his widow, Pearl, and two sisters. Writers' Guild. Survived by his widow, Muriel.

Survived by his widow, Lillian, and a daughter. Burial in Atlantic City July 26.



RAY-Carl, film producer, July 22 in California Hospital, Los Angeles, One of the early-day producers, he also appeared in several films with the late William S. Hart, cowboy star. Ray owned theater properties in Las Vegas, Nev., and Cheyenne, Wyo, Survived by his widow, Ida, and daughter, Carlita.

RECOR-Karl, 54, harness racing driver, July 22 in Saratoga Springs, N. Y., where he was visiting friends.

RIDGE-J. Donald Jr., 23. manager of the Pantheon Theater, Toledo, July 18 in an auto accident when he was returning from the Stark County Drive-In Theater, which he managed in the summer. His mother and two sisters survive.

ROGERS-H. V., 62, owner of Rogers Greater Shows and trouper for 40 years, July 25 in Daviess County Hos-(Further details in the Carnival Department.)

wife, Addie, died. (Further details in | the Circus Department.)

STALLMAN-Charles W. (Percolater), carnival trouper for the past 40 years, last with the Buff Hottle Shows, July 24 in New Orleans after an operation for cancer. Survived by his widow, Margo. Burial in Garden of Memories Cemetery, New Orleans.

STARR-Harry L., 54, theater manager, July 25 of a heart attack at his home in Daytona Beach, Fla. Starr, who had been associated with Florida State Theaters at Daytona Beach for the past six years, was on the staff of the old City Auditorium and had worked in the City Recreation Department. Survived by his widow and a son, H. William, of Geneva, N. Y.

TALLEY-M. C., 57, co-owner of the Talgar theater chain in Florida, July 21 at Johns-Hopkins Hospital, Baltimore, of a stroke. For many years he was associated with Paramount Theaters before forming his own theater group. Survived by his widow, two sons and two daughters.

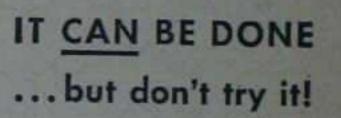
TURNER-Willie (Peg), 76, trouper with Hale's Shows of Tomorrow for 35 years and formerly associated with Ralph Hankinson's auto polo races show, recently in Falls City, Neb., of a heart attack. Survived by his widow, Marie. Burial in Forest Hill Cemetery, Kansas City, Mo.

WILBA-Henry Uferini, 54, magician, June 30 in Wurzburg, Germany. He was one of the last survivors of a famous dynasty of magicians.

Marriages

BLAU-LEVIN-Louis C. Blau, Music Corporation of America attorney, and Evelyn Kraft Levin, dancer, July 15 in Las Vegas, Nev.

COWELL-KERLEY-Henry Cowell



Sometimes it's possible to break all the rules-and get away with it.

The famous Tower of Pisa, for instance, has successfully defied both sound engineering practice and the law of gravity for over 800 years.

But for most of us, most of the

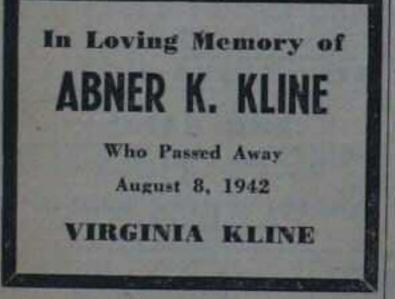
HOLDING-Claude J., 74, former symphony orchestra violinist and pop orchestra leader, July 23 in Albany, N. Y. He retired from the music field and founded the Wellington Hotel in Albany.

HOSELTON-Mrs. Flora, mother of Mrs. John Frances, of the John Frances Shows, July 25. Burial July 27 in Cheona, Ill.

HOWTON-Norm, 22, midget race driver, of injuries sustained in a crash at the Thunderbowl Speedway, Carpinteria, Calif., July 26.

HUNTLEY-Spencer F., 47, elephant trainer on Robbins Bros.' Circus, July 28 in Dartmouth, N. S., Canada. (Details in Circus Department.)

HURLEY-W. O., 56, concessionaire for many years, July 19 in Good Samaritan Hospital, Sheldon, Ia. He was recently with the Twin City Shows. Survived by his widow and two sisters. Burial in Memorial Park Cemetery, Council Bluffs, Ia.



McBROOM-John, 48, ticket taker on Dodson's Imperial Shows, July 24 at Green Bay, Wis.

McDANIEL-Joe, head of the Joe McDaniel Music Company, recently in New Bern, N. C.

ROOT-Alba W., 70, vaude entertainer and former owner of the Rochester (N. Y.) Theatrical Exchange, July 13 in Beverly Hills, Calif. Root. played the old Hammerstein Victoria Theater, New York, and the Percy Williams Orpheum Circuit with an "electric man" act. The act also played four years in Europe. In this country the act was managed and lectured by C. S. Karland on the Keith, Orpheum, Pantages and the Sullivan & Considine circuits. Survived by his widow, Killian, and two daughters. Leota and Caroline.

SCHWAHN-Stanley, 53, manager of various theaters, July 17 in Lawrence, Kan. Among his projects was a drive-in theater in Lawrence. His widow, mother and a brother survive.

SHEPARD-Mrs. Clara Bowen, 91. former manager of musical stars, July 25 in Paramus, N. J. She first appeared as an impresario in Milwaukee, managing two seasons of opera, and later moved to New York where she arranged many tours for leading musicians. Her daughter survives.

SIEGEL-Mrs. Margaret, stage, radio and film singer known as Margaret Gavagan, July 19 in Hollywood. Before going to Hollywood she sang in Philadelphia night clubs, was at one time with the Philadelphia Opera Company, and during the war years traveled with USO camp shows. Survived by her husband, Frederick, and her mother. Interment in Holy Redeemer Cemetery, Philadelphia, July 25.

SPARKS - Charles, 67, former owner of the circus bearing his name, July 28 in St. Joseph's Hospital, Hot Springs, of a heart ailment. Except for a brief return in 1948 as advisor to Zack Terrell, then owner of Cole July 17 Mother is the former Pat Bros.' Circus, Sparks had been out of show business since 1938, when his

and Ida Mae Kerley, performers with Dales Bros,' Circus, July 25 in Paducah, Ky.

CRICKARD - HUTTON - Douglas Linley Crickard, film writer, and Marion Hutton, singer-actress, July 16 in El Paso, Tex.

GRAHM - HERSCHER - Alan Grahm and Ruth Herscher, songwriter, July 19 in Los Angeles,

HOUSTON-DEAN - Mickey Houston and Betty Irene Dean, actress, July 21 in Chicago.

LOEBER-SMILEY-F. A. (Dutch) Loeber, general agent for the Southern Valley Shows, and Zina Mae Smiley, jewelry concessionaire with the same org, recently in Mount Vernon, III.

MORSE-COHEN-Malcolm Morse, program director at WEIM, Fitchburg, Mass., and Ann Jane Cohen, script writer for the same station, July 16 in Concord, N H,

RUSSELL-MAULDIN - Jack B. Russell and Mary V. Mauldin, concessionaires on Jones United Shows, July 19 in Pierre, S. D.

vorces

Shirley Lechner, singer, known professionally as Shirley Mills, from William Lechner, film actor, in Los Angeles July 26.

Births

A daughter, Melody, to Mr. and Mrs. Gordon Mead recently in San Bernardino, Calif. Parents are well known in outdoor show business.

A daughter Sandra Joanne, to Mr. and Mrs. Virgil Kist in Sarasota, Fla., Cartier, who was an aerialist with the (See Births on page 84)

time, the rules hold.

That is particularly true when it comes to saving money.

The first rule of successful saving is regularity . . . salting away part of every pay check, month after month.

Once in a blue moon, of course, you'll come across someone who can break that rule and get away with it. But the fact is that most of us cannot.

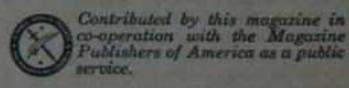
For most of us, the one and only way to accumulate a decent-size nest egg for the future and for emergencies is through regular, automatic saving.

In all history there's never been an easier, surer, more profitable way to save regularly than the U.S. Savings Bond way,

Those of us on a payroll are eligible to use the wonderful Payroll Savings Plan. The rest of us can use the equally wonderful Bond-A-Month Plan through our local bank.

Use whichever is best for you. But -use one of them!

AUTOMATIC SAVING IS SURE SAVING-**U.S. SAVINGS BONDS**





ade (Electedet

Communications to 188 W. Randolph St., Chicago 1, Ill.

1,250,000 Pull Seen for Minn. Aquatennial

MINNEAPOLIS, July 30. - Attendance at the numerous events of the 10 annual Minneapolis Aquatennial will push the 1, 250,000 mark by the time the lights on the 10-day summer festival are turned off tomorrow night (31).

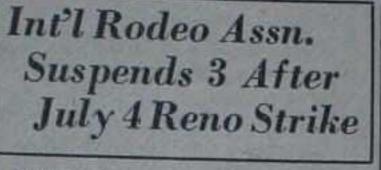
Parades, Saturday (23) in the daytime and Wednesday night (27), in themselves attracted nearly 1,000,-000 spectators. Other events will that the Rodeo Cowboy's Association add up to account for the additional 250,000, Aquatennial association officials figured.

Aqua Follies Draws 'Em

Biggest surprise of all is the Aqua Follies which, despite a poor opening night attendance of 3,800 Wednesday (20), picked up ster> : thru Wednesday (27) was beyond the 40,000 mark. With good breaks in the weather, Al Sheehan, producerdirector of the water show in Theodore Wirth Park Pool, was 3/4 Million Gate

Sheehan said that his advance ticket sale was 25 per cent off before the show preemed and that the first night attendance indicated 'o him that the national trend of 25 per cent drop would follow thru the week despite the fact he spent more money for this year's si ow.

However, Thursday (21) the 4,200 attendance matched that of the comparable night a year ago when he Aqua Follies rang up its best season. Friday and Saturday nights were sellouts at 5,000 each. The performance Saturday midnight brought in 3,000 and Sunday, Monday, Tuesday and Wednesday found sell-(See 1.250,000 See Aqua on page 59)



RENO, Nev., July 30 .- Three top performers were suspended by the executive committee of the International Rodeo Association (IRA) meeting in San Francisco as the result of a strike staged July 4 at the Reno Rodeo. Those banned were Gerald Roberts, top money rider at the rodeo here; Clay Cair, and Larry Finley.

The committee also recommended (RCA) take similar action. The strike was called when contestants demanded an additional \$4,000 in prize money prior to the opening of the final day of the three-day rodeo. The prize list had been approved by the riders' union in April.

The additional prize money was okayed by the Reno Rodeo committee after a 30-minute delay in starting the July 4 show.



CHICAGO, July 30 .- Attendance at the Chicago Railroad Fair Wednesday (27) hit the three-quarter-million mark with a total of 775,420 for the first 33 days of the 100-day run.

Rodeo Boss and Blonde Lam Frederick With 5G Boodle

blond companion, flew the coop, leaving some performers stranded and several localities holding the bag for money owed. The promoter allegedly left town Tuesday night, second night of the engagement, while several thousand persons were witnessing the performance at the Frederick Fairgrounds.

Frederick Post said Sheriff Guy Anders, who attempted to lay an attachment against the outfit, identified the organization as the Wild West Rodeo Company. Anders, the Post reported, said he understood the Frederick County Agricultural Society was swindled for \$200 rental; Al Houff, local sound truck operator was taken for \$100, and a local business firm for an undetermined amount. Even Uncle Sam was swindled out of the tax, The Post said.

Attachment Wouldn't Hold

"An attachment action by the Monocacy Broadcasting Company against the rodeo outfit in the amount of \$388.94 for broadcasting time, was partly satisfied, according to The Post. "The attachment did not hold up," The Post quoted Sheriff Anders as saying, "because it developed the articles of the so-called company which were attached actually belonged to

FREDERICK, Md., July 30. - A (27) night in Martinsville, Va. He said rodeo and thrill show which played the manager of the rodeo said Ford here early this week wound up in a had lured his performers to Frederick tempest Tuesday (26) when the pro- on the pretext of "making a few fast moter of the show, together with a bucks" while laying off between performances.

"Some of the performers who 'smelled a rat' after Monday's show collected their pay before going on Tuesday night, but most of the cast went payless," The Post said.

CINCINNATI, July 30 .- In a phone call to The Billboard last week to In a front-page story July 28, The report his recent successful engagement at Allentown, Pa., Larry (Never a Dull Moment) Sunbrock, operator of the Larry Sunbrock Rodeo and Thrill Show, stated that he was taking his outfit into Maryland.

Autry Salt Lake Gross Down 40%; **Cele Ends in Red**

SALT LAKE CITY, July 30 .--Gene Autry's Madison Square Garden Rodeo, headed by the flicker star, drew only \$59,742, tax included, here as the feature of the five-day run of the Days of '47 celebration.

Directed by Everett Colburn, the rodeo played five nights at the Utah State Fairgrounds, and the gross

Big Butlin Expansion Forces Nut - Cutting

LONDON, July 30 .- The annual meeting of Butlin's, Ltd., held here earlier this month revealed that, while this huge amusement enterprise was doing normal business and expanding in various fields, recent huge capital outlay's would necessitute cutting down dividends for the past year and retrenchment in all departments.

Butlin's, Ltd., and its subsidiaries, headed by William Butlin, operates five large holiday camps and 12 amusement parks in England Recently the firm acquired, under 21year leases, the Princess Hotel in Bermuda and the Fort Montagu Beach Hotel at Nassau, Bahamas. It also acquired considerable acreage on the island of Grand Bahama, off the Coast of Florida, for a holiday camp which will make a play for American patronage.

Tremendous capital outlay for these new projects, and rise in cost of maintaining the older camps and amusement parks, oblige the firm to rigidly check expenditures until reserves are replenished. Last accounts revealed that current liabilities exceeded current assets by \$1,406,470 and there was only \$274,-040 cash on hand. However, real estate and other assets of the firm are estimated at more than \$4,000,-000.

Managing director Butlin announced that until the firm again would forego his salary-slightly more than \$20,000 a year-and was resigning several outside positions, including that of board member of Belle Vue, Manchester funspot, to enterprises.

Pageant, Wheels A-Rollin', contin- individual performers." ues to get about half of the general admission. Rain held Thursday's (21) gate to 14,193. Saturday (23) provided the week's high, 35,192.

The Cypress Gardens water thrill show, operated by Roby Parks, continues to gain strength, and the free ice show, operated by Fleckles and Voorhees, is running at capacity, six shows a day.

Kid Theater Does Biz

The children's theater, with Dietrich and Diane, puppets; Ray Biehler's dog act, and Bob King, ventriloquist, is doing well with its 25-cent price, averaging close to 1,000 per day. About half the patronage is in Labor Day Fete Inks the adult group.

Jack Skelly's Little Chief Fire Engine is thriving. It carried 1,000 riders Thursday (28) by 4 p.m., at the 5-cent kiddle day price. Price other days is 9 cents.

In Gold Gulch, Al Tigerman is getting his share with his Penny Arcade. Clif Wilson reports good biz charge of the celebration. for his Death Valley, live reptile walk-thru, going for 14 cents. Photo shop and lead gallery are doing satisfactory business.

Opry Theater Under Nut

Law-Outlaw Show, with its price cut from 25 cents to 14 cents, is benefiting from the dead-ending of the Gold Gulch exit, forcing crowds to turn back where the Law-Outlaw unit is spotted. Information cards have been placed inside in front of the exhibits, taking the place of lectures that had been given by Kane, who now stands by to answer questions.

Gold Gulch Theater is not meeting its nut. Price now is 40 cents during (See RR Tair Gate Zooms, page 59)

Two Celes for Ripley, O.

RIPLEY, O., July 30 .- The Ripley paid a dividend of 100 per cent he Farmers' Fall Festival will be held October 20-22 and the Ohio Fox Hunters' Association event October Ed L. Campbell is general 26-29. chairman and W. Clyde Rickey in charge of concessions for both events. devote his full time to the Butlin which will be held in the tobacco warehouse.

The sheriff identified the operator of the show as Larry Ford.

Anders said there was no way to get an accurate check on the amount of money taken by the pair, but one source close to the operation estimated the take in "excess of \$5,000." The sheriff said Ford sported a big roll in a hotel before departure.

Performers, according to Anders, are identified with a regular rodeo company which played Wednesday

Mission Beach, Calif., **Crabbe's Water Show**

MISSION BEACH, Calif., July 30 .-Buster Crabbe's Aqua Parade has been signed for the first annual Fiesta Bahia to be held over the Labor Day weekend, according to Ernie Hulick, in

Appearing with Crabbe will be Vickie Draves, Olympic diving champ: Stubby Kreuger, comic diver, and a 16-girl water ballet. The show will be produced on a floating stage anchored off Tierra del Fuego Island, in the bay, Hulick said.

William Green, president, American Federation of Labor, will speak, and other events skedded are inboard and outboard motorboat races over a one and three-quarter mile course, under auspices of the American Powerboat Association; sailing races, water skiing exhibitions, swimming meets and paddleboard races.

Climax of the three-day event will be a parade of floats, sponsored by local labor groups.

The work of hauling in 43,000 cubic yards of dirt to be used in resurfacing dredged up areas in the park is under way. The new area will provide parking for 60,000 cars.

Wilson to Lawrence Greater BELVIDERE, III., July 30 .- Harry E. Wilson announced his resignation as publicity director for the B & V Shows to accept a similar position with Lawrence Greater Shows.

was down 40 per cent from Autry's appearance here last year. Sponsors did not cover the cost of the celebration, which also included a pageant, parade and concert. Weather thruout the run was excellent.

Horan Hell Unit Sets Mark at Selinsgrove

SELINSGROVE, Pa., July 30 .- A record crowd attended the performance of the Irish Horan Lucky Hell Drivers at the Selinsgrove Fair Tuesday night (19), according to Roland Fisher, fair secretary. Both the grandstand and bleachers overflowed.

Horan announced here that his unit is contracted to appear for three days at both the Indiana State Fair, Indianapolis, and the New York State Fair, Syracuse. Rex Mays, former AAA racing champion and Indianapolis driver, will join the troupe for appearances at the Hamburg (N. Y.) Fair, August 18-20, and will appear at most other fair dates, Horan said.

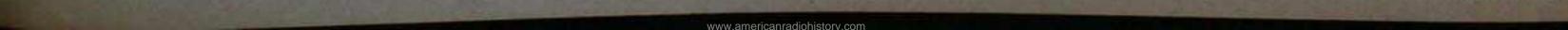
Personnel appearing here included Buddy Toomey, Whitey Reece, Frank Mundy, Bo Camp, Don Forrester, Bobbie Cable, Len Wilson, Frank (Pancho) Roberts and Wimpy Tracy. Horan did the announcing.

2 Stock Car Races Skedded by France

GREENSBORO, N. C., July 30 .-Promoter Bill France will stage 200mile stock car race meets at the Occoncechee Speedway, Hillsboro, N. C., Sunday, August 7, and at the Langhorne Speedway, Langhorne, Pa., Sunday, September 11.

France is offering a \$4,500 purse for the Occoncechce race, with \$1,500 going to the winner. The event is being sanctioned by the National Association for Stock Car Auto Racing and will be restricted to 1946 and later model automobiles.

The Langhorne meet will offer a purse of \$6,000, with \$2,250 going to the winner.



The Billboard FUN FOR THE YOUNGSTERS MONEY-MAKERS FOR OWNERS

August 6, 1949

Close-Ups:

Dynamic Ned E. Torti Spreads Fun, Builds Biz, Aids Showmen By Herb Dotten-

(This is another in a series of articles on little-known facts about people prominent in outdoor show business.)

INLIKE the plaster with which he long has been linked, Ned E. Torti fits no particular mold.

He rivals Leo the Lion in his roaring greetings; constitutes a shot-inthe-arm to wee-ridden show folk, and is a highly effective salesman, a prodigious worker and a gregarious fellow who reaches full flower by combining business with pleasure.

He is equally adept in the jargon of the lots or the small talk of the drawing room, tho he prefers the former. Similarly, he can cut up jackpots with the best of them and hold his own in negotiations with bankers.

Articulate on many subjects, he will, if given the slightest opening, support his opinion with a bet. His subjects usually are current topics, hence he's probably now betting he can shoot the next hole in four, whereas, come September, he'll be betting on the Yales, and, later, on who'll win a particular congressional election.

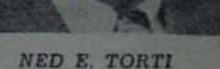
Never one to do things by half measures, he plunges wholeheartedly into his many activities. His constant exuberance is refreshing and captivating. His arrival on a show lot invariably sparks much funmaking, not a little of it of an ingenious nature.

In many instances his presence has a tonic effect, ironing out wrinkles in the foreheads of showfolk who have known weeks of rain or bad business. Back in the depression '30s his arrival on occasion signaled other things. Then, not infrequently

it was construed by money-short owners as assurance that he would provide the necessary wherewithal for the shows' next move.

As salesman and co-owner of Wisconsin De Luxe Company, Milwaukee merchandise house, Ned, who is now 41 and an established success, had no easy road himself in his early years. His life from the late '20s thru '38 was little more than a succession of rough roads, for he traveled almost constantly, season after season, building up a following within the carnival business.





Streamlined cars. Fluid Drive for fast, smooth starts and stops. Pushbutton controls.

LITTLE DIPPER

A thrilling ride that's safe

-even for the tiny tots.

Easy to crect, dismantle

and transport. Brilliantly

lighted.

KIDDIE BOAT RIDE Lightweight aluminum boats

and tank. Fluid Drive mechanism with push-button controls-no clutch.

MERRY-GO-RO

Compact and lightweight. Has 20 cast aluminum jumping horses, 2 charlots. Fluid



The Billboard

GENERAL OUTDOOR 47

Talent Topics

Bouncing Bodos, who recently annual Chula Vista Fiesta, Chula losed at the Palace Theater, New lork, are now with the Jerry Coonna show at Hamid's Steel Pier, Atlantic City. Following the Pier late they play the Brunswick (Me.) State Fair.

Jack Lindsay, clown cop, played the Sheboygan, Wis., July 4 parade and the Janesville-Sheboygan ball Boys, and Sam Garrett, rope spinner, game July 27. . . . Aerial Snyders, who have been playing VFW celeprations, start their fairs at Owensboro, Ky., August 8 for the Charles Zemater Agency. Act has been pooked solid until November.

County Fair, Santa Maria, Calif., ncluded Jimmie Ravel, Elsa Rhea, he Black brothers, Hank Bussey, Madeline Reed, Bernice Fay, Ollie "Toole, Jewel Kincer, Jack Cavanaugh and the Victors. Talent was ffice, booked a show into the Sacramento County Fair, Galt, Calif., nals, Royal Rogues, the Garri Dancers, Joe Mole, Gifford and Pearl, Phil and Dottie Phelps, Jack Shaf-

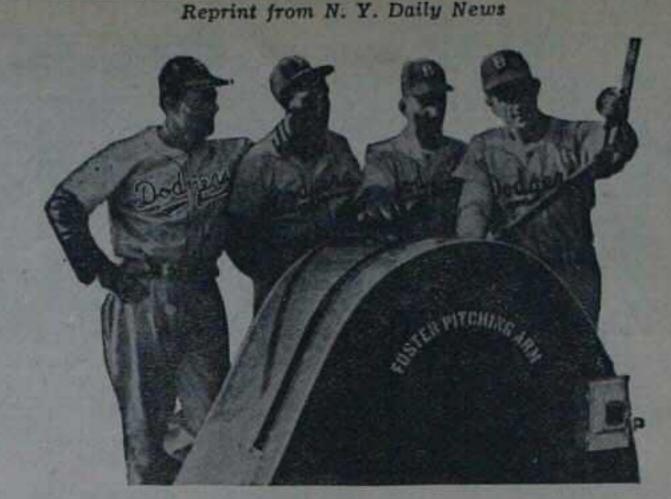
DEPENDABLE POWER Has your old Power Unit been giving trouble? You can't afford to have this happen during your celebrations and

fairs. An ample stock of the famous Eli "D-140" Power Units are here at the BIG ELI Factory. These Units are mounted on steel trucks for portable convenience and are adaptable for any type of ride. The "D-140" develops

Vista, Calif., featured David Street. film and radio singer; Mary Beth Hughes, film actress; Carlos and Chita, dancers; Jack Lueken, magic, and Bob Oates, whistler. . . . Gene Autry has been booked into the Los Angeles Coliseum, August 14, for the annual Sheriff's Rodeo. Also featured will be the Cass County with Andy Jauregui handling stock.

Billie and Verna Jo Lee, who were with the Adams Rodeo Company, playing the Chicago Railroad Fair, left to join the 101 Ranch in South Bend, Ind. Rick Hamilton, bull Line-up at the Santa Barbara rider, joined the Adams org, which does 12 a day, with Gene Kirby doing the announcing. . . . Cy Riter's Dilapidated Tail Spin Rig played Elgin, Ore., recently and is slated to play other events in Eastern Oregon. Riter's Blitz Buggy, operated pooked by Neal Abel, of Abel and by Dale Shrum, played Spanish Fork, Nelson. Bert Nelson. of the same Utah, July 22-25, and is scheduled to play at San Jose and Stockton, Calif., July 29 and 30. . . . Billy and which featured Ed Learmont's Ani- Rence Pape, shoulder perch, whose marriage took place on the "Bride and Groom" radio program in Hollywood, recently were subjects of a on and the Tyroleans. . . . The 15th feature story in Radio Life magazine.

> Flicker star Jane Russell will supplant Marion Hutton as the Labor Day week-end attraction at the Steel Pier, Atlantic City. . . . Philadelphia's string bands are clicking as Pennsy park attractions. The Aqua String Band played at Dorney Park, Allentown, Sunday, July 24, while the Fralinger String Band was at Forest Park, Chalfont. . . . The Rooneys, aerialists, were recently featured at Clementon Lake Park, Clementon, N. J. . . Elsie Gross is playing the carillon chimes and presenting organ recitals for her fourth season at the Steel Pier, Atlantic City.



Dodgers' "Overhand Joe" **Hurls Batting Practice**

The machine age of baseball will be on exhibit for early bird fans at Ebbets Field this season. Manager Burt Shotton has revealed his intention of installing "Overhand Joe," the leading mechanical marvel of Brooklyn's industrialized training camp, as a regular-season member of the Dodger batting practice.

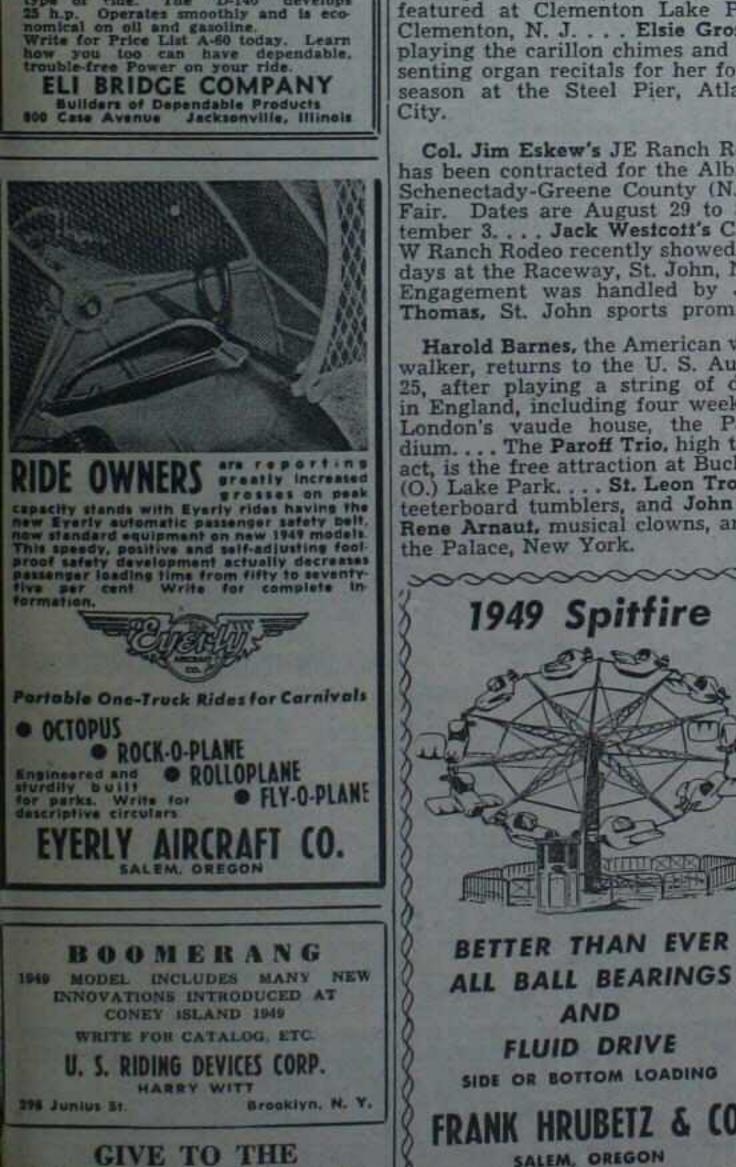
NEW KIDDIE RIDES

Pitching machines are nothing new to the game, but until the introduction of Overhand Joe, officially called the Foster Pitching Arm, each device had some undesirable feature that legislated against its wide usage.

exactly like a real pitcher. It's consistent, and it has the right rotation on the ball."

Use of the machine can now take the batting practice burden off the regular pitchers-in addition to giving them the extra swings they always cry for but rarely receive. The Foster Pitching Arm varies in control just enough to simulate the hu-"But," said Shotton, "the Foster man element, and thus make the Pitching Arm is a honey. It throws batter' exercise his judgment on good and bad pitches.

And, it never gets a sore arm. (Continued on page 63)



RUNYON CANCER FUND

Col. Jim Eskew's JE Ranch Rodeo has been contracted for the Albany-Schenectady-Greene County (N. Y.) Fair. Dates are August 29 to September 3. . . . Jack Westcott's Circle W Ranch Rodeo recently showed two days at the Raceway, St. John, N. B. Engagement was handled by Jack Thomas, St. John sports promoter.

Harold Barnes, the American wirewalker, returns to the U.S. August 25, after playing a string of dates in England, including four weeks at London's vaude house, the Palladium. . . . The Paroff Trio, high thrill act, is the free attraction at Buckeye (O.) Lake Park. ... St. Leon Troupe, teeterboard tumblers, and John and Rene Arnaut, musical clowns, are at the Palace, New York.

AND

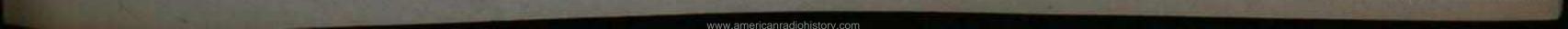
FLUID DRIVE

SALEM, OREGON

Spittire



Crowds at any amusement park or civic recreation center. **MERRY-GO-ROUNDS** MERRY-GO-ROUND FOR SALE. Beautiful machine, 30 fl. Has 20 Jumping Horses, all aluminum, 2 Charlots. Beautiful inside and outside scenery. Has khaki top and aldewall made by Camel, Pulled by Allis-Chalmers engine. V beit type. Center poles, 6 inches. All centric gears steel. Latest platform roots to hold platform. Knocks down in an hour and 40 minutes. Weight 3 ion. Price is \$5,500. Delivered 1,000 miles free. Just sold one to J Gould Circus in Iowa. One to John Davis, Southern Amusement Co., Panama City, Florida. One to O. W Swartz Shows in Nebraska. One to Levene in Rochelle, New York. One to Mrs Dorsey in Tucson, Arizona, for a park. Merry-Go-Round and Farris Wheel Park in Springfield, Ohio. One to the city of Lafayette, Indiana, Park. One to Mr. Stokers on the Barkers' Shows in New York. Just sold one to Hill Shows in Montana. Now if you're looking for a zood Merry-Go-Round, and a cheap Merry-Go-Round, don't forget Warner's. JAY WARNER, Box 181, Bay St. Louis, Miss. Phone 9121



GENERAL OUTBOOR



48

Available Now for immediate delivery -a full and complete line of New and Used Trucks and Trailers. We can arrange convenient payment terms for YOU.



PHONE 521, PENNSBURG, PA.

NEW CHEVROLET TRUCKS SPECIAL FINANCE PLAN FOR SHOWMEN



The Billboard

Albert Labarge has been appointed Polack in Chicago and visited Al and race secretary of the Ballston (N. Y.) Fair, replacing Dr. I. Ben Rubin who resigned because of the press of personal affairs and his medical practice. . . . Irish Horan's Lucky Hell Drivers are sporting a new souvening booklet heavy with national ads. . . A. Joseph Geist's Rockaways' Playland is featured in a two-page center spread in the July 31 issue of The New York Daily News. Photo series also features members of the cast of "Howdy, Mr. Ice of 1950," holding forth at New York's Center Theater. Publicist Walter Kaner and his associates engineered the notable flacking for the funspot.

Rotary Club Circus, in Henderson, Ky., July 21-23, booked thru the Barnes-Carruthers office, Chicago, had three good night crowds and a fair Saturday matinee. Show was under chairmanship of Joseph Funk, of the Standard Oil Company of Henderson. . . . Don Sinkinson, who has the boat ride at Virginia Park, Long Beach, Calif., is dickering with John Lorman, of Ocean View Amusement Park, Venice, to bring his Tilt-a-Whirl into the new funspot. . . . George and Bessie Geddis, who have been making celebrations since May 12, played Downs, Kan., July 28-30. They open their fair season August 1-3 at Hanover, Neb.

Louis St. John, general manager of the Central Pier, Atlantic City, has arranged for the display of two U. S. Department of Commerce exhibits. . . . George A. Hamid Jr., vice-president of the Steel Pier, Atlantic City, was instrumental in making the funspot the center of activity for the more than 5,000 members of the Lancaster County (Pa.) Grocers' Association conventioning at the resort. . . . W. H. Hitzelberger. general manager of the State Fair of que, N. M. Dallas, accompanied by his wife, recently spent several days in Chicago visiting the Chicago Railroad Fair. Bernhard Robbins Resigns . . . Jack Duffield, of the Thearle-Duffield Fireworks Company, Chicago, was a New York visitor last week. . . . George A. Hamid is the subject of a newspaper column authored by Mel Reimer and now being syndicated thruout the hinterlands. . . James A. Carey, director of the livestock and poultry divisions of the New York State Fair, anticipates 10,000 entries in all classifications. ... Harry A. Illions, operator of funspots in Jamestown and Buffalo, N. Y., was in Boston last week for a biz confab with Louis Fox, well-known New England op.

Hattie Wagner, owners of the Cavalcade of Amusements.

Gustavo Montoya, director of propaganda of the National Tourist Corporation of Peru, was in New York last week to tub-thump the International Exposition to be held in Lima, October 1 to November 27, as a tourist attraction. . . . Joe Drambour, well-known ride builder and executive at Ed Carroll's Riverside Park, Agawam, Mass., is seriously ill at the Mercy Hospital in Springfield, Mass. . . . Lillian Elkins has the popcorn concession at Bernard Berkley's new Fairyland kiddie park in Rego Park, Long Island. . . . Paul M. Conaway, Macon, Ga., attorney and The Billboard's correspondent there, underwent minor surgery in Macon July 29. He is expected to be discharged from the hospital in a few days.

St. John, N. B., city council has passed a resolution that no more refunds will be made on licenses issued to outdoor shows. Previously the town had refunded license fees on two occasions to charitable groups that had sponsored outdoor orgs. . . . Larry Sunbrock denies that he has succeeded Gordon Kibbler as agent for E. F. Kindlan's Circle K Ranch Rodeo, as recently reported. Larry says he did spend some time with Kindlan after Kibbler left, merely to straighten out a few dates that had gone awry, but says it was just a friendly gesture from one manager to another. . . . Charlie Hilldena and Mark Anthony, producing clown, recently visited George and Landry Converse at their home in Albuquer-

August 6, 1949

Complete with Calling Numbers, Tally Lard 35 cards, \$3.50; 50 cards, \$4; 75 cards, \$4.50; 100 cards, \$5.50. All cards from 100 to 3000 s \$5 per 100. Fibre Calling Numbers 50r; Wood Calling Numbers, \$1; Printed Tally Card, 15c. Colored Heavy Cards, #3, same weight as \$1, in Green, Hed, Yellow 8 5a per 100. DOUBLE CARDS, No. 1 size. 555x1455 ----- 10g mach

Red or Green Plastic Markers, 14. Square, Bound or Scalloped, \$2.50 M; 16ths size All above prices are transportation extra. Catalog and sample cards free. No personal checks accepted. Immediate delivery J. M. SIMMONS & CO





FOR CIRCUS AND CARNIVAL VOLTAGE BOOSTER, 1500 wait, 120 volt, with 10% and 20% boost, wt. 18 lbs., efficient and economical, new, \$15.00. RUBBER CABLE, extra flexible, 3 wire, 36, type S, 600 V., 150 ft. lengths, on tubular steel reels, 60 amp. con-nectors, wt. 117 lbs., new, \$39.50 per reel. 1/3 deposit on C. O. D. orders. W. R. DORSETT, ROUTE 6, MACON, GA.

Glen and Ethel Henry, St. Marys, Pa., recently enjoyed a visit from Gertie and Max Craig, during the latters' appearance at the Golden Anchor Club, Danvers, Mass. The Henrys are slated for the fair in Whitney Point, N. Y., August 2-6.

National Dairy Congress, Waterloo, Ia., in co-operation with five leading cattle breed associations, has established a shrine and club at Waterloo. A home and four lots directly opposite the Waterloo Auditorium has been purchased at a cost of \$20,000. E. S. Estel, Congress secretary, says the idea is to establish in the dairy breeding industry what the Chicago Saddle and Sirloin Club is to the meat industry and the International meat industry and the International Livestock Exposition in that city.... J. George Loos recently contracted his United Shows to play the Bees-ville, Tex., Rodeo and Stockshow this year for the 38th straight time this year for the 38th straight time. ... Before this year's Calgary Stampede was over, the hotels were busy handling requests for rooms for next year's show. One hotel had 40 of this year's stampede visitors reserve rooms for next year, another had 30 and one had 10 reservation requests. . . . Jimmie Robinson, Mobile, Ala., showman, recently returned following a trip to Chicago and Denver. He attended the funeral of L J.



The Billboard

Made by the

makers of

KIDDIE AUTO RIDE

KIDDIE

MERRY- GO- ROUND

MOON ROCKET

LOOPER

HURRICANE

CATERPILLAR

WATER SCOOTER

and other famous

riding devices

Outstanding Kiddielands:

Cutting Motor City Ride Prices Proved Wise, Vic Horwitz Says; Spot Lures Adults, Plus Kids

By H. F. Reves

DETROIT, July 30 .- Motor City Park, owned by Vic and Helyn Horwitz, is the "granddad" of specialized Kiddielands locally. Starting as late prewar development, it remains a youngsters' park with just enough other attractions to hold the interest of adults. The straight Kiddieland operation does not appeal to Horwitz, who senses, as an old-time showman, the significance of all-around family interest. His patronage is 90 per cent kiddies, but the addition of a couple of major rides and concessions that will appeal to adults, is, Horwitz believes, good business. Motor City Park started about 10 years ago

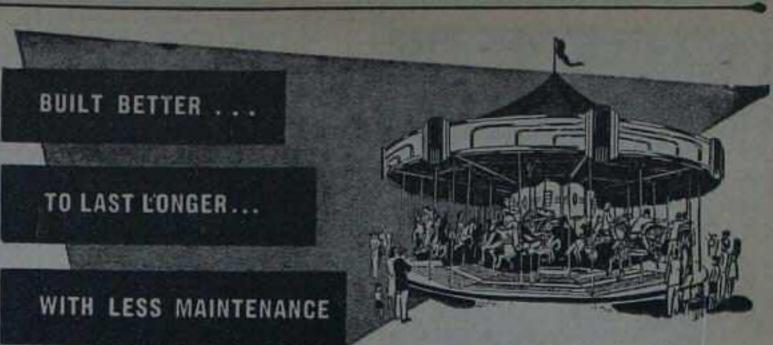


with the opening of a small group of attractions on Outer Drive by Elmer F. Cote, pioneer ride and carnival operator. Cote operated the spot about three seasons when Horwitz opened on a lot just around the corner on Warren Avenue. After one season, Horwitz took over from Cote and has continued Motor City Park since.

The site is 130 by 400 feet, or about 11/4 acres. It is next to a busy traffic intersection in Dearborn Township, almost adjoining the Detroit city limits. Across the road is the 1,203acre Rouge Park, which plays to as high as 40,000 persons on a good Sunday.

Improvements have been made at Motor City every year since it was opened. It is fenced on three sides and buildings and attractions are attractive and neatly painted. There is a clean, modern restroom building. (See Horwitz Kidland on page 55)

All Readings Complete for 1949



CHENTER RAY FOR THE PROPERTY OF THE PROPERTY O

ALLAN HERSCHELL MERRY-GO-ROUNDS

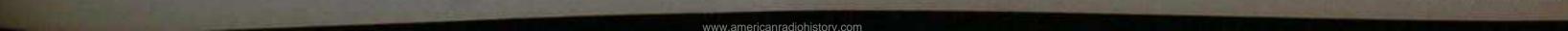
More Allan Herschell Merry-Go-Rounds are in use today than any other make. Many have been in service for 35 years, and are still going strong!

There's a reason for such outstanding popularity and performance, of course. And the reason is simply that they are built better. Allan Herschell takes no easy "short-cuts." You get the best in engineering skill, materials and workmanship. It pays to insist on Allan Herschell.

AH Merry-Go-Rounds are available in 36, 40 and 45 ft. sizes, two, three and four abreast. Write, wire or phone for complete specifications, prices and delivery schedule.

ALLAN HERSCHELL COMPANY, Inc. NORTH TONAWANDA, NEW YORK World's largest manufacturers of amusement rides





The Billboard



50

PROFITS GALORE! 55 to 550 daily earnings! Get in the BIG PROFIT popcorn business with this popper - does work of \$500 machine. Can pay for itself in a few

TEED. New Gray Metallis, finish, glearning nickel trim; electric lighted, beautifully decorated with multicolored pupcorn signs. Uses less current-AC or DC, any cycle, connect anywhere, 17"x17"x26" high Wt 30 lbs

SALESMEN, WRITE FOR PROPOSITION EXCEL MFG. CORPORATION Dept. 8-8-649 Muncie, Indiana





ELECTRIC ICE SHAVER "The Old Reliable" PRICE \$60.00 With Stand. \$5.00 Extra

Dressing Room Gossip

Dales Bros.

The writer is pinch hitting for Ida. Mae Kerley, who was married Monday (25) to Henry Cowell. Both are performers on this opera. A. J. Kerley, father of the bride, and Mr. and Mrs. Brian Kerley, relatives, were present at the wedding.

Paul Wolcott and his daughter, Susie: Virginia Smith and the writer missed performances due to hot weather. Recent sponsored dates held its monthly meeting and party brought a string of banners in the big top, thanks to Frank Doyle, aerialist.

Bert Pettus has his horse back in the menage number after a month's layoff. Jack Haines, Jimmy Earle and Frank Doyle repainted the pad room poles. Haines uses fireworks in around to hear him play. his atomic bomb gag that leaves the big top ringing.

Visitors: Mr. and Mrs. Willard celebrated birthdays. Boucher and daughter, Mary Katherine; Kate Stokes, Mrs. B. Harder Charley Wirth, of The Billboard; Mr. and R. C. McCoy .- W. McK. BAUS-MAN.

Cole Bros.

Jack Tavlin was deluged with visitors in his hometown of Lincoln, Neb. Sam Zolot visited on the show for a few days as Tavlin's guest.

Pete Ivanoff buys a new straw hat about every day, only to lose it the same day. How many have you bought so far, Pete?

Dick Scatterday, banner man, has given several talks before civic groups. Irish Deady rejoined as head porter. Jimmy Booth joined as trick roper and rider. Lela Zazzara is a new addition. Dean Anderson is the new assistant head usher.

George Churchill, head sign painter, who has been a song and dance man, clown, blackface comedian, to mention a few, recently was voted the ice cream champion of the back yard.

Al Bruce, producing clown, celebrated his birthday.

Visitors: Mr. and Mrs. Roy Corrall, Larry Wink, Harry and Jo May Greer hospital. Bobbie Peck McGough S. T. ECHOLS 3700 S. Jefferson and Robert Keeler.-SALLIE MAR-St. Lovis 18, Me LOWE.

Ringling-Barnum

Hot weather on the Ohio tour kept the swimming bus filled every day. Candy butchers won a ball game Nellie Albanese is out of the hospital from the big top, 13 to 12, with Peter Prance the goat, and the Little Flower saving the game. The old men won from the girls, 12 to 3.

Paul Jerome set a record when he received The Billboard almost before the ink was dry, Saro-Circo Club at the trains after the night show in Dayton, Josephine Helbring, Lola Dobritch and Fay Romig joined the club.

Forrest (Fried Cake) Faut spent the day in Dayton as guest organist. Practically the entire show gathered

Jeannie Sleeter, Tiny Doll, Lawson, Rusty Parent and Charlotte Schmidt

Visitors: E. Walter Evans and and Mrs. Joe Knight, Bert and Corrine Dearo, Don Dorsey, Don Howland, Dr. William Huebner, Mr. and Mrs. J. C. Ogden, Huffy Hoffman, Ruth Flagel's family, Mr. and Mrs. Glen Tracy, Joe Lynch, Mr. McElwee, Glen Bundy, Ed Hillhouse, Ed Jones and family, Walter Pietchman, Eva Briggs, Archie Silverlake, Hoppy Shaw and Bob Browning, Floyd King, Mr. and Mrs. Grover Nitchman and Tom and Mrs. Cottrell.

Visitors from the James E. Strates Shows and Biller Bros.' Circus included Mr. and Mrs. Jim Northridge and Connie; Mickey King, Billy Ward, Edd'e Rooney, Al Powell, Butch Landolf, R. L. McConnell, Mr. and Mrs. Tomlinson, Buddy Watkins, Dr. and Irene (DeKoe) Sharp, Joe and Wally Beach, Carl Milvo, Tommy Robinson, Danny O'Neil, John J. Kreis, Jack Leontini, Lola and Montes De Oca and Mr. and Mrs. Ray Young.

Johnny Joanides and Vanda Chiesa were married in Buffalo. Trisco rejoined after being released from the

Clyde Beatty

Three-day stand in Denver saw the gang taking in the sights. Barbara Weir made the trip up Pikes Peak and to Buffalo Bill's grave.

Mr. Pat Graham is spending her and back on the show. Bertha Thommens was on the sick list for a few days. Gibby Gibson is a new member of Vic Robbins's band.

In Las Vegas, George Davis put up the dining tables in a grove and served the meals picnic style. Mr. and Mrs. Fred Ringer are guests of Mr. and Mrs. Beatty. Ria Etheridge celebrated a birthday.

Walter Kreiger, CFA, caught the show in Albuquerque. He recently suffered a broken arm and leg. An impromptu show was given in the Veterans Hospital at Albuquerque by the Medini Troupe, Sancho Morales, Juan Lobo, Arkansas Slim, Mark Anthony, Billy Collins, Charles Hilderra, Bob Lorraine, Jerry Lewis and Peggy Sylvester.

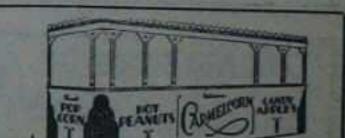
Visitors: R. M. Harvey, Walter Fleck, Shelly Rouse and Mr. and Mrs. Harry Chalfet .- LAURENCE CROSS.

Jay Gould

Glencoe, Minn., Joy Gould's home town, was a winner. Show personnel enjoyed meeting Gould's mother, who runs the local movie theater.

Patsy Gould Raiber underwent an operation in Glencoe. She is getting along well. The children are with their grandparents.

Dot Budrett, foot juggler, is a Tilta-Whirl fan. Mr. and Mrs. Herbert Douglas, circus fans from West Chester, Pa., visited in Hastings, Minn., and took pictures. - DOROTHY H. COLE.





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closed. Marjie and Linda Lawson, Emmerick Morowskowski and Rosa Wong joined. - MARY JANE MILLER.

Seal Bros.

Zaza Coriell joined, doing tight wire juggling and acro. Jimmy Hamiter left to join Clyde Bros.' Circus, and the Fuller Troupe left to play fair dates.

Shorty Wells gets the most mail in the backyard. Don Hayden, clown, is on the sick list. Mr. Wattson, cornet, joined the band, bringing roster to eight.

The Velardes are on the show until the fair season. Musetta Velarde does her trap act, finishing with a forward somersault to a heel catch without a net. Louis Velarde does a double somersault in his bounding rope act.

Marie Loder took over in the diner one day so Harold Hall could catch the big show. Dorothy Anderson now does the buying for the cookhouse. Russell Kennedy was a recent visitor. -AL CONNER.

Ameri-Congo

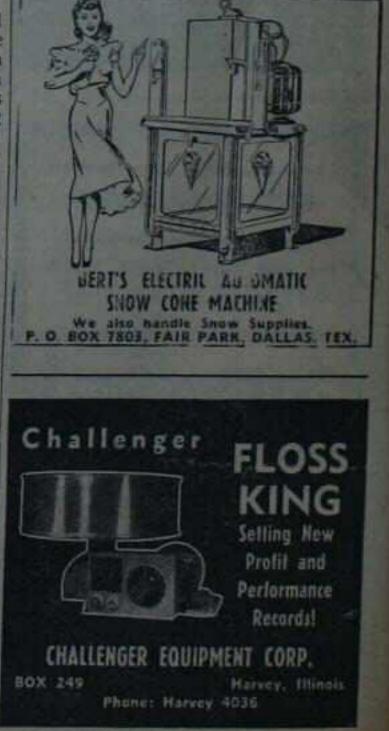
Jack and Helen Winslow took delivery on another new concession top and a new truck and have added a snow cone joint, making three for them on the front end.

Leo Cogozzo keeps busy training new monkeys. Mrs. Ingram, wife of the owner, will join for a few weeks when the show hits tobacco country.

The writer continues to handle press and radio, getting good co-operation. Show day and dated Lee's Rides in Elkin, N. C., and Mr. and Mrs. Lee caught a performance.

Visitors: Rex Ingham, A. T. Dize, Dize Tent and Awning Company, Winston-Salem, N. C.; Dr. Smith, Winston-Salem; Ben Fowler, con-tracting agent for Dailey Bros.' Circus. and relatives of W. H. (Wingy) Sanders and his brother, LeRoy .--M. BAILEY.

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GENERAL OUTDOOR 51



Polack Bros,' Western

The Ward-Bell Flyers, Barton the Great and the Berosinis are glad the show moved back indoors.

While doing a broadcast, Harry Dann mentioned that Slivers Madison's dog, Toby, was lost, and before the broadcast was over, a listener called to report finding the dog. Roland Tiebor's baby seal, Sadie, is catching on fast.

Trailer-dwellers had a rough time in San Jose, Calif., when they had to park several miles from the building. The Berosinis, Harry and Hedy May and Mr. and Mrs. Heller fooled 'em, however, by sneaking into somebody's back yard. Mrs. Ross Paul, who broke her kneecap some time ago, rejoined in San Jose.

The Berosinis gave a champagne party in San Jose, marking Mrs. Berosini's birthday. Guests included Randow, Jack Klippel, Ed Raymond, Eddie and Dottie Ward, Gus and Betty Bell, Harold Ward, Don Edwards, Billy Griffin, Naida Roberta. Millie Keathley, Hedy May, Ethel Freeman, Alex Konyot, A. Bogino, Greta Heller and Chai and Somay. Mama Berosini received many gifts, Josephine Berosini, assisted by Naida Roberta, acted as official hostess:

Ross Paul, Richard Sidney and Roland Tiebor showed movies of the show for the clowns in the dressing

Visitors: Harry Dann's parents, Mr. and Mrs. W. J. Dann; Joe Priest, Nickie Galucci, Frances Stilman, Louis Fluty, Freddie Renault, Jimmy Baker, Lt. George Bossark, Chuck Dann and Frank Cruze. D. D. Ward, son of Harold Ward, is vacationing on the show.-FREDDIE FREEMAN

Kelly-Miller

The weather changed when we hit Hibbing, Minn. It turned plenty cool -sometimes even cold-and topcoats appeared.

Gallagher were married recently, are working on trampoline, in addi- the movies. Henry Barrett, promoter, tion to concert, trick riding and rope is taking his third degree in Masonry. spinning. Others working the concert Bob Porter's wife, Ann, is on the include Buster Todd, rope spinning; show with their son. Ray Charlton's Big Horse Catch, whip cracking; mother and Bobby returned to Cali-Harry Parnell and his horse, Crystal, fornia after a long visit. Newest and Chief Yellow Eyes and his Indian dance team looking good in local troupe. took the boys and girls boat riding. BARTON. Pinkey and Mable Barnes joined with their menage horses in Hutchinson, Minn. They also work in the concert. Dr. E. L. Cooper, Wichita, Kan., spent two weeks on the show. He took care of the sick ones, too. The writer was laid up with the flu, but not for long, thanks to Dr. Cooper,

Polack Bros. Eastern

The death of I. J. Polack was announced at intermission during the Rhinelander, Wis., stand. With show personnel grouped before the grandstand, Nate Lewis and Dave Kind officiated in a tribute to Polack's memory.

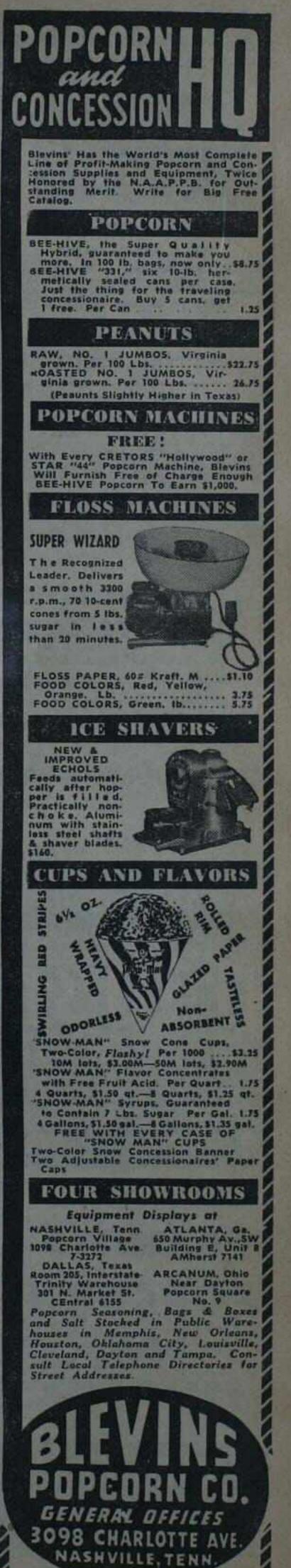
Attending the funeral in Chicago were Mr. and Mrs. Dave Kind, Mr. and Mrs. Nate Lewis, Bill Green, Kris Krenkle, Mr. and Mrs. Fred Proper, Clara Delbosq, Zenka and Wanda Malikova, the Badgers, Willis Alley, the Barretts and the Harrison".

Performers making the Shrine Convention in Soldier Field, Chicago, included Hubert Castle, driana and Charley, Pepi and Nita, the Sikorskas, Aerial Charltons, Count Ernesto, Dwight Moore and Company, Gene Kinko, Dennis Stevens, Nate Lewis, Henry Kyes, Whitey Boyd, Bill Green and Kris Krenkle.

Birthdays were celebrat: by Nate Lewis, Clara Delbosq and Christy Charlton. Jeep owners on the show include Clara Delbosg, Henry Kyes, Charley Borza, Hubert Castle and Terry Peers.

Henry Kyes is satisfied now that he has discovered a restaurant crank in Chicago equal to himself. Memo to Dick Lewis: The free rollers roll on. Ethel Robinson was besleged by visitors from the unit during the Chi convention.

Fragments: Phoebe Raymond went to Cleveland to attend her sister's funeral. The Borza kids are practicing every day. Nita makes her own web costumes. Harry Bernstein, formerly on the Western Unit, is with the concession department. His wife rejoined the show in Marinette, Wis., following the birth of their baby in Fond du Lac, Wis. Tony and Pauline Molino are on the Coke stand out front. Shriners on the unit, Nate Lewis, C. V. Badger, Bill Green, Hu-Tommy Chamberlain and Bonnie bert Castle and Ernie Wiswell, put on a film and food fest in Rhine-The Rossi boys, Jimmie and Benny, lander, Wis., with the Count showing niteries is Clara Levine, of the Flying Avelina Rossi and mother, Mary, Wards, and the writer .- BILLY





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money maker of all times Be your own boss NOW FREE parts giver We maintain an up-to date service department ELECTRIC CANDY

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Karen Kay Miller and Bobbie Jay Miller celebrated birthdays.

Visitors: E. J. Butterfield, Tucson, Ariz.; John Rieft, Price River, Minn.; Eileen Kay, Chicago; Bill Snyder, Mr. and Mrs. Elden Day and daughter, Delores, of the Flying Eldonas .--MAURICE MARMOLOEJO.

Hunt Bros.

Cape Cod gave the show beautiful weather and capacity houses at all stands, despite breaking in new lots at Falmouth and Chatham. Newport, R. I., also contributed two full houses, just one day behind Biller Bros. Dave Nemo reported that Cape Cod gave him the biggest week of the season for his Wild West concert.

of two more baby elephants is sched- included Charlie Myers, his wife, uled for next month. Maxie Morris mother and father, of Elizabeth, N. J.; has done wonders with the seals. Nick Oughton, Shirley Oughton and Outstanding stunts are Skipper's one daughter of Poughkeepsie, N. Y. J.

ing. again on the job after having been hospitalized with infected fingers. back yard birthday party for their daughter, Ethel. Ice cream and cake Mass. Much to our sorrow we missed were served and the youngsters each received favors.

Harry Edwards, of Avalon, Mass.,

Dailey Bros.

Paul Pyle, Blackie O'Malley and Oscar Dennis keep bury supervising painting and cleaning. Owner Ben Davenport did a good job sewing rips in the canvas. Four Canadian black bears, two of them cubs, were purchased. Wild Bill Cody, camel man, is taking care of a new baby camel.

In Winnipeg it rained so hard the ring stock would not walk thru the flooded streets. A train team stampeded in the railroad and could not be found for two hours.

Madge Snyder and Mrs. Conn are crocheting afghans and plan to form a knitting club.

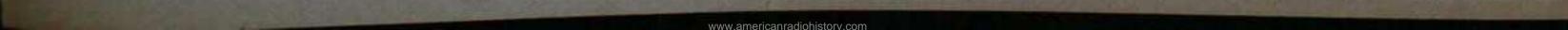
Visitors: Mrs. George Plunkett's relatives; Mr. and Mrs. Brown, their daughter, Tiny, and two grandchildren; Malcolm Fleming, general contracting agent for King Bros.' Circus; Barney Gerety, Harr, Hennies and Mr. Thompson .- HAZEL KING.

Louie Reed has the baby bulls doing and Paul Powell spent their vacations. a fast single routine. The delivery on the Cape with the show. Visitors flipper stands and Major's wire-walk- Crowley, Captain Anderson and Jimmie White visited at Mansfield, Mass. Red Dixon and Buddy Morgan are Other visitors were Tom Veasey, of the Boston Zoo, and Joe Walsh, of the Benson Wild Animal Farm, Mr, and Dave and Dolores Nemo staged a Mrs. Harry Dockman visited the writer and her husband at Stoneham, seeing Father Ed Sullivan on the lot this year, also Dr. Ganey and other fans.-BOBBIE STEWART.

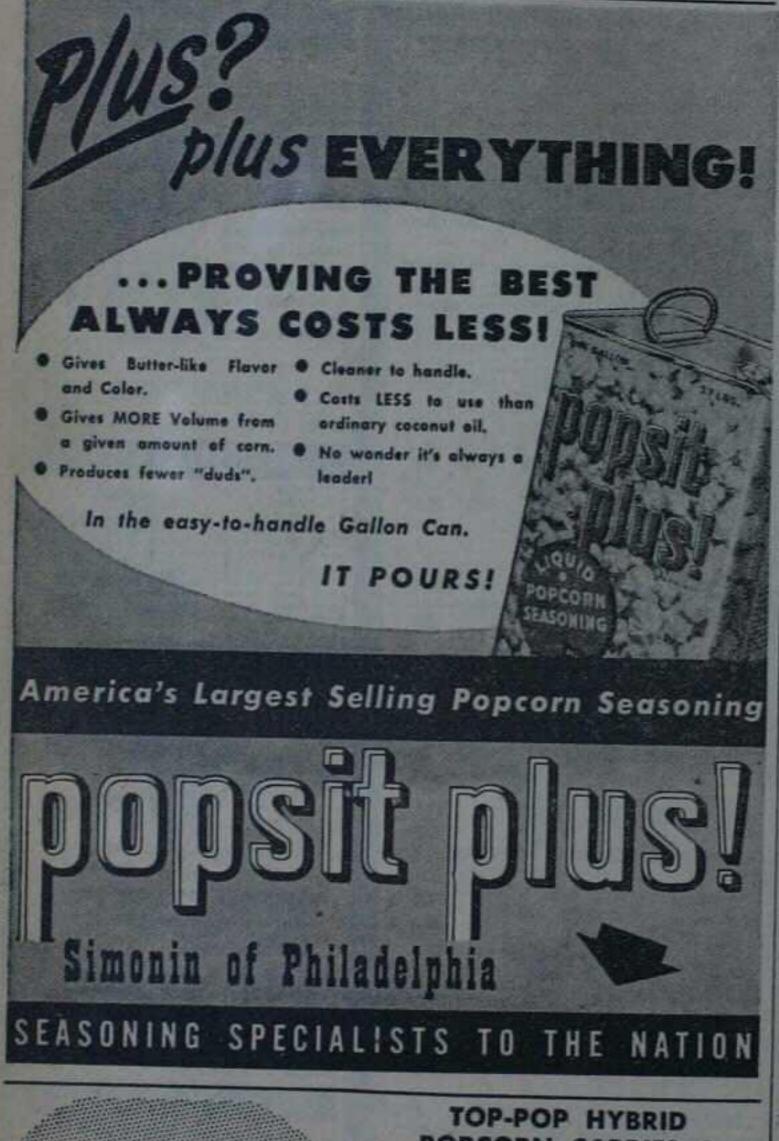
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2	I Beneric Article -	
	Benm's Attra.: Patton, Pa.; Oakland, Md. S-12. Becht, Lee: Cincinnati, O	Hames, Bill: Withits Falls, Tex ; Alessed
l	town, Ky., 10-13.	Tannum, Morris; (Fair) Blourtonn To and
I	Bee's Old Reliable, No. 1: Carlinle, Ey.; (Pair) Germantown 8-11	Wapakoneta 7-12.
l	Bee's Old Reilable, No. 2: Flemingsburg, Ky	Jappy Holiday: Sandusky, O.; Ovid, Mich.
I	Derion, 1ex. Am.: Breckenridge, Mo	TADDYTENT WAYNE LINK
2	B. & H.: Bumter, S. C. Big Four Am - 11915 b. C.	Harry's Greater; Logan, O.; East Liverpod
1	AIS DIALC: Ralls Tey	TIRRACTE DITATE Commons to
	Blue Grass (Fair) Chastestan an	stawadye black No. 7. Considered and
	10; Ladyamith 11 14 1-7; Rhinelander 8-	Heller's Acmer Martine Could
e	Bodart, No. 2; Tomah, Wis., 5-8; Seymour	Md., 8-13; Tanley, Va., 15-30.
	Bogle & Reese: (Pair) California Mas (Pair)	Henson, J. L. Gresswills The 1-3.
ł	Bohn, Carl, & Sons United: Ainsworth, Neb., 1-3.	
6	Boone Valley: Griswold, In., 2-5; (Fair) Rock- well City 8-11.	Riverton 8-14. Home State: (Fair) Bagley, Minn., 4-7; (Pain Park Hanid: 5-10
	Borderland: Robstown Ter	
	Brownie Am.: Netswaka, Kan. Buck, O. C.: Massens, N. Y.; (Pair) Gouver-	Hottle, Buff: (Fair) Benton, Ill.; (Pair) Anna 7-13.
	THE WAR DO NOT THE REAL PROPERTY OF THE REAL PROPER	Howard Bros.: (Fair) Lucasville, O.
ŧ	Burkhart No 2. Shabhana mt	Howard Bros.' Bides: Hocky Grove, Pa.; Wat
	Bullock Am. Co.; Ansted, W. Va.; Marmet	Imperial Expo.: Tacoma, Wash. Imperial: (Fair) Taylorville, Ill.; Enouville
1	Burghart: Carbon Hill III . Paretonica a ta	
	workers states, state towards the	J. & B.; Branchettle M.
	California: Eureka, Calif. Capell Bros.: Yale, Okia.; Anadarko 8-13.	With The United: Colfax, Ind.; Daritagten
	Lepisal City: Bedlord, Ind Scottabiler # 13	Jollytime: Oriental Pa
1	Carr, Lawrence: Wareham, Mass. Casey, E. J., No. 1: The Pas, Man., Can., 1-3;	Jones Greater: Fairmont W U.
I	Guerandon 2-0; Fin Finn 9-17	(Pair) Fort Wayne 8-14
1	Casey, E. J., No. 2: (Pair) Geraldton, Ont., Can., 4-6 Hearst 2-9; Smooth Rock Falls	Jones United: Dutte Mr. + + -
	10-11; Cochrane 12-13. Catlett Greater: Savannah, Mo.; McLouth,	11-14
1	DR(1., 0-11.	ville 10-13.
1	Cavalcade of Amusements: Muncle, Ind. C. & E. Am. Co.: Dizon, Mo.; Cape Girardeau	Keystone Attra.: Howard, Pa. Keystone Expo.: Lake City, S. C.
1	3-13,	Airswood, Joseph J.; Washington D C 1 14
1	Central States: (Rodeo) Phillipsburg, Kan.; Burwell, Neb., 9-13.	La Cross: Plymouth w m
ł	Cetlin & Wilson: Toledo, O.; Ionia, Mich., 8-13.	Lamb, L. H.: Mt. Pleasant In.
l	Chanos, Jimmie: New Bremen, O.	Lane, Sammy: Branson, Mo. Lawrence Greater: Moline, Ill., 1-4; (Pairf
l	Cherokee Am. Co.: Frankfort, Kan.; (Fair) Seneca 8-10; (Fair) Wetmore 11-13.	Altering ton, 18., 7-12.
ł	Clifford United: Oroville, Calif.: Westwood	Lone Star: (Pair) Nicholasville, Ky.; (Fairf Campbellaville 9-13.
l	9-14. Coleman Bros.; Amsterdam, N. Y.	Magic Empire: (Pair) Centerville, Ind.; (Pair) Martinaville 8-13.
l	Collins Bros.' United: Callaway, Neb., 4-6; Elm Creek 10-12.	Majestic Greater: Coopersville, Mich., 4-4 (Fair) Milford 9-13.
l	Collins, Wm. T.: (Fair) Rochester, Minn. 3-	Manning, Ross; Yorkville, N. Y.
	T: (Fair) La Crosse, Wis., 10-14. Columbia: Stonington, Me.	Marion Greater: Spring Lake, N. C.; Harts- ville, S. C., 8-13.
ľ	Community Fairs; Paramount, Calif. 3-7-	Marks, John H.; Bridgeport, O.; Harrison-
Ľ	Paradena 10-14. Continental: Schroon Lake, N. Y.	burg, Va., 8-13, Meeker's: Walla Walla, Wash., 3-4; Omak
P	Cote Am, Co.: Davison, Mich.	10-14. Merriam's Midway: (Pair) Grundy Center,
	County Pair: Platte Center, Neb., 1-3; (Pair) Winner 5-7.	In.; Ackley 8-9; (Fair) Faribault, Minz.
	Crafts Espo : Stockton, Calif., 1-8. Crescent: Lethbridge, Alta., Can.; Trail, B. C.,	Merryland: Kalkaska, Mich.
	6-13,	Midway Expo.: Shelton, Neb., 1-3; Paston 4-4. Midway of Mirth: Manito, III.
	Crescent Am. Co.: Nashville, Ark.	Midwest: Baker, Ore.

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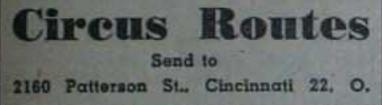
Idwestern Expo.: (Fair) Avoca, Ia. Mighty Hoosier State: Marion, Ind.; (Pair) Bicknell 9-13. Model: Knoxville, In. Model Shows of Canada; (Exhibition) Drummondville, Que, Can., 4-6. Modernistic: Preston, Md. Moore's Modern: (Fair) Farmer City, Ills (Fair) Altamont 7-12. Motor State: Hoytville, O.; Norwalk 8-13. Mound City, No. 2: Sparta, Ill., 1-5. Mound City, No. 1: Ellaberry, Mo. Sharon Springs 6-7. Northern Expo.: Havre, Mont., 3-7; Conred 8-9; Dodson 12-14. Northwestern Am. Co.: Liberty Center, O.: Blissfield, Mich., 8-13. Ohio Valley: Watseks, III.; Cullom 16-13. Olson: Wibaux, Mont., 1-3; Mott, N. D., 1-4. Omar's Greater: Fairfax, Okia, Page Bros.: Smyrna, Tenn, Palmetto Expo.: Darlington, S. C. Paul's Am. Co.: Pierce City, Mo.; Carthage 8-13. Feck Am, Co. (Illinois unit); Demotte, Ind. Peck Am. Co.: Cayuga, Ind. Peerless Celebration Am.: Confluence, Pa. Penn Premier: Warren, Pa.; Elkland 8-13. Peppers All-State: Columbia, Tenn. Perry, Jack J.; South Boston, Va.; Elizabeth City, N. C., 8-13. Pike Am.: Atwood, Kan. Plopeer; (Fair) Jennerstown, Fa.; Barton -Playtime, No. 1: Monsup, Conn. Powelson Greater: Byeaville, O.; Dresdan 4-17. Prell's Broadway: Harrisburg, Pa.; Bedford 8-13. Raftery, James M.; Havelock, N. C. Baines Am. Co.; Tulsa, Okia. Rancy United: Wadens, Minn.; Bemidji -10; St. Cloud 11-14. Reid, King; (Fair) Boonville, N. T.; Saranae Lake 8-13. Robinson Greater: Rockford, Is., 2-3; Newell 5-6. Rocco: Pine City, Minn., 4-6; South Bids, Minneapolts 2-10; Ariington 12-14. Rockwell, Mike: Ord, Neb., 1-5. Rogers Bros.: Belgrade, Minn., 2-4; Carver 6-7; Buffalo 2-10; (Fair) Farmington 11-14. Rogers Greater: (Fair) Boonsville, Ind.; (Fair) Kankakee, III., 8-13. Rose City: Tyler, Tex.; Palestine 8-11. Royal American: (Patr) Regins, Sask, Can.; (Fairs Fort William, Ont., 9-13. Royal Empire: Lake Orion, Mich. toyal Expa.: Galfney, S. C. stoyal Crown: Comanche, Ia.; Cresco 8-13. Eumble Am. Co.; Farmersburg, Ind.; Terre Haute 10-14. Schafer's Just for Pun: (Palr) Hico, Ter. Shan Bros.: Forest City, N. C. horter's: Bloomington, Minn. Mebrand Bros.: (Pair) Great Palls, Ment, Silver City: Bellevue, Neb., 3-5; Abie 6-7. Silver Slipper: Olive Hill, Ky.; (Pair) Greenup 8-13. liver Star Attra.: Premont, O. imith Am. Co.: Sulphur, Okia.

1949

The Billboard

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Smith, Geo. Ciyde: Scalp Level, Pa.; Gallitzin 1-10. smith's Funland: Coalton, O. Sompp Greater: Jefferson, Wis.; Fond du Lac, Wis., 8-14. Southern Valley: Manafield, Mo. Sparks, J. A.: Sturgis, Ky. Srader, M. A.: Russell, Kan.; (Fair) Frank-lin, Neb., 8-13. Star Am, Co.; Heber Springs, Ark.; Humnoke 1111 Starr. Joe: Diggins, Mo. State Fair: Hanover, Kan., 1-3; Clifton 4-6. Stephens, C. A.: Mayodan, N. C. Stephen's: Ollie, Ia. Stephen's: James E.: (Fair) Clearfield, Pa.; Buffalo, N. Y., 8-13. Stumbo, Fred R.: Crane, Mo. Sun Valley; Narka, Kan. Sunnet Am. Co.: (Fair) Thief River Falls, Minn., 1-4; (Fair) Canton 7-9; (Fair) De-corsh, Ia., 11-14. Tatham Bros.: (Fair) Milford, Ill., 1-4. Tennessee Valley Am.: Rome, Ga. Thiess & Welch United: Minonk, Ill. Thomas: (Fair) Hamlet, Ind.; (Fair) Greencastle 8-13. Thomas Joyland: Franklin, Ind. 3-10; Niobrara 12-13. Tidwell, T. J.; Alva, Okla. Tinaley, Johnny T.: (Hunter St.) Atlanta, Ga. Tip Top: (Tipperary Hill) Syracuse, N. Y.; Elbridge 8-13. (See CARNIVAL ROUTES, page 70)



Beatty, Clyde: Great Bend, Kan., 2; Hutchinson 3; Wichita 4; Arkansas City 5; El Dorado 6; Newton 7: McPherson 8; Salina 9; Junction City 19; Abilene 11; Concordia 12; Emports

Biller Bros.; Kingston, N. Y., 2; Poughkeepsie 3; Ellenville 4; Monticello 5; Liberty 6. Cole Bros.; Denver, Colo., 1-3; Colorado Springs 4: Canon City 5: Grand Junction 6: Salt Lake City, Utah, 8-9; Pocatello, Idaho, 10; Dillon, Mont., 11; Butte 12; Missoula 13.

Dailey Bros.; Oshawa, Ont., Can., 2; Kingston 3; Brockville 4; Cornwall 5; Joliette, Que., 6

Davies, Ayres & Kathryn: Rogers City, Mich., 2; Onaway 3; Otsego Lake 4; Grayling 5 Roscommon 6; West Branch 8; Tawas 9; Caro 10; Sebewaing 11; Bad Axe 12; Harbor Beach 13.

Gould, Jay: Winsted, Minn., 2; Olivia 3-4; Buffalo Center, Ia., 5-6; La Porte 8-9; Wilton Junction 10-11; Alpha, Ill., 12-13.

Hunt Bros.: Gloversville, N. Y., 3; Cobleskill 3, Stamford 4; Delhi 5; Margaretville 6.

Kelly, Al G., & Miller Bros.: Tyler, Minn., 2; Ortonville 3; Wheaton 4; Breckenridge 5; Pergus Falls 6.

King Bros.; Outlook, Sask., Can., 2; Watrous 4: Tindale 5; Nipawin 6; Sturgis 8.

Showmen's League Benefit on Royal **Crown Raises \$600**

LOGANSPORT, Ind., July 30 .-Jamboree, held on the Royal Crowi-Shows here Thursday night (28) thru the co-operation of Owners Eddie and Dolly Young, yielded \$600 for the Showmen's League of America. It was a success, not only from the money-raising angle, but for the entertainment it provided.

Held in the Cotton Club top, music was by the Cotton Club ork, directed by Punch Miller. Talent from the grandstand show of the fair consisted of Henry and His Dogs; Virginia Dean, contortionist; Buster and His Dog, Thomas, W. A.; Milligan, Neb., 5-7; Elgin and the Hitch Hikers, comedy acrobats.

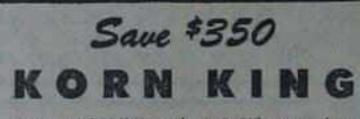
Vanities of 1949 contributed Peggy and Jeanette, dancers, and Jimmy Doss and Bobby Lee, comics, to the bill. The Side Show offered Adrian, stripteuse, and Miss Carlyle, singer. Talent from the Royal Crown Cotton Club revue, produced by Charlie Taylor, included Bobby Seals and Henry Reno, comics; Tiny Kennedy. singer; Dottie Terrell in a fire dance, Ann Taylor in an iron jaw routine, and Slim Hill, Arnold Taylor, Nora Overstreet, Della Cobb, Lena Atkins and Jessie Mae Shepard.

Jimmy Doss and Charles Calloway handled emsee chores. Joseph Sciortino arranged the show. Don Greco was on the mike for the Buick award. Harry (Irish) Gaughn assisted in handling tickets, and Jack Kaplan lent a hand by driving the SLA Buick here for the occasion.

Visitors included Peasey Hoffman, Johnny J. Jones Exposition; Robert K. (Diggers) Parker, president of the Showmen's League of America; Joe Streibich and Walter Driver, secretary and treasurer, respectively, of the SLA; Walter Hale, John (Shick) Lempart, Harry Simonds and Harold Gordon.



5 0 U FI T N E A POPCORN EQUIPMENT



An eye-POPPING value! SAVE more than you spend on KORN KING . . . a moneymaker that's been proved by 70 years' experiance. Simple to operate. Sensational . . the way it piles up profits!

BUILT TO SELL FOR \$675-NOW

Mills Bros.: Traverse City, Mich., 2; Cadillac 3; Manistee 4; Ludington 5; Muskegon 6; South Haven 8; Benton Harbor 9; Allegan 10; Hastings 11; Charlotte 12; St. Johns 13, Folack Bros. (Eastern); Battle Creek, Mich.,

3-6; Ashland, Ky., 8-10; Lexington 11-17. Polack Bros. (Western): Santa Barbara, Calif.,

2-3; Los Angeles 5-14.

Ringling Bros. and Barnum & Bailey; Chicago, 111., 1-7.

Rogers Bros.: Salida, Colo., 2; Leadville 3; Minturn 4; Rifle 5; Delta 6; Montrose 8. Roy's One-Ring: Gilbon, O., 3; Miller City 4. Seal Bros.: Florence, Ore., 6.

Misc. Routes Send to 2160 Patterson St., Cincinnati 22, O.

Ameri-Congo Animal Exhibit: Cherryville, N

C., 3-4; Kings Mountain 5-6. Miller's, Irvin C., Brown-Skin Models: (Isam) Wichita Palls 8; (Century) Dallas 9; (State) Dallas 10-11; (Ritz) Fort Worth 12.

Pan-American Animal Exhibit: Jonesville, Va.

Plunkett's Stage Show: Alliance, Neb., 1-J: Hemingtord 4-5; Bridgeport 8-10; Oahkosh 11-

Slaut, Toby & Ora, Players; Manchester, Mich., 1-6; Hillsdale 8-13,

Mehl Resigns Baker Post

manager of Baker's United Shows, is buying trip.

now with the Buff Hottle Shows. He resigned his post with the Baker org Saturday (23) in Noblesville, Ind. CHICAGO, July 30 .- Tom Mehl, Mehl recently was in St. Louis on a

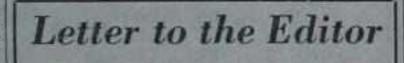
Things are "Popping" at POPPERS! What d'ya need? We've got supplies and new or

POPPERS SUPPLY CO., of

POPPERS can SUPPLY you!

used equipment for popcorn, candy apples, carmel corn, candy floss, snowballs, etc. No matter what your requirements, we can fill your order,

1315 Vine St., Philadelphia 7, Pa. SNO-KONES, POPCORN, CANDY FLOSS, For the most complete line of supplies for these items at money-saving prices, get in touch with Gold Medal Our 1949 catalogue will be sent upon request to those in this business. Kids and curiosity. seekers, please save stamps. GOLD MEDAL PRODUCTS CINCINNATI 2, OHIO 318 L THIRD ST.



Brookville, Pa. July 26, 1949

Gentlemen:

In the July 2 issue of The Billboard on page 63. I see a piece written by a Starr De Belle, where a small circus had a wreck at a tunnel near Big Cliff, Colo., and that while the tracks and wreck were being cleaned up they unloaded some of the equipment and gave a show inside the tunnel. Then, after seven shows were given in the tunnel, they went on to the town they were supposed to play. Now, I understand from an old carnival owner, there is a party who writes and thinks up crazy things like this and which are published in your paper. What I want to know is did this really happen or is it one of this guy's get ups?

Respectfully, Jack M. Baker

Phila.

LOmbard 3-9020

Amazingi The new low price on SUPER STAR THEATER POPCORN MACHINEI Amazingi The way this SUPER STAR will pop-up unimagined profitsi Amaz-ingi The way this SUPER STAR will sell-out ... at this astounding reduction! TRENCH FRIED POPCORM Save \$94 WAS \$519-NOW

Limited! THE SUPER STAR COUNTER MODEL Nothing limited floor space. Nothing limited about the profits. Nothing limited about the value. A SURE-FIRE, SUPER STAR BARGAINI

SAVE \$103 ON THE SILVER STAR COUNTER MODEL

Save \$144

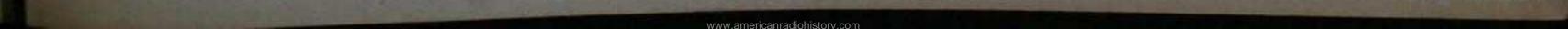
WAS \$589-NOW

NO FINER POPCORN AT ANY PRICE. Attractive Boxes and Bags . . . Seasoning with exclusive FARMER BOY flavor.

(NOT ILLUSTRATED) The SILVER STAR counter model is slightly smaller than Super Star Model. It proves a terrific profit-maker.



Write ..., Wire ... Phone For Our Complete NEW CATALOG





Take on Holiday Par

NEW YORK, July 30. - Ideal weather over the week-end, with the mercury and humidity at reasonable levels, brought a bonanza to beach resorts and parks in the New York area, attendances in many cases equaling those of the July Fourth week-end.

First break in the torrid heat hit the New York area Friday night (22), and Saturday (23) came up with the most comfortable temperature this region has been favored with in weeks. With Sunday (24) equally pleasant, attendances at outdoor spots zoomed to record levels both days.

Million at Concy

Coney Island estimated attendances at 800,000 Saturday and at 1,350,000 Sunday. While the heat wave resumed Monday (25), a week-day attendance record was established at Coney Tuesday night (26), with a turnout of 550,000 spectators for the weekly display of fireworks.

Rockaway Beach also hit the jackpot with beach, Boardwalk and amusement area jammed with 1,000,-000 Saturday and 1,200,000 Sunday. Fireworks, off the Boardwalk in front of Rockaway's Playland, Wednesday night (27), drew a big turnout despite late-afternoon thunderstorm and overcast sky.

Jones Beach Anniversary

Swanky Jones Beach, which celebrates its 20th anniversary August 4, chalked up the biggest week-end of the season, with attendances of 135,-000 Saturday and 130.000 Sunday. Since its opening in 1929 this beach has been host to more than 67,000,000 Cor perce reports. This represents Atlantic Beach, on the south shore of Long Island, reported estimated attendances of 60,000 Saturday and 65,000 Sunday, Orchard Beach, on Long Island Sound, drew 90,000 Sunday. Westchester County's Playland. Rye, N. Y., registered a week-end total of 50,000 visitors. All Westchester County park units broke week-end and one-day attendance records the past week-end.

Nifty Weather Million \$ Pier Switches to Free Gives Gotham Gate, Flickers to Stem Biz Slump

PARKS-RESORTS-POOLS Communications to 188 W. Randolph St., Chicago 1, Ill=

ATLANTIC CITY, July 30 .- With Friday (22), Jimmy Costello canceled the season going into its final month, his engagement on the pier. Costello Million Dollar Pier has again switched policy in an effort to attract attendance.

The 20-cent gate admission, adoptet earlier in the month after a fling at operating with a free gate, has been dumped-reportedly as the result of vociferous beefs from independent concessionaires who have guarantees and percentage: at stake.

Newest move to hypr the gate is presentation of burlesque movies in the Hippodrome for "adults only." Altho the ballyhoo, particularly newspaper ads-unless one reads the fine print-creates the impression that its a live show, the presentation is actually a screen adaptation of a burlesque show, titled A Night at the Follies. Picture is shown continuously every day until midnight. Admission is 50 cents.

Nickel Rides for Kids

Return of the free gate has helped create a flow of patrons, particularly on week-ends. Also designed to stimulate attendance are bargain days for the pier's kiddieland on Mondays and Thursdays, with the dozen or so kid units each priced a nickel.

With start of the burlesque movie

Funspots, Devices **Garner 34 Million** Take, Report Shows

WASHINGTON, July 30 .- Amusement parits and amusement devices Blaze Destroys Building, hit an all-time high in receipts in 1948, with an estimated take of \$34,000,000, the U.S. Department of an increase of a million dollars over previous high in 1947. th Over the last seven years, parks and amusements devices grossed an estimated \$184,000,000 broken down as follows: 1942, \$18,000,000. 1943 \$20,000,000; 1944, \$22,000,000; 1945. \$25,000,000; 1946, \$32,000,000; 1947. \$33,000,000; 1948, \$34,000,000.

staged an audience participation show, Everybody's Welcome. in the pier ballroom at a 50-cent gate with merchandise prizes offered. The program was also broadcast over WMID.

Costello, who has been unhappy over affairs at the pier from the start -starting as a morning show and then moved to the evening-claims that he closed shop because the pier failed to give him 100 per cent star billing and proper advertising, as called for in his contract. He also said that he contracted to play in the Hippodrome Theater but was put in the ballroom instead, where lack of seating facilities hindered his presentation. Costello was originally contracted thru Labor Day.

Heat Aids Olympic's Pool, Picnic Area

IRVINGTON, N. J., July 30. -Olympic Park played to big attendance this week, but with mercury roosting at the mid-90 level, the park's huge swirr pool and the refreshment stands in the picnic grove are the top money-makers.

The bill at Olympic's Circus Arena features the Chambertys, a speedy-tempoed four-person comedy casting act, a good draw despite the heat. Other acts on the bill are Clem Bellings and His Comedy Pooches, the Shanghai Twins, contortionists, and the Musical Mixes, musical novelty.

Costumes at Blackpool ing moving the Griffith Park Zou to

Weather Helps Det. Beaches, **Hurts Funspots**

DETROIT, July 30 .- A heat wave plus threatening weather Sunday (24), hurt business at the various out door amusement spots in and near Detroit. Edgewater and Walled Lake especially were hard hit Sunday by the threatening weather.

The heat wave helped the beaches Jefferson Beach, on Lake St. Clair and Eastwood enjoyed good business Eastwood officials reports the poo there is having its best season on record.

At Bob-Lo Park, the S. S. Wayne brought 528 persons Sunday from Toledo. This may be continued as a weekly excursion policy and next year it may become a daily operation Manager Harold Gorry recently returned to Bob-Lo from a visitation tour to other parks. He reports plans in the making for the addition of another thrill ride next season and a two-mile railway.

Park business proper was not hur at Eastwood by the sudden closing of Eastwood Gardens as the result of difficulties besetting the Gene Krupa band. Disappointed Gardens patrons, in some instances, helped swell the business at rides, shows and concessions. The publicity undoubtedly helped draw a tew additional patrons to the park itself.

On the average, business is down around 20 per cent at Detroit parks. An encouraging factor is that numerous picnics are booked for remainder of the season.

L. A. Zoo Mulls Move

LOS ANGELES, July 30. - City recreation officials here are consider-

Set New Funspot Near Cincy

CINCINNATI, July 30 .- Horseshoe Ranch, a Western-style funspot on Ohio Route 264 between nearby Cheviot and Cleves, is scheduled to open July 31 with the ladies' Shrine booking an outing for the date, according to E. Brewn, of Washington C. H., O. The park is eight miles from downtown Cincin ati. Among incorporators are Mr. and Mrs. E. A. Richards, carnival concessionaires, who own 50 per cent of the stock. Directors include Justin Aylor, president; Elmer A. Richards, vice-president, and Frances Aylor, secretary-treasurer.

All Wet

CLIFFSIDE PARK, N. J., July 30 .- The 11th annual Diaper Derby, promoted by 'rumthumper Bert Nevins at Palisades Park Wednesday (27) was transformed from a creeping. baby contest to a free-stroke swim marathon when rain hit the park just after the preliminary heats had been run off. The 30 babies, all in the 6 to 18-month age category, who were Antered in the 60-foot straight-away crab race, will get another chance to show their form next month.

Promotion Itch:

LONDON, July 30 .- An earlymorning fire recently gutted the Ice Drome Building in the South Shore Pleasure Beach Park at Blackpool, England's top seaside funspot.

Costumes of practically all members of the cast of Ice Parade of 1949, principal attraction of the spot, were lost when roof of the building collapsed.

larger quarters. The present zoo in the 4,253-acre park is too small to permit expansion and to increase the present exhibit of 1,000 animals.

San Diego Zoo Adds Apes

SAN DIEGO, July 30 .- rour Barbary apes, believed the only ones in captivity in this country were obtained by the San Diego Zoo from the Wassenaar (Holland) Zoo in exchange for two jaguar cubs according to curator Ken Stott.

Wildwood Kid Promotion

WILDWOOD, N. J., July 30 -S. B. Ramagosa is building small fry pacronage on Tuesdays and Fridays at his Casino Areade Park here by scaling all ride prices to nine cents on those days between the hours of 10 a.m. and 6 p.m.

Woodside Skeds 2 Bargain Days

PHILADELPHIA, July 30 .- In a move designed to hypo park attendance, Norman Alexander, manager of Woodside Park, has drastically reduced the price of rides. Starting Monday (25) and continuing thru the remainder of the season, all units will be priced at 10 cents every Monday and Thursday. Prices include tax for children under 12, but adults have to pay the city and federal tax totalling 3 cents.

Included in the reduced rate are the Wildcat, Skooter, Superliner, Water Skooter, Cuddle-Up and most other attractions. Concession prices

The park's Crystal Pool also features reduced prices do y after 6 p.m., except Sundays and holidays. the pool at night.

MONTREAL, July 30 .- Rex Billings, | comparison to the dividends earned in manager of Belmont Park here, increased his advertising budget 25 per cent this year in an effort to hypo biz. But he didn't stop there. He concentrated on promotion ideas, ones that would gain newspaper publicity.

One of his best, and one that accounted for plenty of editorial space, had to do with-of all things-the mosquito.

Billings wrote to The Montreal Star offering \$2 worth of passes on park amusement devices "to anyone who could find a real live honest-to-goodness mosquito in Belmont Park"

Serious Offer

"This is a serious offer," Billings wrote. "Belmont employs the most modern type of DDT power spray apparatus. As a result we feel we have the pest completely eliminated from the park. We challenge our visitors to prove us wrong by producing a a single specimen caught within the park. No ringers are to be smuggled in, however. It must be a legitimate capture.

"The more pleasant we can make our chief attractions to the tourist, the more American dollars come to this country. It is just good sense. The actual cost of spraying was small in of asphalt paving, etc.

public good will," Billings's letter stated.

Billings Gives Montreal Folks

A Chance To Put "Bite" on Him

The Montreal Star went big for the letter, using a half column of type. plus a picture. A week or so later the same paper carried a highly complimentary editorial on Belmont Park.

Billings reports park revenue is up 10.7 per cent this year and 1.7 per cent in attendance. Per capita, he said. is approximately the same as last year.

Hannefords Featured

The George A. Hapneford family moved into Belmont Park late this month for a four-week stand. The Pete Kortes Circus Side Show, Billings reports, is repeating its amazing business of last , ear. It has an entire new show this year.

The Conklin Shows operated eight major rides in the park, featuring the new Flying Disc, and also a modern Kiddieland with the Little Dipper and Wendler Boat Ride ne this season All told the park has 23 rides.

Some \$150,000 was spent during the remain unchanged. winter on additions and improvements, including a new 60 by 100-foot Arcade building, a concessions building, with fronts by Jack Ray, and the addition Floodlights are used to Illuminate

The Billboard

PARKS-RESORTS-POOLS

WORLD'S LARGEST

EXCLUSIVE MANUFACTURERS OF

AUTHENTIC MINIATURE TRAINSI

FOR BIGGER PROFITS.

"GET THE BEST"

55

A. C. Tabs Top Week-End Play

ATLANTIC CITY, July 30 .- The biggest crowd since the Fourth of July week-end invaded this resort Sunday (24). Sizzling temperatures in the cities were principally credited with motivating the estimated 300,000 visitors. Attendance was considered even more impressive than the holiday week-end which had four days in which to build its record crowd of almost 500,000.

On the beach alone, the crowd was estimated at 218,500-second largest bathing crowd of the season and only 3,500 under the 228,000 on the beach July 3.

By mid-afternoon Saturday (23) all beachfront hotels were jammed. as were most side avenue hotels, while rooming houses did a booming business.

Horwitz Kidland

(Continued from page 49) Spot's midway is black-topped thruout.

Kiddie Rides

The eight kiddie rides are a Herschell-Spillman Auto Ride, Lucas Boat Ride, Pony Cart and Century Flyer, with 800 feet of track, made by National Amusement Davice Company, Dayton, O.; an Allan Herschell two-abreast Merry-Go-Round and three rides designed and built by Horwitz, including a Rocket, Octopus and Ferris Wheel.

A No. 12 Eli Ferris Wheel and a Sellner Tilt-a-Whirl attract the adult trade.

Spot has an 18 by 32-foot lunch stand and six concession buildings, housing a ball game, milk bottle game, balloons, catrack, fish pond,



Despite still another week-end | . . . Mrs. Jimmie Kyrimes is recov-

weather, good for a record crowd, the chances for a Mardi Gras celebration are not very encouraging. This to judge from the slim attendance at a meeting, the first called by Carnival Company Prexy Moe S. Silberman and Executive Secretary William A. Nicholson July 20 to learn whether sufficient contributions would be forthcoming to make the event a possibility. Four hundred and fifty general notices were sent out; 43 more went to larger contribs. Out of this total only 37 responded. Reaction was definitely on the negative side. Another powwow is on for July 27. Cash needed is 35G. Individual cost to each concessionaire is to be the amount of the 1949 Promotion Fund plus 15 per cent. At this late date 167 have not as yet even made contributions to the fund.

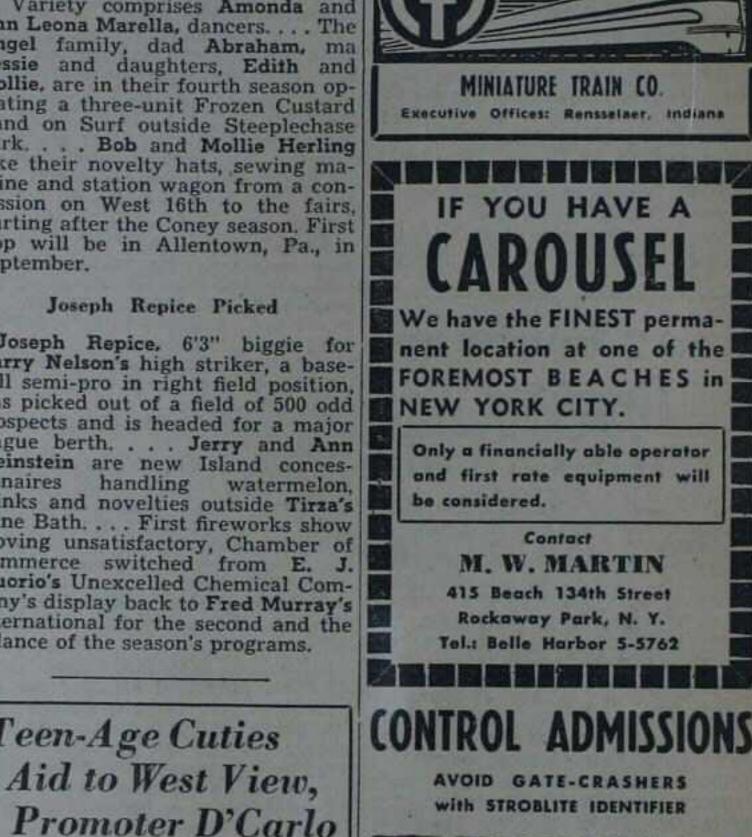
Concessionaires along Jones Walk include Wilfred and Eva Long, with Mrs. Grace Terra and Mrs. Rose Fortunato, associates, souvenirs; Manpei Yoshida and Yumico Nobu, helper, fortune-telling birds; Herbert Weaver, six units of Shuffle Skill games from the United Manufacturing Company, Chicago, installed July 9; Victory Dispensing Company (Isadore Klein, prexy), seven Pepsi-Cola machine; Keller Bros. and Company, comprising Jerome, Rudolph and Richard, brothers, and dad Julius and ma Elizabeth, Island newcomers and successors to Gill and Long, 19 Star Game miniature ball-rolling units; Morris Joffe and Irving Harrison, popcorn and candy floss; Clara Razzano and Johnny Bianco, balloon race; Sam Sims, 30 years on Coney, and Freddie Walden. assisted by Sam's daughter, Bobby, comic tintypes; Jimmie and Johnnie Santo, helped by Mike Sasso and Danny Rosenzweig, fishing pond; Leon Shushan and assist, Artie Hering, ball game; J. McLaughlin with Harold Monihan, Tom Cunningham, and Dominick Mainolfi, pony track, and Dora Masurac, her brother Tom and her nephew Paul Zonig, 19 units of Scientific brand of Pokerinos plus shoot-til-u-win and guess-yourage.

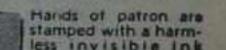
(July 23-24) of beach-patronizing ering from a sprained right arm as the result of a fall. . . . Bill Norton, talker, shifted from Tirza's to Variety Girlie Show and Rusty Lee from latter to former. New talent at Variety comprises Amonda and Ann Leona Marella, dancers. . . . The Angel family, dad Abraham, ma Bessie and daughters, Edith and Mollie, are in their fourth season operating a three-unit Frozen Custard stand on Surf outside Steeplechase Park. . . . Bob and Mollie Herling take their novelty hats, sewing machine and station wagon from a concession on West 16th to the fairs, starting after the Coney season. First stop will be in Allentown, Pa., in September.

Joseph Repice Picked

Joseph Repice, 6'3" biggie for Harry Nelson's high striker, a baseball semi-pro in right field position, was picked out of a field of 500 odd prospects and is headed for a major league berth. . . Jerry and Ann Weinstein are new Island concessionaires handling watermelon, drinks and novelties outside Tirza's Wine Bath. . . . First fireworks show proving unsatisfactory, Chamber of Commerce switched from E. J. Wuorio's Unexcelled Chemical Company's display back to Fred Murray's International for the second and the balance of the season's programs.

Teen-Age Cuties





which becomes visible

under the Stroblife

UV Lamp Widely

used in Ballrooms

Rinks, Pools, Amuse-

Write for

Information

ment Parks etc.

7-11 game and Skee Ball alleys.

Motor City opens in April each year and runs until after Labor Day, depending on the weather. Weekday hours are 6 to 10:30 p.m., and all day Saturdays, Sundays and holidays.

Price Cuts

Ride prices this year were cut from 14 to 9 cents, with a special of 6 rides for 50 cents. Prices on major rides were cut from 20 to 12 cents. The result, Horwitz says, is more business, from the volume standpoint, and the income about the same as under the previous price policy.

capacity and what appears to be a good midway crowd actually is likely to be small. Estimated total attendance on a record Sunday was around 3,500 persons.

Party Promotion

Horwitz promotes birthday parties at the park. His publicity stresses the ease with which a party may be staged and how it relieves mother of all the hustle, bustle and worry usually associated with home birthday parties for moppets.

Park advertising is confined largely to newspapers. Horwitz concentrating he bulk of it in the three daily mettropolitan sheets. Radio, handbills and community newspapers virtually are ignored.

Horwitz, who for a number of years operated the Motor City Shows, has no expansion plans in mind for his Riddieland but he will continue his policy of keeping it modern in every respect and replacing old rides with new ones as they hit the market.

Pyros Back at Holyoke Spot

HOLYOKE Mass., July 30 .- Mountain Park officials have announced the resumption of regular Tuesday night Stillwell. fireworks displays at the funspot, after having suspended the shows for several weeks because of the extended drought. The action was taken after fire wardens announced that the forest fire hazard was lessened sufliciently to permit reopening of State woodlands.

Cyclone Ride Personnel

Cyclone ride in existence 22 years on Surf, corner West Eighth, op-The park, being small, is limited in erated by Sea Coast Holding Corporation of which Chris Feucht is prexy and George Kister, treasurer, has for its personnel, Henrico Galluci, maintenance chief; Charles Del Conti, maintenance helper; David call for an entire midway allotted Hamilton, watchman; William Davis, to exhibit booths. relief man; Fred Gropf, William J. Irwin, Jack Messiana and Frank W. Burns, platform men; A. T. Belford Fifty prominent society leaders in and A. A. Pecoroni, ticket sellers; Pittsburgh have been recruited to Sigurd Jenssen and John Darragh, chaperon the contestants during relief ticket takers; George W. Tupper, extra, and Edward Feucht, son of Chris, second fare checker.

> Melodies, instrumental and vocal, are hitting an all-time high on Henderson's Walk with the Buxbaum Bros., operators of the Shamrock House on the Bowery corner, and the Shaw Bros., supervising the Howard Johnson bar, grille and ice creamery, on the Surf front, the competing factors in the general whoopee, and Police Captain Walter Winterholder and Chamber of Commerce prexy, George A. Mc-Cullough, the arbitrators. The Shaws, Al, Harry and Mike, together with Harry W. Berk and Bennie Lefkowitz, principal contact man, also opcrate another Johnson enterprise on

Shorts: Louis Marano's new balloon game concession on Luna's front has Al Lesser, formerly with the Grevhound Racer in Feltman's, and Harry Koren assists. . . . Paul Stone is associated with Al and Mollie Plant in a Bowery photo gallery.

PITTSBURGH, July 30. - Don D'Carlo, hustling Pittsburgh theatrical agent, seems to have hit on a natural promotion stunt with his Junior Miss America pageant, the finals of which will be held here August 10 and 11 at West View Park.

D'Carlo has been working on the project for a year to build interest. This season franchises were granted for contests in 25 cities. All local winners are skedded to participate in the finals at West View.

A new money-making twist developed when manufacturers of Junior Miss clothing scrambled for exhibit booths. The unanticipated demand resulted in an acute shortage of space, but plans for next year

Jimmy Fidler, film columnist, is the national honorary chairman. their three-day stay here.



Ferris Wheels, Kiddie Roller Coasters and the Famous

CENTURY FLYER MINIATURE TRAIN

Operating now in more than 100 leading parks in the United States with gratifying results.

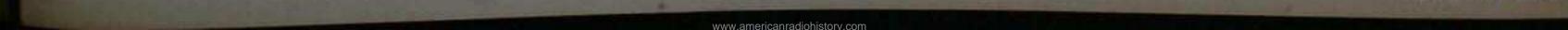
Roller Coaster Chain, Rails and Equipment on Hand WRITE FOR INFORMATION TO

NATIONAL AMUSEMENT DEVICE CO. - Dayton 7, Ohio

U-DRIVE BOAT CONCESSION

Including concrete basin 5 inboard boats, fully equipped shop building, focated in Mission Beach Amusement Center, in heart of new 14 million dollar bay development. San Diego California, population 368,000. No competition. Priced low, with terms. Live and work in best business and climatic conditions in the country. Write

WARNER AUSTIN, Mgr., Mission Beach Amusement Center SAN DIEGO & CALIF.



The Billboard

56

MIRCHURS DO Communications to 188 W. Randolph St., Chicago 1, Ill.

Okay Weather Welcomes R-B To Chi After Heat Spell

CHICAGO, July 30. - Chicago, Frank Braden was the first of the couple of weeks with temperatures in the high 90's, put on its best bib and tucker, weatherwise, here today as Ringling Bros. and Barnum & Bailey Circus moved in for a nine-day stand.

The opening matinee crowd, which gave the show a near three-quarter house, was welcomed by a bright sunny day, with a cool breeze. The weatherman's prediction for tonight and Sunday was for fair weather, with the temperature Sunday not to go over the 85 mark.

Given a break in the weather, the R-B org is expected to do big business here. Advance flack was heavy.

King Continues To Register Top Biz in Canada

CARDSTON, Alta., July 30 .- King Bros.' Circus, which has been enjoying top business in most Canadian spots since leaving the States early this season, continues to register good business.

show recorded a capacity matinee lar business. and near-capacity night crowd. The day before in MacLeod, business at both shows was strong, altho lighter than anticipated, inasmuch as the weather was perfect. Folks apparently shied away from price of ducats.

Blarmore, Wednesday (20), gave with a three-quarter matinee despite cold, windy weather. At night It was a sellout in the face of cold and a light rain. Org's lot here was small and show had trouble getting on.

which has been sweltering the last R-B praise agents on hand. He was joined here the middle of the week by Allan Lester, and Roland Butler moved in Friday (29).

Prices here were \$3 for reserves, \$1.50 for grandstand, and 80 cents for kids. Side Show admish is 50 cents.

Org moved in here from South Bend, Ind., without a hitch and everything was up and ready in plenty of time for the opening matinee which got under way promptly at 2:15 p.m. Night show time is 8:15 p.m.

Spots this week-four in Indiana and one in Ohio-gave with okay biz, altho only two, Dayton, O., Monday (25), and Indianapolis, Tuesday (26) gave with full houses. In Dayton, where the weather was hot, matinee draw was light but it was an over-now at night. In Indianapolis the show ran into showers, both afternoon and night, but despite this org registered a three-quarter matinee and capacity at night.

with okay business, but nothing startling. Hot, humid weather held down attendance. In Fort Wayne, Ind., Thursday (28), with the weather much the same as in South Bend, it was a half house at the matinee and near three-quarters at night. Kokomo, Here in Cardston Friday (22), the Ind., Wednesday (27), gave with simi-

> Columbus, Springfield and Lima, all Ohio, accounted for good houses. Columbus, Saturday and Sunday (23-24), proved the best of the three, org getting capacity at the four shows, despite hot weather. Springfield, Friday (22), gave with a three-quarter matinee and a full one at night. It was the same Wednesday (20) in Lima.

L. C. Wallick was host at a dinner for John Ringling North in Columbus, Saturday (23), and North re- claimed an hour of mourning in tribported that business to date, while ute to the showman and civic leader. spotty, has been okay.



CHARLES SPARKS Chas. Sparks Is Victim of South Bend, Ind., Friday (29), gave Heart Disease Funeral in Macon, Ga.

HOT SPRINGS, July 30 .- Charles Sparks, 67, former circus owner, died in St. Joseph's Hospital here Thursday (28) of heart disease. Funeral services, altho not definite, will be held next week in Macon, Ga., his home for the last 29 years.

Altho out of outdoor show business since the death of his wife, Addie, in 1938, Sparks nevertheless maintained interest in all phases of the business and was a visitor at all carnivals and circuses playing in and around Macon.

When news of his death reached Macon, Mayor Lewis Wilson pro-

Rain Sloughs **Cole Date at** Fremont, Neb. Topeka, Kan., Big

August 6, 1949

FREMONT, Neb., July 30 .- Rain sloughed Cole Bros.' date here Tuesday (26), org getting less than half houses at both shows. Lot was a quagmire.

Saturday (23) at Lincoln, Neb., weather was ideal and show did strong business at both performances.

In spite of temperatures hovering around the 100 mark and a light rain al night, the org chalked up a red one in Topeka Kan., Thursday (21). Matinee was better than three-quarters, while night show drew capacity.

Florree Galt, Cole p.a., did a bangup job in Topeka, getting front-page publicity in both morning and afternoon papers the day of the show. She arranged a tie-in with a disk jockey to broadcast from astride an elephant in downtown Topeka. She also garnered plenty of publicity with a bowtie tying contest, with Mayor Frank Warren attending and Phil Gibson, president of the Chamber of Commerce, acting as timer.



30 .- A two-day stand here (26-27) for Mills Bros.' Circus was hit by rain. As a result, business was on the light side. Matinees did fair business but night attendance was light.

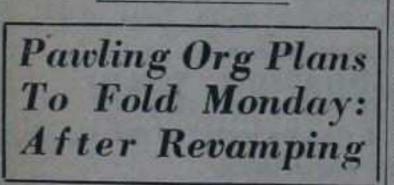
Spencer Huntley, 47, **Bull Trainer**, Dies

DARTMOUTH, N. S., July 30 .-Spencer F. Huntley, 47, elephant trainer on Robbins Bros.' Circus, died here Thursday (28) of heart disease. Spencer opened season with Mills Bros.' Circus and had been with Robbins four weeks.

Huntley's wife, Helen, who was in Chicago at the time of his death, was to have joined him next week. Funeral will be in Waterloo, Ia., probably Tuesday or Wednesday.

30 years in outdoor show business included working the Cole and Hagenbeck circuses. Last year the Huntleys worked their elephants as a free act on the United Exposition Shows.

leaves his father, Frank H., and a grounds of Berlin's Zoological Garsister, Helen, Waterloo, Ia., and five dens. The Indian Show, operated in brothers, Clyde and Howard, Rockford, III.; Bill, Clinton, Ia.; Paul, is running in the red and has only Waterloo, and Don, Springfield, III.



CHICAGO, July 30 .- Harold J. Rumbaugh, owner of the John Pawling Great London Circus, plans to shutter his org Monday (1) at Valley City, N. D., for reorganization and reopen again September 5, according in larger cities. to reports here this week.

answer.

baugh is trying to sell the now and equipment, but so far no deal has touring France in conjunction with Macon, for 29 years. He spent about been made.

Cliff Aeros Scores Okay Biz in Berlin; **Touring Units Click**

BERLIN, July 30 .- Cliff Aeros Circus is playing here with a good line-up of circus acts, featuring Caesar, wire-walking lion. Show, a newcomer in town, presents a special vaudeville show Saturday Born February 7, 1902, Huntley's nights, running from 10 until after midnight. This idea, being a novelty for postwar Berlin, is proving a good draw,

Dillenberg's Circus Museum, with its big collection of relics, is playing In addition to his wife, Huntley to poor business at its stand in the conjunction with the museum, also five performers working.

Erdwin Schirmer's renowned Artists' Archives, in Hamburg, lost considerable material thru bombings but has reassembled thousands of photographs, posters, programs and other circus relics, and is currently celebrating its 40th anniversary. Schirmer, a former acrobat, started his collection in 1909.

Summer season has been good tor several of the larger circuses playing the Western Zone of Germany, among them being Emile Wacker's Circus Apollo, Circus Hagenbeck, Circus Krone and Circus Franz Althoff. These shows play one day to a week

Queried by wire regarding the re- good line-up of circus acts, plus the then owner of Cole Bros." Circus, but ported closing, Rumbaugh failed to water spec originated by the rate he became ill after a few weeks in Robbins Bros. stand here, Thursday-Jacob Busch. Gnidley's Midget Cir-Report also is current that Rum- cus, first German circus to play foreign territory since the war, is French Cirque Napoleon Rancy.

Born in 1882

place in the business. Born in Park day before in Ishpeming, under aus-City, Utah, in 1882, Sparks started in show business as a youngster, play- ter Sports Club, both shows sold ing trap drums and dancing with a out. group of roving musicians. Shortly after he met John H. Wiseman, later known as Sparks, Pennsylvania circus owner, whose wagon show at that time was touring Western mining camps. The show owner gave the youth a job with the show and later adopted him. The youngster changed his name to Charles Sparks.

The Sparks Circus advanced from a wagon show to a one-car railroad show, then to two cars and finally to 20 cars. When the elder Sparks died, 3-Day Barry Date Charlie became manager and thru the years operated the org in close association with Clifton Sparks, son of John H.

The Sparks boys catered to women and children with their show and at the time Charlie sold the show to the American Circus Corporation in 1929. he proudly reported that he never had experienced a losing season. The show played the same territory, Eastern United States and Canada, every year. When the show was small, he played it the year around. Later, as web: the Three Maxello Sisters, tumit grew, he established winter quar- bling; Bill Dietrich's ponies: Archie ters in Salisbury, N. C., and later Mayo's horse, Pansy; the Olveros, moved it to Macon.

Bought Downie Org

Unhappy in retirement, after selling the show in 1929, Sparks purchased Downie Bros,' Circus, a motorized show, in 1930. He operated that org, out of Macon, until the death of his wife. He returned briefly to the business in 1948 when he Circus Apollo is scoring with a signed as advisor to Zack Terrell, winter quarters in Louisville and resigned, returning to Macon. Sparks lived in Hotel Dempsey, (See Charles Sparks Dead, page 59) uled.

This was the poorest Michigan spot in weeks for the Mills org. which has been registering big houses. From an obscure beginning as a In Munising, Saturday (23), org showman, Sparks rose to a prominent drew two capacity houses and the pices of the strong Ishpeming Win-

> Escanaba, Thursday (21), gave a three-quarter malinee, despite rain, and a full one at night. Org was sponsored by the Kiwanis Club. Iron River, Mich., proved a disappointment Tuesday (19). Matince was strong but night attendance light.

Ashland, Wis., Saturday (16), gave with two overflows.

In Van Nuys Is Okay

VAN NUYS, Calif., July 30 .- Barry Bros.' Circus did okay business here on a three-day stand auspiced by the Van Nuys Optimists' Club, Show was produced by Forrest Freeland. Ross Clark was director, announcer and equestrian director; Vernon Colbert, producing clown, and Mel Ardick fronted a six-piece band.

Acts included Loretta's dogs; Anita, perch; the Titians, hand balancing; the Maxellos, acro and Risley, and Learmant's elephants and ponics, worked by Eddie Allen, Yakima Jack was in charge of the Side Show which featured Winny Herrsley, bird girl.

Lot Change Hurts Robbins

MONCTON, N. B., July 30 .- A last-minute change of lots hurt the Friday (14-15), bringing light matinces and strong night houses. Show played in a suburb instead of in the city proper as originally sched-

Hot Weather Hurts Beatty Matinee Take

Night Attendance Okay

ALBUQUERQUE, N. M., July 30 .-Hot weather has hurt matinee business for the Clyde Beatty Circus, but night attendance, in Colorado and New Mexico, has been okay, S. L. Cronin, general manager, reports.

Org's two-day stand here Monday and Tuesday (25-26) was not up to last year, principally because matinee attendance was off. Org moved back into Colorado for a two-day stand in La Junta Friday (29) and today and then moves into Kansas.

Cloudy weather at Las Vegas, N. M., Sunday (24) cut the matinee draw. Weather cleared and night show played to capacity.

In Trinidad, Colo., despite okay weather, org drew only a half house at the matinee Saturday (23), and a three-quarter night house. Estimated attendance at both shows was around 5,000. Same was true from the attendance standpoint in Walsenburg, Colo., Friday (22), but it could be blamed on the weather, which was cloudy in the afternoon with rain at night.

Night biz in Colorado Springs Thursday (21) was okay but matinee was light.

Mobile JCC Files \$3,000 Suit Against Biller Bros.

MOBILE, Ala., July 30 .- The Mobile Junior Chamber of Commerce filed a \$3,000 suit against Biller Bros." **Circus in Mobile County Circuit Court** here Thursday (28). The JCC charges it did not receive its share of the proceeds for sponsoring the show here April 8-10.

UNDER THE MARQUEE

Talk in flicker circles is that Burt | with a heart attack followed by a Lancaster, screen star who toured Cole Bros., will have the lead in circus film to be built around the Ringling show and directed by Cecil B. DeMille. . . A. B. Shore, Rochester, Ind., clothing merchant and one of the backers of the original Cole Bros.' Circus, recently was quoted at length in praise of the current Cole performance in The Rochester News-Sentinel.

Trustworthy bill-car boss is one who can prove that he never made a speech against covering paper.

Roy Barrett, clown, after closing with Hamid-Morton in Richmond Va., is vacationing in the home of Hip Raymond, in Fort Montgomery, N. Y. Barrett opens his fair dates in Springfield, Mo., August 14-19, He then will play Southern fairs, the final being at Tupelo, Miss., October 8. Barrett will be at Fort Montgomery until August 10. . . . Ernie Thompson, clarinetist with King Bros.' Circus since opening this season, left at Raymond, Sask. He visited the Chicago office of The Billboard last week, en route to his home in Alexandria, Va.

Day of the horse was done when the auto was invented, and that of the six-horse drivers, too.

Billie Davison, Pontiac, Mich., caught the Ringling-Barnum show when it played Detroit, meeting Fay Rom'g and other friends. MISS Romig is the daughter of Carl and Elizabeth Romig, former performers. . . . Polack Bros.' Eastern Unit made such a hit in Marquette, Mich., that the newspaper, The Mining Journal, carried an editorial on the show, urging people to attend. . . . Charles Robinson, late of the Dales Circus, has returned to his home in Philadelphia after a check-up at the Naval Hospital, that city. He is still under medical attention.

gall bladder operation. . . . Mr. and for several weeks this season with Mrs. Virgil Kist are the parents of a daughter, Sandra Joanne, born in Sarasota, Fla., July 17. Mother is the former Pat Cartier, who was an aerialist with Ringling - Barnum. Father is a former usher on the same show. . . . Russell Harrison, who started the season as trombonist with Seals Bros.' Circus band, recently underwent an operation on his spine in the Veterans' Hospital, Des Moines. Harrison, in past years, has been with Cole, Dailey, Beatty, James M. Cole, Stevens and Bell Bros.' Circuses.

> man working his charges in a center ring. assisted by five beautiful girls, and, while cursing the bulls for lousing up a routine. tries to smile and take bows with his fair assistants.

gave a farewell party at their home recently for Mr. and Mrs. John Kries, CFA, who will move to their new home in Tampa. The Ulrichs' granddaughter, Gail (Coke) Ulrich, moved recently to Norfolk. . . . Art Miller. contracting agent, and Al Lindemann, advance, of the Kelly-Miller Circus, were recent guests of Frank Kindler, CHS. . . . The Five Eriksons and Conchita played the Steel Pier, Atlantic City, week of June 18, after which they left to play a fair date in Selinsgrove, Pa. They returned to the Pier for week of July 25. The Eriksons will play the Clearfield (Pa.) Fair, August 2. and then rejoin Conchita in Atlantic City, where she is playing for the season. The company will leave New York December 10 to play a

ers, bless their kindly hearts, will have completely forgotten that they were angry at the dear old opposition brigades.

A-1 BAND CLARINETIST

AT LIBERTY

Formerly Solo Clarinetist 41/2 years with the U.S. Army Band.

Professional Bands: If you can't at least cut Karl King's Golden Dragon, save your time and mine.

Amateur Bands: If you can play, have pleasant surroundings and climate, let me hear from you.

Ernie Thompson 416 S. Lee St. Alexandria, Va.



The Billboard

Weather Clips Biller Bros.

WILLIMANTIC, Conn., July 30 .-Hot, humid weather held the Biller Bros. draw to two-half houses here Thursday (21).



BOX D-221

Care Billboard, Cincinnati 22, Ohio

CIRCUS WAGON PHOTOS Both old and new shows. Selis-Floto, John Rob-inson, Hagenbeck-Wallace, Al G. Barnes, Rob bins, Austin Bros., Tom Mix, Beatty, Sparks 47, Dalley, Dodson's and Royal American Shows, and 1949 views Biller Bros. and RD. Pre-war prices. Free 5x7s with quantity order. Free de-tails. Write 2745 Bush Blvd., Ensley, Birmingham 8, Alabama



If the day-and-dating of two shows builds up interest among circus goers, as often stated, it's the invention of the century.

Beatty Circus, with one of his feet to leave the show in Albuquerque, at home under care of two doctors night crowds. and nurses. . . . S. B. Russell, his daughter, Elsie, and grandson, Robert R., closed with the Bartone Comedy Company at Winchester, O., and are at home in Coalgate, Okla. Russell was boss canvasman and Elsie was on front ticket box. The Russells will be at home until September 1 when they will make Oklahoma fairs. They saw Cole Bros. in Kansas City, Mo. Russell was a circus cook for 12 years.

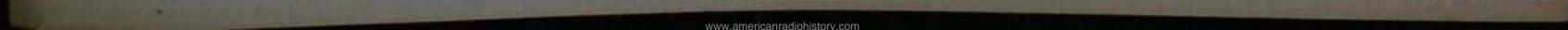
Short runs are always tough for the trainhand, whose preparations for going to bed are interrupted by his routine of getting up.

Red Carter, billed as the singing bum cop, is booked to play police shows in Michigan City, Ind., Au-gust 5-7, and in South Bend, Ind., August 8-10. . . , Mr. and Mrs. Tom Gregory and daughters, Dorothy and Virginia, visited the Ringling-Barnum show in Akron, Toledo and Lima, O. . . . Doc Waddell held memorial services on Mills Bros.' Circus for Irv J. Polack, Denny Pugh and May Curtis, wife of Bill Curtis, ... Recent visitors to James Heron's Wild Life and Animal Oddities Exhibit in North Dakota were Bill Ayers, promoter and booking agent from Minot, N. D., and James M. Beach, general agent of the John Pawling Circus. Heron and Beach were on Andrew Downie's Walter L. Main Circus. . . . Dr. H. F. Troutman, Huntington, W. Va., has returned home from the hospital, where he was confined two months

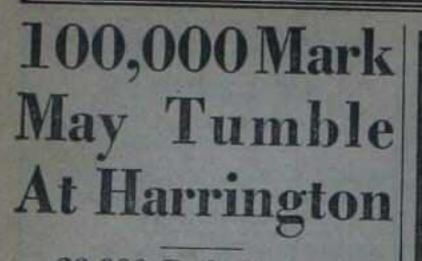
Threatening weather in the afternoon and a downpour at night Mon-Col. Frank J. Walter, of the Clyde day (25) hurt Seal Bros,' Circus here, org getting only small houses. in very serious condition, was forced Saturday (23) in Blaine, Wash., and Wednesday (20) in Stanwood, Wash. N. M. He flew to Houston and is brought full matinees but small

The Al G. Kelly-Miller Bros.' Circus scored here July 27 with a full night house, after a strong matinee. It was the first circus of any size to play here in 20 years.

capacity night house after a fair matinee.



58



20,000 Daily Average

HARRINGTON, Del., July 30 .- Officials of the Kent and Sussex Fair optimistically predicted that the annual would smash the previous attendance mark of 100,000 before the end of today's closing sessions. Attendance since the Monday night (25) preem has been averaging about 20,000 daily, and this gives credence to the hopeful prediction of Brinton Holloway, general manager, and other fair execs.

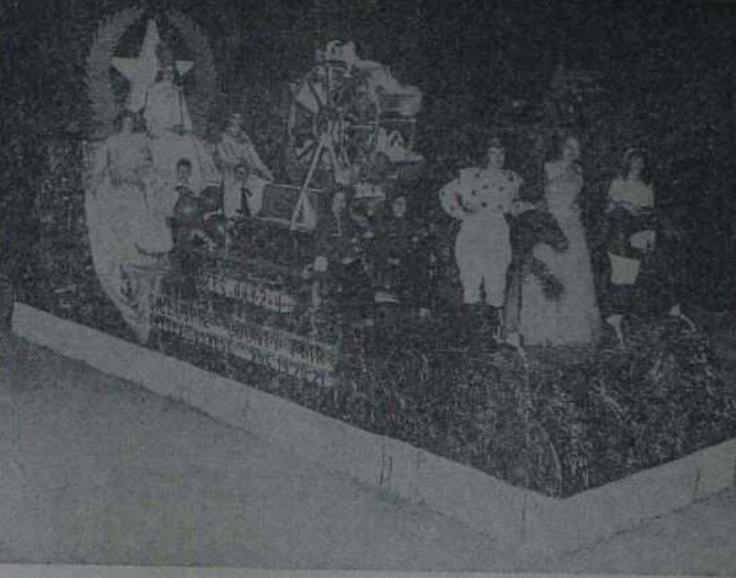
An estimated 20,000 were on hand Monday night to jam the grandstand area for a thrill show presentation and to give the Endy Bros. Shows on the midway top play. Tuesday (26) another crowd of 20,000, including an estimated 5,000 youngsters, were on hand for Children's Day, The week's top crowds were expected Wednesday (27), Governor's Day. The Monday night audience set a new record.

Grandstand Features

Harness horse racing was featured In front of the grandstand Tuesday thru Friday (29) afternoons. A George A. Hamid & Son revue and acts were night features.

Memorial services were held Wednesday in front of the grandstand for fair officials who died during the year. The ceremony was in honor of Ernest Raughley, secretary of the fair association since 1918; J. Morris Harrington; W. H. Cahall, and Joshua Smith. A plaque was erected in their memory. Speakers included George A. Hamid, who has supplied grandstand attractions at the fair for a number of years.

FAIRS-EXPOSITIONS Communications to 188 W. Randolph St., Chicago I, Ill.



BUILT ORIGINALLY for one appearance, this float used to advertise the Gillespie County Fair, Fredericksburg, Tex., has been employed repeatedly in parades thruout Texas to build up interest in the annual. Fair execs believe the attractive float has paid for itself many times over.



CALGARY, Alta., July 30 .- Calgary Exhibition and Stampede, Ltd., is considering enlarging its fairgrounds to handle the increasing crowds which have attended the show in recent years.

J. Charles Yule, exhibition manager, said in a letter to Mayor J. C. Watson that "public saftey makes it imperative that more space be made available on the grounds next year."

Tulsa Manager

TULSA, Okla, July 30 .- Mrs. Letitia Dabney, w has been associated with the Tulsa Fair 23 years, has been named manager by the newly formed corporation which now controls the Increase Over 1948 fairgrounds,

The corporation leased the grounds for ten years from Tulsa's county commissioners following passage of an enabling act by the 22d Oklahoma Legislature. The corporation, which now is in charge of the fair's operation, has a 41-member board.

Saskatoon Up 15% at Gate, 10% on Take Crop Outlook a Boon

August 6, 1949

SASKATOON, Sask., July 30 .-Saskatoon Exhibition thru Thursday (28), the fourth day of its six-d: run, was running 10 per cent ahead of last year in almost every department. Despite menacing clouds and slight showers Monday and Tuesday (25-26) that cut into the gate, attendance thru the first four days was up 15 per cent over the corresponding period in '48, S. N. Mac-Eachern, exhibition manager, said,

The Royal American Shows continued to show a constant increase in midway receipts in their trek over the Western Canadian Class A fair circuit, racking up grosses for the first four days that topp d those of last year by about 10 per cent, Mac-Eachern said. Grandstand receipts and 'ncome from other sources also hewed close to the 10 per cent increase pattern.

Excellent crop prospects in the Saskatoon area were ascribed as the reason for the strong attendance and spending.

Minot, N. D., Shows Thru First 4 MINOT, N. D., July 30 .- North Dakota's State Fair here Friday (29) entered the fifth day of its six-day

run with attendance and receipts in various departments running ahead

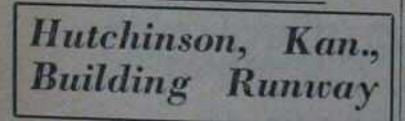
bers for a parade and competition yesterday. Auto races are the feature attraction skedded for today.

Crack Seattle Police Drill Team Set for PNE Parade

50-man Seattle police drill team will of the agricultural and livestock diparticipate in the annual Pacific National Exhibition (PNE) parade here August 24. Special cash prizes are awards will be distributed at the 108th offered for jallopies which will feature a comedy section of the parade. culture has allocated \$3,500 in rize A cup for the best-appearing band money and the remainder will be put will be given for the first time this year. Seventeen bands already have of which Edward J. Carroll is presiagreed to march.

Leaksville Dates Sept. 5-10

LEAKSVILLE, N. C., July 30 .- The Tri-City Agricultural Fair, sponsored by the Leaksville-Spray Lions Club, will be held at the Leaksville Fairgrounds September 5-10. Three large tents will be used to house exhibits. Special days are being planned.



WASHINGTON, July 30 .- Kansas State Fair is building a landing strip on the grounds at Hutchinson, Kan., so that farmers will be able to fly their own planes direct to the fair, Exposition of Progress, to be held the Civil Aeronautics Administration September 10-18 in Woodside Park, (CAA) announced here.

flying farmers are expected to use County Fair, Westchester, N. Y., the landing strip at this year's fair, for "untenable reasons." which will be staged September 48- recently conducted the first Inter-24. September 20 has been designated national Exposition of New Inventions as Flying Farmers Day.



Fireman turned out in large num-ers for a parade and competition Barrington To Award \$9,000 in Premiums

GREAT BARRINGTON, Mass. July 30 .- Premium books for the 1949 Barrington Fair will reach the printing stage this week and will be ready for distribution within a few weeks, VANCOUVER, B. C. July 30 .- The according to A. W. Lombard, director VISIONS.

Approximately \$9,000 in cash fair. The State department of agriup by the Barrington Fair Association, dent and general manager. Dates for the fair are September 24-October 1

San Fernando Valley Annual Adds 14 Acres for Parking

NORTHRIDGE, Calif., July 30 .-An additional 14 acres for parking test, square dancing and two nights facilities have been added to the of rodeo events. San Fernando Valley fairgrounds, Manager Max Schonfeld said. Other improvements this year include a new roof for the grandstand, new rest rooms and \$11,000 spent in flood lighting.

The State has \$250,000 invested in the grounds and within the next 10 years an additional \$750,000 will be spent, Schonfeld claimed.

Pittera Exits Westchester

STAMFORD, Conn., July 30 .- Fred Pittera, show director of Stamford's reports his recent resignation as According to CAA, several hundred managing director of Westchester Pittera at Grand Central Palace, New York

position Corporation eliminates the former county-appointed fair board under which Mrs. Dabney served last year as secretary-manager after 22 years as assistant manager.

Angleton, Tex., Plans 100G Spending on Improvements

ANGLETON, Tex., July 30 .- Improvements on the fairgrounds here. totaling \$100,000, will include a 2,000capacity arena, measuring 90 by 150 feet, with a 20-foot ceiling; a livestock display and rodeo arena, with a capacity of 2,000; a new horse barn, an a icultural exhibit building adjoining the present home demonstration building and extension of the present poultry building.

The fair prize list has been increased to \$2,500 for the '49 event, with cash prizes to be awarded in all divisions. Special events will mclude a style show, amateur boxing, a beauty queen contest, amateur con-

Red Lion, Pa., Annual Far Below '48, Says Spangler

RED LION, Pa., July 30 .- The Red Lion Fair (18-23) was hard hit by turn followed by two days a ruling rain this year and as a result business was far below 1948, B. M. Spangler, ites that children be prohibited from secretary-general manager, an- entering or leaving he city for five nounced this week.

Annual lost Monday night due to c-ses here. rain' and two other nights were partially lost for the same reason. Attendance was down 30 per cent, Spangler said.

Annual this year had the largest number of commercial and automobile of Greater Cincinnati and Carthage exhibits since before the war. The Fair has s.t September 13-17 as dates Jack J. Perry Shows, on the midway, of the 1949 annual, which gets under had 10 rides, 8 shows and 55 conces- way a day earlier this year Opening sions.

The lease to the Tuisa Fair and Ex- of last year to the corresponding point.

> Gate receipts were up \$6,000 over '48 for the first four days, according to H. L. Finke, secretary-manager. The Jimmy Lynch Death Dodgers racked up grandstand grosses Monday and Tuesday (25-26) which topped those by another thrill show here last year.

> On the midway the Sunset Amusement Company receipts also were up. with Art Spencer's Liondrome and Milo Anthony's Cavalcade of Wonders setting the pace. Grandstand show, booked thru Barnes-Carruthers Theatrical Enterprises, Chicago, also was reported to be piling up bigger grosses than in '48,

Barkley Again Set For Springfield, Ill.

SPRINGFIELD, III., July 30 .- Vice-President Barkley will head the Governor's Day program Thursday, August 18, at the Illinois State Fair here. it was announced Thursday (28). Barkley, then a U. S. Senator and candidate for the vice-presidency, was "'e principal speaker the same day last year.

The announcement that he will re-Tuesday (26) by local health authoridays because of the number of polio

The fair is scheduled to open August 12 and run thru August 21,

CINCINNATI, July 30,-The board feature will be a Pageant of Progress.

COLVERNMENT FRAME

Logansport, Ind., Hit by Heat, Rain; Gate Is Down 20%

LOGANSPORT, Ind., July 30. -Hot, humid weather, punctuated by rain, cut attendance at the Cass County Fair here this week. Rain hit Tuesday (26) and hurt today, the closing day of the seven-day event.

The gate for the first six days was down about 20 per cent from last year, according to William (Babe) Thomas, fair secretary, who said that receipts from the grandstand and the midway were down at least as much.

Thomas pointed out that the fair's attraction line-up was one of the strongest in the event's history and that only the weather prevented the annual from matching last year's business. He expressed particular satisfaction on the attractiveness and strength of the Royal Crown Shows, holder of the midway.

Other attractions included Joie Chitwood's Thrill Show, in Sunday (24); Major Bowes's Original Amateur Hour, in for one day, and a revue booked in thru Henry Leuder for four nights. Wonder Bros.' Circus, booked in thru Boyle Woolfolk, was slated for a matinee and evening performance but at noon today it was doubtful that the performances would be given due to rain.

Harness horse races were presented three afternoons and running races two afternoons.

Auburn, Calif., Annual Offers \$36,631 in Prizes

AUBURN, Calif., July 30 .- Premiums totaling \$36,631.50 have been offered by directors of the 20th Agricultural District for their annual fair here, September 16-18. The list, approved by the State department of finance, will be available August 1, according to Manager L. F. Morgan.

Junior exhibits will be emphasized



MRS. LETITIA DABNEY has been named manager of the Tulsa (Okla.) State Fair by a new corporation which has assumed control of the fairgrounds. She has been affiliated with the fair 23 years, having served 22 years as assistant manager and, for the past year, as secretary-manager.

Judy Canova Signed For Iowa State Fair

DES MOINES, July 30 .- Iowa State Fair has completed its program for the 1949 event, August 26-September 2, with the booking of Judy Canova as a grandstand attraction for the closeing day's program September 2.

Secretray Lloyd Cunningham has moved his entire staff from the State Capitol to the fairgrounds for making final preparations while a \$50,000 improvement program is nearing completion for the 91st annual exposition.

The improvements work includes construction of three new rest room units, addition of 2,500 cubic feet of topsoil to the fair's half-mile dirt track, sidewalk construction and road repair.

Syracuse Sets Judy Canova & **Two Auto Races**

SYRACUSE, July 30 .- Judy Canova and two days of auto racing top the grandstand bill at New York State Fair, which opens here Labor Day for five days.

The flicker-radio star will appear nightly as principal in an elaborate revue. Stock car races will open the fair on Labor Day and a 100-mile AAA-sanctioned championship big car meet will be staged the final day. Both race events will be directed by Ira Vail. Automobile thrill show presentations and fireworks are also skedded for in front of the new 7,500seat grandstand.

Race drivers inked for appearance include Bill Holland, Indianapolis winner; Emil Andres, Mauri Rose and Rex Mays,

Agricultural premium awards are expected to reach nearly \$100,000. More than 15,000 copies of premium books have already been distributed and fair officials report a record response from prospective exhibitors.

Live Television Shows

Additional features include the Better Homes Exposition and the largescale production of live television shows which will be telecast directly from a specially built studio at the fairgrounds.

The Better Homes Show will be held in the Manufacturer's and Home Builder's Center, largest structure on grounds. The television show has been allotted 3,600 feet of space in the Television and Pure Foods Building.

Special events include athletic contests, dog show, and show horses competing fc. \$6,000 in prize money in the Coliseum Monday thru Thursday nights. Nearly 50 teams of draft horses have been entered in the horsepulling contest.





ADEL,

IOWA

this year with allocations of \$5,007 for 4-H Club and \$3,138 for Future Farmers of America. Dairy exhibits and beef cattle exhibits will be allotted \$8,625.

CHARLES SPARKS DEAD

(Continued from page 56)

nine months of each year there, the 1.250,000 SEE AQUA other three in visiting the East and in Hot Springs. It was while on his regular visit to Hot Springs that he died.

In Macon, Sparks was a civic nine performances. leader, having served as a director of a local bank and in many philan- Sheehan said, was favorable because thropic activities. He was a member for the first time he handled it as of the Shrine and various showmen's his regular routine instead of cutting clubs.

Daning FEATS!

THE STRATOSPHERE MAN has an amazing variety of stunts that makes this patrons come back for more again and again! THE BILLBOARD CINCINNATE

Booking Our Own Independent Midway at UU August 25-28 Grant County Agricultural Society Co-Op, Lancaster, Wisconsin Inquire A. S. DeBUHR, Secretary

Frozen Custard for our Fair, Aug. 15 to 20, inci-Lacellent location on midway, next to grand-stand. Write

CLINTON S. RIMMEL, Secy. Noble County Fair, Kendallville, Ind.

Altho work on the new girl's 4-H dormitory is progressing it will not be ready for occupancy until the 1950 fair.

(Continued from page 45)

outs again, with turnaways each night for a 41,000 attendance for

The Saturday midnight show, it up with the Elks Lodge which had sponsored that night performance in past years.

As of Thursday afternoon (28), Sheehan reported sellouts for Thursday, Friday and the first show Saturday night (28, 29, 30) with Sunday advance well on the way to a sellout.

The Wednesday night (27) performance was the 106th consecutive show in eight years without a rainout, Sheehan pointed out, crossing his fingers. The Saturday midnight show found the customers drenched after the performance was nearly over. The Monday night run (25) was rushed thru as clouds threatened. Altho the city was deluged by an all-morning 3.35 inch rain Wednesday, skies cleared in plenty of time to dry the grounds and permit the night performance to go on,

RR FAIR GATE ZOOMS (Continued from page 45)

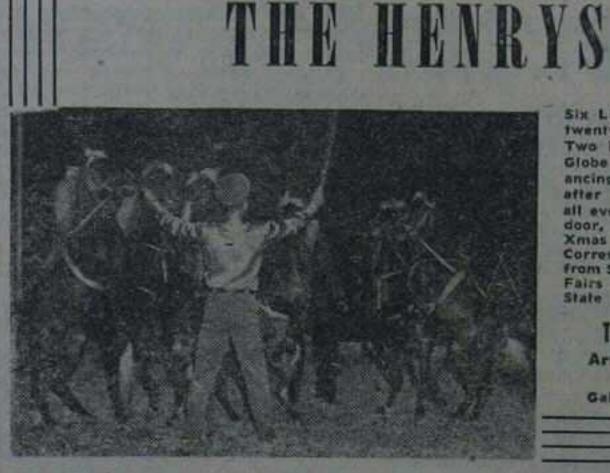
the week and 60 cents on week-ends.

Pony ride suffers from a shortage of help, but biz continues strong with the 1-cent second ride gimmick. Manager Norman Hechtman said he could do capacity business even with more space and equipment.

Maj. Lenox R. Lohr, manager of the fair, reported press and radio coverage is topping that given the Century of Progress, held here in '33 and 34.

Neillsville, Wis., Cancels NEILLSVILLE, Wis., July 30 .-Fair here has been canceled due to the polio situation.





Six Liberty Poniestwenty Performing Dogs. Two People Rolling Globe and Novelty Balancing. Have open time after October 15th for all events. Outdoor, Indoor, Food Shows and Xmas Shows. Correspondence invited from Secretaries Florida Fairs following Florida State Fair.

THE HENRYS Art and Marie Box 270 Gainesville, Texas

Billboard Booking Agency and

Shrine Circus Units

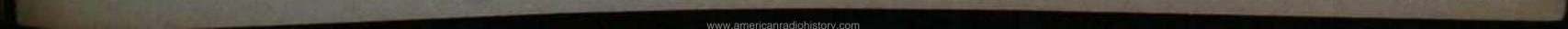
521 S. 5th St., Louisville, Ky.

Fair Secretaries & Civic Committees in Eastern States

We can furnish Individual Acts or complete Grandstand Shows for your attractions. We have contacts for all kinds of Indoor and Out-of-Door Amusements. Few late dates still available.

Organizations, Acts and Actors

please send us your literature and photos with description of talents for bookings immediately of for future. Always send all information available and permanent address. Several good ones now with Central and South America this winter. Dave Little, Slim Grad, Jimmie Adams, answer.



Spending Off 25% at Salem For Jones Org

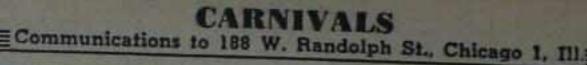
Hot Weather Hurts

SALEM, Ill., July 30. - Sizzling weather, polio scare and a general tightening of purse strings combined to knock 25 per cent off the 1948 spending pace for the Johnny J. Jones Exposition at the Soldiers and Sailors' Reunion here the first four days this week.

Crowds were smaller than usual, according to veteran observers, who maintained the spending ratio was about the same, but that didn't appease the general slow-up of funds toward the office wagon. While the Salem run usually has been a good criterion as to what may be expected when the fair season really gets under way, the 100-degree-plus daily mercury knocked out afternoon business, and there was a noticeable shortage of small fry at all times. A special kiddle matinee was held Friday (29) with a heavy demand for ducats good on prize drawings.

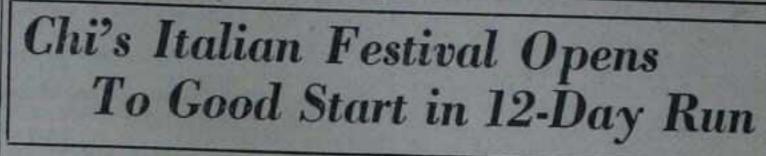
Admiral Blanding and Governor Stevenson spoke here Thursday afternoon (28) to an audience of "sticks," the notables plus the Great line-up this year is an array of mid-Lakes Naval Training Station band way shows, most of which were supfailing to draw many more than those who rode in the parade.

Allen Gilbert's New York Follies and Jerry Jackson's Hep Cat Revue were unusually well received, while Dick Best succeeded in grinding out a fair percentage of the business with rides, supplied jointly by the Big Four his freaks. Rides generally were off Amusement Company and Sam Goldmore than 40 per cent.





JAMES E. STRATES, owner of the shows bearing his name, his son, James Jr., and Renee Baron, feature dancer with Jack Norman's revue, were guests on the WPTR Luncheon Club program while appearing in Albany, N. Y. From left to right are James Jr., Miss Baron, Howard Maschmeier, announcer, Owner Strates and William Schnaudt, commercial manager. Program was aired from the Empire Room of the Ten Eyck Hotel, which annually houses the New York fair meeting.



CHICAGO, July 30 .- Second edition of the Italian Festival, which last year yielded a profit of \$185,000 to its sponsors, 18 Catholic churches, opened Wednesday (27) for a 12day run at 12th and Cicero with every indication that, it would net another whopping profit. Proceeds go toward the establishment of an Old Peoples' Home.

New to the festival's attraction plied by Ray Marsh Brydon. Absent this year are roulette and dice games, which last year netted sponsors a reported \$35,000.

In addition to midway shows, there are 10 major rides and two kiddle stein's Greater Majestic Shows, over Bertha (Gyp) McDaniels, along 160 concessions, two exhibit tents which house exhibits of Italian food products and other commercial displays, a stage upon which contributed talent is presented and a free high act. No admission is charged to the sprawling layout, but there is an abundance of money-earning units. Layout is poor, with concessions and eating and drinking stands obscuring or else preventing some shows from spreading their fronts advantageously. Tommy Sacco, Chicago booker, again is the top man in the attraction end. He booked in Eric Erickson, high act, as the free act for the first six nights and the Great Eugenes, wire act, for the last six nights.

Brydon has eight of the 10 midway shows. Units booked in by Brydon include Leo Singer's Midgets, Del Hall's freak animals, Glenn Porter's Torture Show, David Logsdon's Side Show, Norman Smith's Funhouse, Dusin brothers' midget cattle and their Big Dog-Little Horse Show, and Wimpy Schroepel's Penny Arcade. Other shows are a Mechanical Farm and Cuban Mack's Side Show.

Thru the first three nights the festival registered good business. Huge turnouts are expected over the two week-ends.



Hennies Swings On Fair Season At Urbana, III.

August 6, 1949

URBANA, Ill., July 30.-Hennies Bros.' Shows launched their fair season here this week at the Champaign Country Fair, a new one to its route, and it chalked up a satisfactory gross for the seven-day engagement, which closed Friday night (29), despite rain which hit two days.

Sunday (24), with a free gate, provided a good crowd, consisting largely of family trade. All departments registered good biz. The kiddle rides got an especially strong play. Showboat, Negro unit, paced the shows.

Tuesday (26) was marred by rain, but the skies cleared by 4 p.m. and the night crowd was surprisingly good. Friday (29) also was hit by rain, but the fair's usual two big weekdays, Wednesday and Thursday, had clear weather.

Size of the fairgrounds made it difficult for the shows to set up, but Manager Noble Fairly succeeded in sandwiching everything in, and the show was ready to open at 4 p.m. Sunday (24).

H.V.Rogers Dies Of Stroke at 62

ROCKPORT, Ind., July 30 .- H. V. Rogers, 62, owner-manager of the Rogers Greater Shows, died Monday (25) in Daviess County Hospital here.

Born in Carrolton, Ky., July 25, 1887, Rogers attended dental college and lacked only two months of finishing when he decided to enter show business. He operated his own shows for 28 years and had been engaged in some phase of entertainment for 40 years. He suffered a stroke June 16, 1944, a second stroke June 16, 1945, and another on July 23 of this year. During his illness he continued to function in his managerial capacity, conducting the business from his trailer. He made the trip from Harrisburg, Ill., where the shows played the fair, to Rockport in an ambulance, where his condition necessitated hospitalization.

with Josephine Haywood, returned to the midway, Mrs. McDaniels still being forced to take it very easy after a recent operation. S. J. Jessop, of the U.S. Tent & Awning Company, and Kinky Wolf, of St. Louis, were among visitors.

Garden State Scores Solid Biz in Jersey; 2 Units in Operation

DOVER, N. J., July 30 .- Garden State Shows chalked up a red one the week of July 18-23, plaving the Firemen's Fair at nearby Mine Hill, N. J. According to Manager R. H. Miner Jr., it was the first big week in nearly two months.

While a display of fireworks brought a good turnout and biz on Friday (22) night, the peak crowd turned out on closing night, Saturday, with the midway jammed and the crowd still coming in after 10.

Shows are currently operating as two units, a ride unit under Owner R. H. Miner Sr., and the main unit under R. H. Miner Jr. Units are plaving comparatively small fairs in this vicinity, which are good show spots.

Lot at Mine Hill was a good one, with plenty of parking space, which was a definite asset as the bulk of patrons arrived by auto. On the midway were a Ferris Wheel, Tilt-a-Whirl, Chairplanes and two kiddle rides, all of which did brisk business.

Back end had two small Girl Shows, a Crime Show and a Pit Show. Stripper Vicki was the top draw, with the Pit Show runner-up. Bingo was top money-maker among concessions with the grab joint and the candy apple-popcorn stand close seconds

Garden State has been playing the past week at Mt. Freedom, N. J., while the ride unit is at Hampton, N. J.

Muncie, Ind., Fair Postponed; Wagner Sets Fill-In Still Conn. Groups Lose

MUNCIE, Ind., July 30 .- A ruling by local health authorities prohibiting public gatherings because of the number of polio cases in this city today caused the postponement of the Muncie Fair which was scheduled to open tomorrow.

Cavalcade of Amusements, holder of the midway contract, announced it would substitute a still date at Kalamazoo, Mich.

The fair here will be held later in the season "if conditions permit," A. G. (Fred) Norrick, fair secretary, announced.

Earlier, two other Indiana fairs, Portland and Decatur, had canceled because of polio.

Reed to Kirkwood as P. A.

WASHINGTON, July 30. - Stan Reed this week announced that he has joined the Joseph J. Kirkwood Shows as press agent, Reed, who has flacked and general agented many orgs, is handling the advance for the Kirkwood showing here August 4-13.

Closed to carnivals by local ordinance since 1941, Fidler's United Shows, thru the efforts of General Agent Bobby Mack, succeeded in getting an okay from city fathers for a July 18-23 showing here under auspices of Veterans of Foreign Wars.

The date was a test engagement, the mayor and city council agreeing to the booking after receiving letters from committees and public officials of other cities, recommending the Fidler organization, said Mack.

Citizens were hungry for good amusements and filled the midway from Monday night on, Mack reported, and city officials, impressed with the show and its reception by the public, permitted the show to stay over thru Sunday (24). For the Fidler organization it was a bang-up week, with rides busy continuously. The Bubble Bounce was top money-getter.

Multiple \$\$ by Ban; Legislators Will Act BRIDGEPORT, Conn., July 30 .-The banning of all games of chance,

including raffles, by State Attorney Lorin W. Willis, has already cost and carnivals thousands of dollars. Approximately 137 carnival operations and 76 raffles involving major vision sets, have been affected.

As the result of strongly voiced resentment by representatives of by Frederick last season to the Granmany of the affected groups, includ- ite States Shows, the org now caring powerful fireman and veteran ries 5 rides, 2 shows, and from 17 to organizations, several legislators, in- 35 concessions, depending upon the cluding Sen. Benjamin Leipner, of date. All units have been outfitted Bridgeport; Sen. Stanley Stroffolino, with blue tops. of Norwalk, and Rep. Joseph V. Serina, of Westport, said they will Independence Day is reported by introduce bills in the Legislature to Frederick, following a fairly slow legalize games of chance at benefit start. The show returns next week to carnivals conducted by church, Ohio, to play the annual Ox Roast veteran, fireman and fraternal groups. and Homecoming at Hoytville.

He leaves his wife, Pearl, and two sisters.

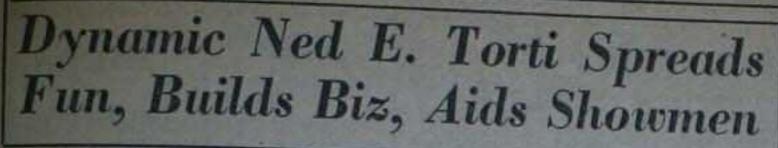
Motor States Move Into Detroit Suburb

DETROIT, July 30 .- Motor States Shows, organized this spring by Mr. and Mrs. Joseph Frederick, concession and ride operators on various shows in the past, returned to the Datroit area Monday (25) for a seven-day stand at Base Line, just north of the city limits of Detroit, under auspices of the Ascension Church, Business was slow at the start, being handicapped partly by the location two long blocks off any main highway.

The shows opened in the spring, April 14, on the same lot, also under the same church auspices, for a two-Fairfield County church, charitable week stand, doing very good business and civic groups sponsoring bazaars for a break-in date, according to Frederick. Show then moved on to various small and medium sized towns in Michigan and Ohio, among them prizes, such as automobiles and tele- St. Johns, Mich., where they were the first carnival to show in a dozen years.

Built around rides and shows leased

Notable pickup in business since



(Continued from page 46)

his uncle, who manufactured dolls and novelties. His brother, Louie, also received his apprenticeship the same way. Louie, who is Ned's senior by 14 years, then opened a business of his own which Ned later joined.

Branch sales offices were set up in Pittsburgh, Atlanta, Kansas City, Mo., and Dallas, and in '26 and '27, Ned, then not turned 21, called on them. It was in '28, when he hit voting age, that Ned took to the road to drum up carnival business.

Always one to poke fun at himself, Ned laughs at his first carnival visit with this remark: "The show owner's wife took one look at me, and exclaimed, 'My, what an ugly face!"" Pressed for the results of that visit, he concedes he left with an order and with some new friends.

His personality and persistence prevailed from that start and he built plains. up many contracts within a few years. The personal nature of his contacts is such that even now there are a great many in the carnival field who person-person him at his Milwaukee office to place small orders and who refuse to have any but him take the order.

One reason for this, it is believed, is that they get a bang out of hearing Ned talk and thus shun mailing or wiring orders and insist upon his own personal attention.

Joins Musketeers

Early in the '40s, Ned became an active member of the Musketeers. membership in which ranged from three to six and included Frank Joerling, manager of the St. Louis office of The Billboard; Sunny Burnet, then a salesman for show printing; Bernie Mendelson, representing a tent company; Jack Duffield, of Thearle-Duffield Fireworks Company, and Pat Purcell, then agent of a thrill show. The antics of the Musketeers at their peak enlivened many carnival lots and fairgrounds, and provided used since '23 but now completely some classic stories, such as the time they had an undertaker go to the home of the very-much-alive Joerling to pick up his body. This, Ned explains, was done because Joerling had "gotten out of line." Another classic had to do with a Dallas barber who, led to believe firm's branch offices were shuttered that the Musketeers had a direct, never-failing line to the racetrack were consolidated in the Milwaukee that always provided winners, asked to join on as their personal barber. Ned has put in much mileage on the road, sometimes 60,000 miles in one season. He estimates that his total travels have spanned 1,000,000 miles and, considering the years he has been at it, this appears to be a reasonable figure.

mals, but he didn't believe me."

One of the oddest requests he ever received was from Joe Weinberg, an old-time concession operator, in '29. Joe asked him for a carload of live ducks for a duck wheel which Joe was going to operate in an Omaha "street doings." Not in the least upset by the request, Ned rounded up a carload lot and dispatched the flock to Joe, who in turn sold out.

Biz Expanse

Plaster items continue to form the basis of the Wisconsin De Luxe's business, according to Ned, who estimates that the firm has made and sold about 18,000,000 pieces of plaster since it was founded back in the early '20s. Peak plaster shipments for one year was 120 solid carloads.

As long as women have children, plaster will be used as concession items, Ned maintains. "The kids break the plaster each year," he ex-

Leading novelty items now are plush toys, boudoir dolls, blankets, Western horses, aluminum ware, lamps and general household items, such as small furniture.

Years ago, apart from plaster, the most popular merchandise items were birds in cages, china tea sets, floor lamps, mama dolls, blankets, electrical appliances, aluminum ware and candy. Then the biggest users of merchandise were wheel operators. Now bingo is the biggest user.

Carnivals are putting out more merchandise this year than in the last few years, Ned says. Amusement park, he maintains, are giving out better, more costly merchandise.

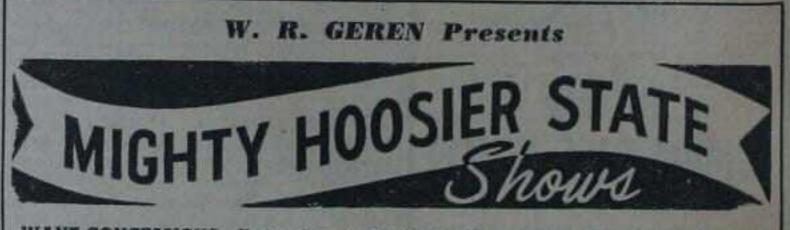
Public taste for merchandise items varies thruout the country, he says. In the Northern States, a greater amount of blankets, fishing rods. reels, thermos jugs and household items are used, whereas in the South novelty items, such as dolls and plaster, are in biggest demand.

ardent hunter and scarcely a year went by that he didn't go pheasant hunting in the Dakotas. He occasionally plays golf but disclaims any ability at it. "The only prize I ever won was as the best-dressed golfer at Delevan, Wis.," he points out, adding "and that was while wearing shorts.'

Besides his wide travels in this country, he went to Europe in 1923, where he spent 10 months, chiefly in France and Italy.

During the war years he maintained continuous correspondence with more than 100 G.I.-showmen. Touching on the war, he says, "In '41 I registered for the draft with a few other gentlemen in the business. My classifications were 3A 1A, 4F, and 4A. Had the war lasted, I might have hit the right number." Besides his wife, the former Mary Schultz, Milwaukee, to whom he was married in 1934, the Torti family consists of two boys, Ned Jr., 13, and Neal, 8, and a girl, Judy, 11,





WANT CONCESSIONS-Eating Stands, Drinks, Ice Cream, Cotton Candy, Snow Balls, Photo, Hi-Striker and any Hanky Panks for the following Fairs:

This week Marion, Indiana, Street Fair, August 1-6; Bicknell, Indiana, Knox County Farm Fair, August 9-13; Hartford City, Indiana, 4-H Open Fair, August 16-20; Camden, Ohio, August 22-24.

SHOWS-All open except Girl at 25%.

FOR SALE-Rides. I own 12. Have 6 for sale with fine transportation. 1942 Tilt-a-Whirl with new upholstery this year. New Allis-Chalmer Motor. This Ride is in line condition with two semis, 28 and 26-foot Fruehauf, new in 1947, with good tractors. Complete for \$9,500.00 CASH, 1948 Holl-o-Plane with semi and tractor just the sameas new. 1947 Flying Scooter with the best in transportation. 1946 Spittire with semi and tractor. All Rides are priced to sell. Come look them over at the above Fairs. Possession on Saturday night any week of purchase. All replies:

Service a Pride

Service to his accounts always had been one of the things Ned has prided himself on. However, once he wound up in a jam because of his efforts in behalf of an account. That was during the prohibition years when the late Larry Hogan, then advance agent for the Beckman & Gerety Shows, which was playing Topeka, Kan., asked him to bring over a little alcohol. En route Ned hit a cow and ended up in Leavenworth, Kan., suspected of being a bootlegger. Recounting that he was released thru the aid of Tony Martone, Gene Berni and Gregg Wellinghoff, the Intter then manager of the Kansas City of the Billboard, Ned recalls, "I told the arresting officer that the alcohol was to be used to rub down freak ani-

> ANT NAIL AGENTS FOR FIVE WISCONSIN FAIRS. DUGENE CAIN WALLACE BROS.' SHOWS Wisconsin Rapids, Wis.

Belt Line Production

The Wisconsin De Luxe plant, modernized, contains 150,000 square feet of floor space. The plaster items are made on a belt line production system but there is still a large element of hand labor involved, Ned points out. During the peak of the season 80 persons are employed. The in the early '30s, and all operations plant.

Always one for fast action, Ned only recently entered the prize package candy business in association with Walter Hale, press agent-show-This firm, the Wisconsin man. Candy Corporation, occupies a threestory building at 17th and Vleit streets, Milwaukee, and employs 20 persons. Currently, the firm is conducting a campaign to place its product in motion picture theaters, as well as in the outdoor field. Sweets are sold by means of a motion picture trailer and a whopping surprise was registered when the candy and film was introduced in Chicago's Loop-a development which had been considered an impossibility.

Apart from his business, Ned devotes much time to showmen's club activities. He is the chairman of the Ways and Means Committee of the Showmen's League of America, in which he holds a life membership, and currently he is pushing the SLA bank campaign which he initiated. He also is a member of the National Showmen's Association, the Greater Tampa Showmen's Association, the Michigan Showmen's Club, the International Showmen's As-sociation, Heart of America Showmen's Club, and the Hot Springs Showmen's Club. He is also a member of the Tripoli Shrine, Milwaukee, and of the Royal American Shows Shrine Club.

W. R. GEREN, Owner

MIGHTY HOOSIER STATE SHOWS, MARION, INDIANA, THIS WEEK.

WANT WANT WANT **GREENE COUNTY FAIR**

3-Days-Nites-3, Waynesburg, Pa., Aug. 10-11-12

Will Book-Eating and Drinking Concessions, Stock Concessions only. Side Shows, Motor Drome, Fun House, Monkey Show. Rides that don't conflict.

KEN-PENN AMUSEMENT CO.

619 EARL AVE.

NEW KENSINGTON, PA.

PLAYLAND SHOWS 8 RIDES - 2 SHOWS - 30 CONCESSIONS

ACTIVITY OF THE REPORT OF THE

NOTICE to Fair Secretaries and Chairmen of Celebration Committees in Michigan:

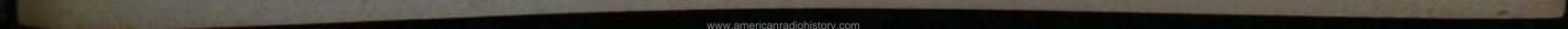
We have the following weeks open-

Aug. 8. Sept. 19 Sept. 26 on account of Polio cancellation.

WANTED: HANKY PANKS of all kinds for our 7 Fairs and 3 Celebrations. HELP: Foreman for Cat and Wheel, Sober Ride Men on all Rides; must drive semis.

Contact MANAGER JACK GALLAGHER, FORT WAYNE HOTEL Detroit 1, Mich.

P. S.: Can use 5-in-1 or any Grind Show



CARNIVALS 62

The Billboard

August 6, 1949



MIDWAY CONFAB

builds show properties on a contractural basis at his Pilkinton, Va., farm, infos that he is now occupied with one of the most unusual assignments of his career-the building of seven church pulpits. . . . Visitors to the Joseph J. Kirkwood Shows during their recent stand in Wilmington, Del., included William Glick, Jenson and Mr. and Mrs. Fowler.

Knocking consists of a few small-shots practicing what big-shots preach.

Ralph Webber, an employee of the Ross Manning Shows, broke his left hand Monday (25) while setting up a ride at the Oneonta, N. Y., Fairgrounds. Another Manning employce, Allen P. Knight, had a narrow escape Sunday (24) when the semi unit he was driving to Oneonta was forced off the road and overturned. He suffered only minor abrasions altho the tractor was demolished. . . . The Don Franklin Shows, which played Vernon, Tex., recently, garnered some favorable publicity in The Vernon Daily Record after its appearance in that city.

It's not that the average show-goer is gullible; he's wise but good natured.

Carl J. Sedlmayr Jr., assistant general manager of the Royal American Shows, has acquired, his father's knack of stepping on the lot and laying out the midway without using a tapeline. Now they're teaching this handy art to the third generation of the family that'll carry on the RAS banner. He is Carl J. Sedlmayr III and he's having a little more difficulty with the steppingbecause he's not yet five years old. . . J. Raymond Morris is confined to St. Mary's Hospital, Racine, Wis. as the result of an accident several weeks ago, and would like to hear from friends. Morris has handled the billposting chores for many orgs including, most recently, the Cavalcade of Amusements.

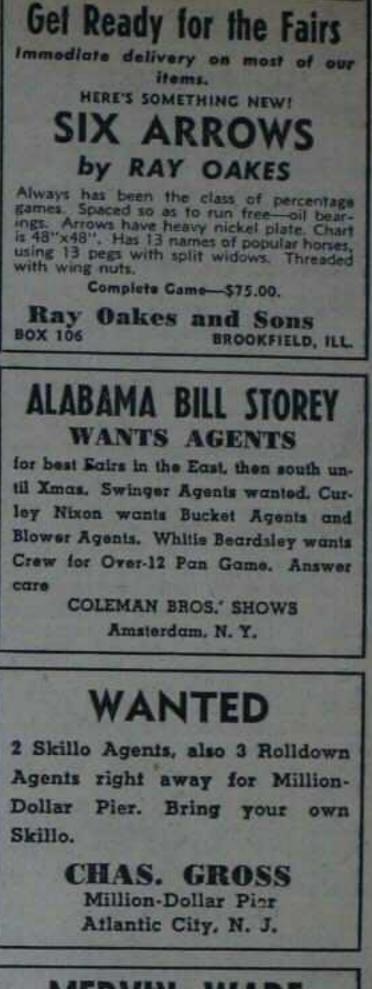
Maybelle and Charley Kidder, off the Million-Dollar Pier, Atlantic the road this season, report that the City. Following the Pier run after restaurant they leased at Flat Rock, Labor Day, the troupe will play fair Va., is doing okay. Charley, who dates before wintering at Tomaini's trailer camp in Gibsonton, Fla. Tomaini formerly had the Side Show with the Cetlin & Wilson Shows. . . Carl J. Sedlmayr, owner of the Royal American Shows, was musing about the battle for survival being fought in the indoor amusement field between movies, radio, television and ton, Del., included William Glick, returning vaude. "We are lucky," Ruby White, Fred Myron, William Sedlmayr opined, "that we are in the outdoor show business."

> Growth of shows' populations make it increasingly difficult for a person to sit around and mind his own business.

Mrs. Thelma Becnel, secretary to Mrs. Fred Miller, secretary of the W. C. Wade Shows, No. 1 Unit, is spending two weeks visiting with the org on the road in Michigan. . . Fred Miller, owner of the cookhouse on the W. C. Wade Shows, purchased a new Cadillac while the shows were playing Midland, Mich. . . W. C. Wade, carnival owner, spent two days visiting his No. 2 unit last week, during the Port Huron, Mich., Centennial date. . . . Alfredo Fred is operating a Side Show on the Gulf Coast Shows and reports good business. . . . Irene Hester is back with Helen Barfield in her mitt camp, making independent fairs thruout Indiana. . . Jack and Virginia Barnes, concessionaires, jumped from Sioux Falls, S. D., to Crosbyton, Tex., to join the Big State Shows. Jack will also be the shows' general agent.

Too had that the inventor of the shoehorn is unfortunately not around to produce a device that will put midways on tight lots,

When Endy Bros.' Shows played Niles, O. (11-16), Jesse Soda and Frank Flask, night club operators, were nosts at a party. Guests included Councilmen Owen Burns and Daniel Holmes, Gregory Truitt, Ed Treon and Frankie Bland, all of The Niles Daily Times; Rita Cortes, Girl Show op; Pearl Nunes, Rita's Flame Show; Stretch Rice, manager of the Endy org; David B. Endy, and Dick Davis, Motordrome operator. During the org's stand in East Liverpool, O., another party was held. Guests included Treon, Bland and Pat Bellitt, of the Niles newspaper; Mr. and Mrs. Rice, Dave Endy, Rita Cortes and Pearl Nunes, George Lanning and Rudy Wilk.





ШЛА E. COHEN 175 W. JACKSON BLVD. CHICAGO, ILLINOIS

PAUL'S AMUSE. CO Want legit Concessions all kinds except Fish Pond, Cork, Cig., Glass Pitch, Scales. Have Several good Fairs and Celebrations. Virgil Dillon, Stella Morgan, come on. Pierce City, Mo., week Aug. 1-6; Jasper Co. Fair, Carthage, Mo., 8-13; Lockwood Fall Festival, on the streets; Marshfield, Webster Co. Fair; Greenfield Fair, on the square, and back to Ozark, Ark., Franklin Co. Fair, and a few more to follow in Arkansas in the cotton. All reply to

P. A. SCRIMAGER Paul's Amuse. Co., per route

WANTED-FIRST-CLASS CARNIVAL **Big 4H Fair and Labor Day Celebration** Sponsored by the Cornell American Legion, Cornell Lions' Club and three Cornell Paper-makers' Unions, September 3d, 4th and 5th, at Cornell, Wisconsin, Carnival may set up on September 2d. Piease contact CHARLES E. STICKLER, Commander, American Legion, Cornell, Wisconsin.

CALLIOPE RECORDS GLENN DAVIS Write for Complete List. KII-D-DEE RECORDS BOX 1555 SANTA ANA, CALIF.

SECOND-HAND SHOW PROPERTY FOR SALE \$10.00 Wax Specimen Dissection Human Stomach. 411 00 Wax Spec, Human Liver, Natural color, 512.50 Wax Spec, Two deformed feet, Unusual, 516.50 Wax Head Russian Communist, Side Show, 627.50 tion Boot Torture Subject, Rare attrac, WEIL'S CURIOSITY SHOP 20 So. 2nd St. Philadelphia 6, Pa.



If it's any comfort to a manager, a bad date is easily detected by he and his agent by Friday night.

Jimmie (Carmen Lee) Hilyard, motored from Billings, Mont., to Yale, Okla., to join Capel Bros.' Shows. En route he renewed acquaintances with Vicki La Page, Girl Show operator, and visited Zora Blair, Girl Show op with the State Fair Shows. . . Mrs. Alice Wagner, wife of Frank Wagner, recently underwent a major operation in Deaconess Hospital, Buffalo. . . . Bill Bloom, former concessionaire with Cavalcade \$73.40 for the Miami Showmen's Asof Amusements, is now doing female sociation, Mrs. Mel Dodson, who was impersonations with Ray Marsh Brydon's show at the Italian Fiesta, Chicago. . . . Bill Gary, who has been a patient in the Government Medical take over the Motordrome. He will Center, Springfield, Mo., for the past have four men and two girl riders four months with a heart ailment, for the fair season and plans to use expects to be released soon.

Show with Buck Taylor's Rodeo at ney and bladder infection.

ANCHOR TENTS

CHOR SUPPLY CO., INC. EVANSVILLE, INDIANA

www.americanradiohistory.com

"I've put my name on many contracts." boasted a general agent, and only a heel would ask him how many he had re-signed.

A recent raffle of a blanket on the Dodson's Imperial Shows netted in charge, announced. Blanket was won by Mrs. Bill Pink. . . . Captain Perry has joined the Dodson org to lions as well. . . . Mrs. Lillian Franklin, wife of Chick Franklin, Al Tomaini, the giant, and his wife, press agent on Dodson's Imperial Jeannie, along with Tiny Marcus. Shows, was hospitalized for six days tatooist, and his wife, Ellen, a sword recently at Green Bay, Wis., where swallower, are featured in the Side she underwent treatment for a kid-

CARNIVAL TENTS SHIPPED WITHIN

AFTER ORDER RECEIVED!

SLIGHTLY MORE TIME

REQUIRED

FOR SHOW TENTS WIDE SELECTION OF MATERIALS

AND TRIM



The Billboard

Continued from page 47



WANT SHOWS WITH OWN OUTFIT for DALLASTOWN FAIR, Aug. 15-20; KUTZTOWN FAIR, Aug. 22-27; FLEMINGTON FAIR, Aug. 30-Sept. 5; NORTHAMPTON TWIN COUNTY FAIR, Sept. 7, 8, 9, 10.

> Can place first-class Billposter with own truck. Replies to

MORRIS HANNUM Flourtown Fairgrounds, Flourtown, Pa.

Aug. 8-13-CALEDONIA, NEW YORK, FAIR-Aug. 8-13 PENN PREMIER SHOWS #2 UNIT WANT

CONCESSIONS-Can place Custard, Hi-Striker, Hoop-la, Fish Pond, Ball Games, Novelties and any other legitimate Concession. SHOWS-Can place Wild Life, Mechanical or any other Shows not conflicting. Remember, this is a large Fair with plenty of people. Can also place Demonstrators. Address all mail and wires to

Anthony Santello, Gen. Mgr., Gaiety Shows Mount Morris, N. Y., this week: Caledonia, N. Y., next.

Pitching arm simulates movement of human arm



The new all-metal pitching arm has passed the test of professional baseball.

At 10 Balls for 25¢ it would have paid off \$12,5000

After pitching more than half a million balls for the Brooklyn Dodgers - without mechanical trouble of any kind - the Foster Pitching Arm's performance is still going strong and without showing the slightest signs of wear.

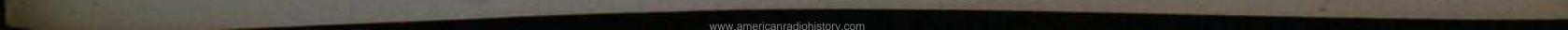
BALTIMORE 13, MD.

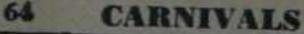
Such performance by the Foster Pitching Arm guarantees big profits for any amusement parks, concessions, beaches and other places of outdoor entertainment. Crowds are fast attracted and held -- everyone wants to bat against the mechanical pitcher employed by professional baseball. Its operation is as simple as a-b-c. Lubrication is the only maintenance required. Adjustable vertically or laterally - Six speeds .- Two weeks delivery. For further details write to:

Foster-Porter Enterprises, Inc.

1241 N. BROADWAY Also see Page 47







The Billboard

August 6, 1919



FROM THE LOTS

West Coast

SALEM, Ore., July 30 .- Org moved here was anything but good. Show moved in on the tail-end of a heat

of lighting on shows and rides, plus every night during the week. the searchlights, could be seen for a long distance.

Mr. and Mrs. Mike Krekos, owners, entertainment committee.

opening night, Norman Schue visited son and Willie Jr. his wife, Lil, and looked over their new Spartan trailer. Johnny Miller tion of the Island Park trustees comkept his cookhouse in tip-top shape. With all the food regulations in Oreon their toes but received nothing but compliments from city officials.

members of the org at a party in her Church of this area. home. Tom Armstrong, Salem councilman, and his wife, Jenny, were on hand. Tommy tended bar. Mrs. Arm- into our fairs in August .-- GRAVES strong furnished a delicious potato H PERRY. salad. Others present included Johnnie and Crys Bushnell, Marie Reinke, George and Betty Coe, Ted and Marie Kuntz Bros. Levitt, Hunter and Margaret Farmer. Mr. and Mrs. Eddie Hellwig, Yvonne Brown, Virginia Lee, Mr. and Mrs. Harry Meyers, Louis Leos and Sammy Dolman, Norm and Lil Schue were unable to be present as were Tommy and Eloise Syester.

Margaret Farmer, Betty Coe, Virginia Lee, Lil Schue and the writer drove to Silver Creek Falls for lunch at the new Myrtle Wood Resort.

folks visited Jerry and Gladys Mackey shows.

W. C. Kaus

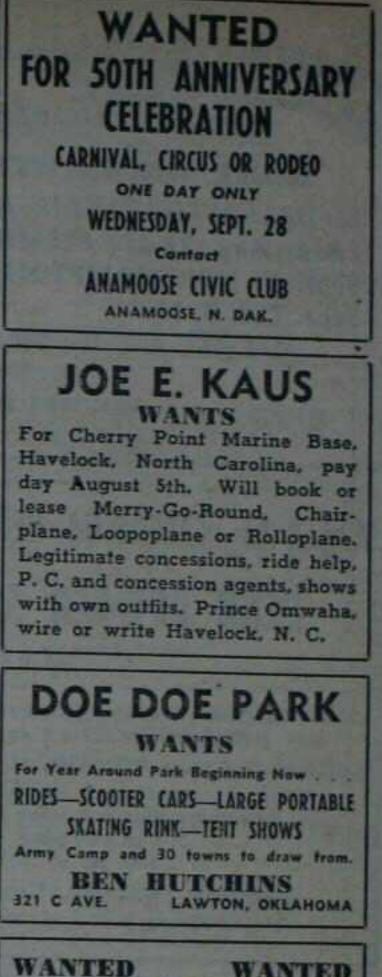
RONCEVERTE, W. Va., July 30 .-from here to Astoria, Ore. Weather Last week's stand at Point Pleasant, W. Va., brought forth good crowds, but spending was light. Saturday wave, followed by cold and windy night rain (a usual feature the past few weeks) marred what would have Show set up here on the parking been another week on the right side lot at the fairgrounds and with plenty of the ledger. However, we were open

For the second time this season everyone is enjoying a fine swim pool located on our lot. At Beckley, week were not with the show here. With of June 13, and here at Island Park Mike's brother, in the U. S. from showgrounds, the water-minded folks Greece, they are touring the country. have taken advantage of the pools George Coe, general manager, is in and among those noted in what the charge during Krekos' absence. He, well-dressed swimmer is wearing along with his wife, Betty, who has were Anne Lucas and daughter the Tilt-a-Whirl ticket box, head the Ailene; Patty Lucas, Cathy Kaus. Marie Kaus, Helen Owens, Dorothy Ted and Marie Levitt were here Gorgrant, Hinky Owens, Rose John-

Wednesday (20), thru the co-operamittee, headed by Buddy Graves and C. J. Casdorph, assisted by Chief of gon, Johnny and his crew were kept Police Morgan and City Clerk Baker. we were hosts to the children from the Davis Stuart School, an orphan-The writer played host to various age supported by the Presbyterian

All equipment is getting fresh paint and complete refurbishing as we head

HACKENSACK, N. J., July 30 .-Org opened Monday (18) to good weather but only fair biz. While crowds were large, the stand was below expectations. All rides have been painted and new tops ordered as the show is preparing for the fairs. Harold Vincent has joined with a grab and two girl shows. Vincent also operates the bingo and other hanky panks. En route to Astoria many of the Bill Powell is in charge of the side The line-up of concessions follows: Bill Kuntz, owner, has six; Mr. and Mrs. Bill Cisim, ball game and fish pond; Mr. and Mrs. Bill Murphy. slum spindle and shooting gallery; MT. FREEDOM, N. J., July 30 .- Mrs. Weakley, American mitt camp; Org moved here from Mine Hill, N. J., Frank and Jimmie Capello, three conwhich provided the best week of the cessions; R. Mastroianni, frozen cusseason. Monday (18) opened big and tard; Steve Bazzone, candy floss, and crowds grew nightly, with the rides Vera Hodge, candy apples and popand shows sporting good grosses, corn. The org now carries 10 rides, Office staff: Albert and Bill Kuntz, Mine Hill Fire Department and the owners: Charlie Olsen, secretary; American Legion sponsored a fire- William Moore, general agent; Fred Reichert, ride foreman; Joe Smith, Kenneth Hillert joined here with Wheel foreman; John Henderson his Snake Show. Recent visitors in- Octopus foreman; John O'Toole, cluded Mr. and Mrs. Miner Jr., Wil- Comet foreman; Fritz Stolzinaler, liam Atterbury, the Skyking, and H. Chairplane foreman, and Pop O'Toole, Heller, of Heller's Acme Shows .- in charge of kiddie rides .- WILLIAM MOORE.



CARNIVAL OR INDEPENDENT HIDES, SHOWS & LEGITIMATE CONCESSIONS OF ALL KINDS. For a 3 day State wide sponsored celebration GARDEN STATE POTATO FESTIVAL & FAIR

Thurs., Fri., Sat., Sept. 1-2-3 Festival grounds located on Route 25, near





Pin who knows how to work. Booking Pop Corn, Peanuts, Grab Joint, Slum Blower, Scales-Age, Photo, Bumper, Jingie Board, Cane Back, Hoop-La, Naomi Butler wants Agents for Roll Down, Can use useful Show W. E. (COWBOY) KILGORE, Owner-Mgr.

FOR SALE

One Air Ride with 6 weil-built aluminum ships, Herscheil-Spillman engine, mounted on steel wagon, \$2,000.00. Without engine, \$1,500.00. Can be seen in operation.

FRED SCHAEFER, PLAYGROUND PARK R. S. BOX 16 BEAUMONT, TEXAS

LESLIE'S TRAILER PARTS AND ACCESSORIES

Complete line of Trailer Parts and Accessories available at all times. Mail orders our specialty Shipments made within 24 hours to all points in the U. S. A. Write for free catalog. 1920 Stewart Ave., S. W., on Highway 41 going south, Atlanta, Georgia Fairfax 2626.

at Jantzen Beach .--- VIRGINIA KLINE.

Garden State

Whitey Siegfried did a good job with 40 concessions and 4 side shows." paper, covering the area well. The works display Friday night.

HIP ROBERTS.



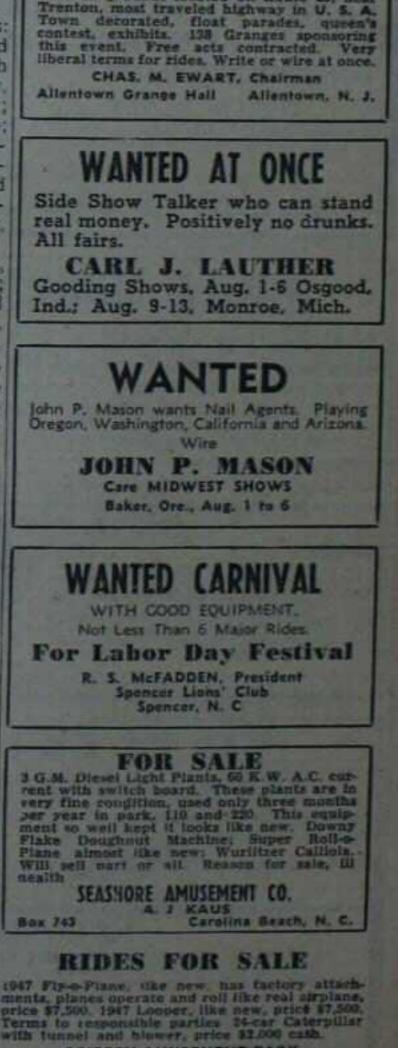


BLUE GRASS SHOWS

DUBOIS COUNTY FAIR, Huntingburg, Ind., 5 days commencing August 8, followed by JACKSON COUNTY FREE FAIR, Brownstown, Ind.

Can place legitimate Concessions of all kinds especially interested in Diggers and Mitt Camp. Want to hear from Free Act to start August 29 for balance of season. Can place Merry-Go-Round and Roll-o-Plane Foremen-must be licensed drivers.

C. C. GROSCURTH, Charleston, III., this week



GRIFFEN AMUSEMENT PARK lacksonville Beach, Floride

YIME

Now Booking for the Following **Proven** Fairs

MARSHFIELD, MASS., Aug. 21-27, 7 Days WINDSOR, ME., Aug. 30 to Sept. 5 LEWISTON, ME., Sept. 5 to 10 PLYMOUTH, N. H., Sept. 14-17 PITTSFIELD, N. H., Sept. 25-28 FRYEBURG, ME., Oct. 2-8

WANT

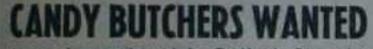
Frozen Custard, Grind Stores, Grabs. Shows of all kinds. No grift or Mitt Camps.

W. BURR **BOX 206** QUINCY, MASS.

AMERICAN EAGLE CELEBRATION SHOWS Want for 20 Fairs and Celebrations

Legitimate Concessions of all kinds that will work at State Aid Fairs. Limited amount of mace available. Will book Shows of all kinds — Wild Life, Motordrome, Athletic Shows. Ride Help wanted for Spitfire, Merry-Go-Round that can circus-move it. Must have chauffeur's licenses. Positively heading south after Labor Day. Buster and Heien Hayes, contact at once. Jerry Vasulka wants Girls for Girl Show.

DANNY ARNETT, Sole Owner & Mgr. WHITEY VASULKA, Business Mgr. Stronghurst, Ill. (Fair), Aug. 2-5



to work grandstand in Bedford, Pa.; also to work grandstand in Lewisburg, W. Va. Wanted-Operator to work Hat Machine to sew names on hats for Springfield, III.; Lewisburg, W. Va.; Charleston, W. Va.; New lersey State Fair.

Write General Delivery, Utica, N. Y. Wire c/o Western Union, Utics, N. Y.

A. HYMES P.S.: 8 more big Fairs to follow.

Playtime Amusement

QUINCY, Mass., July 30 .- As the season approaches the half-way mark, Manager E. W. Burr, of the No. 1 unit, reports that business is 20 per cent behind last year.

Billy Budreau's Motordrome continues to top the midway each week. Harry Boffi, who joined as ride superintendent, has added three stores. The show's July 4 date was a winner.

Fred Jordin damaged his house trailer, and Harry Boffi demolished his truck in recent accidents.

Billy Burr is framing a Side Show which will be ready for the fair dates starting in Marshfield, Mass. Russ Copeland joined recently with a Kiddie Chairplane and several concessions.

Personnel were the guests of the Hunt Circus in Wakefield, R. I. They also visited Biller Bros.' Circus.

Rocketto, the human projectile, has been holding the people nightly with his free act. The office-owned bingo has been getting a good play during recent stands.

The show now carries 9 rides, 4 shows and 27 concessions .- HARRY PEAVEY.

B & V

CORTLAND, N. Y., July 30 .- Week ending July 16 here was the most profitable date of the season. Sponsored by the American Legion, the week-long field day celebration brought out big crowds. Assisted by the writer, George Briggs did a fine job in promoting special events that included a band concert, air show, popularity, horseshoe pitching and cow milking contests, and a stageshow featuring the Trail Blazers, Western musical unit featured over a local radio station, and the Three Majorettes.

Local and Syracuse newspaper publicity was good, as was local radio coverage. Rain about 9:30 hurt Friday

FOR SALE - - FOR SALE

A real opportunity, a fine investment, one of the finest shows on the East Coast. Now in full operation and showing outstanding profits. Is reasonably priced to sell. Ten beautiful, up-to-date rides in first-class operating condition. A fleet of dependable Class A trucks and trailers. Twenty modern Concessions, including office trailer, Frozen Custard mounted on trailer. Two giant searchlights mounted on new 30 ft. Fruehauf Trailer.

Show complete from front entrance, which was specially built, to back. The above is in excellent condition throughout and will stand the most rigid inspection,

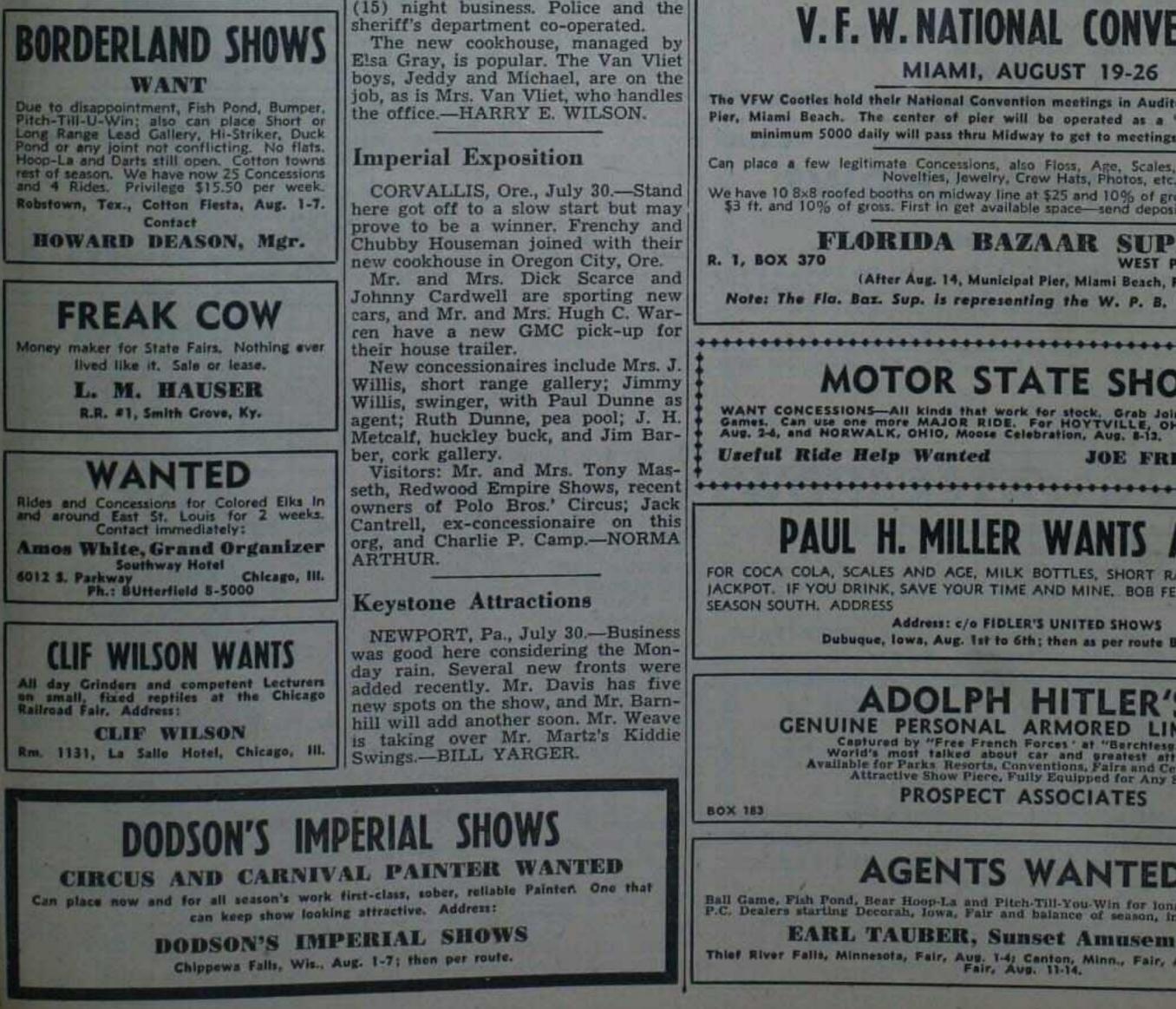
Included with the sale of the show is one of the best and established routes plus good will.

This fine Investment may be seen by appointment. Prospects must submit proof of financial ability prior to discussion of sale.

Owner retiring. All replies confidential. Address

BOX D-215, c/o The Billboard, Cincinnati 22, Ohio





V. F. W. NATIONAL CONVENTION

MIAMI, AUGUST 19-26

The VFW Cooties hold their National Convention meetings in Auditorium at end of Municipal Pier, Miami Beach. The center of pier will be operated as a 'Country Fair'. Estimated minimum 5000 daily will pass thru Midway to get to meetings and entertainment.

Can place a few legitimate Concessions, also Floss, Age, Scales, Exhibits, Demonstrators, Novelties, Jewelry, Crew Hats, Photos, etc.

We have 10 8x8 roofed booths on midway line at \$25 and 10% of gross. Other space limited-\$3 ft. and 10% of gross. First in get available space send deposit and footage required.

FLORIDA BAZAAR SUPPLY

WEST PALM BEACH, FLORIDA

(After Aug. 14, Municipal Pier, Miami Beach, Fla.) Note: The Fla. Baz. Sup. is representing the W. P. B. VFW #2007 Cooties

MOTOR STATE SHOWS

WANT CONCESSIONS All kinds that work for stock. Grab Joints, Candy Apples, Ball Games. Can use one more MAJOR RIDE. For HOYTVILLE, OHIO, Street Celebration, Aug. 2-6, and NORWALK, OHIO, Moose Celebration, Aug. 8-12.

Useful Ride Help Wanted

JOE FREDERICK, Mgr.

PAUL H. MILLER WANTS

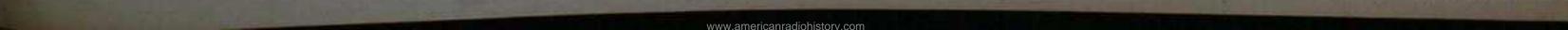
FOR COCA COLA, SCALES AND AGE, MILK BOTTLES, SHORT RANGE LEAD THAT CAN ACKPOT. IF YOU DRINK, SAVE YOUR TIME AND MINE. BOB FELTON, COME ON, LONG SEASON SOUTH. ADDRESS

> Address: c/o FIDLER'S UNITED SHOWS Dubuque, lows, Aug. 1st to 6th; then as per route Billboard.



EARL TAUBER, Sunset Amusement Co.

Thief River Falls, Minnesota, Fair, Aug. 1-4; Canton, Minn., Fair, Aug. 4-9; Decorah, Jowa, Fair, Aug. 11-14.





14 BONA FIDE FAIRS

WANT: FULL CREW FOR BEAUTIFUL TOY RAZZLE.

WANT: TWO CLOTHESPIN AGENTS.

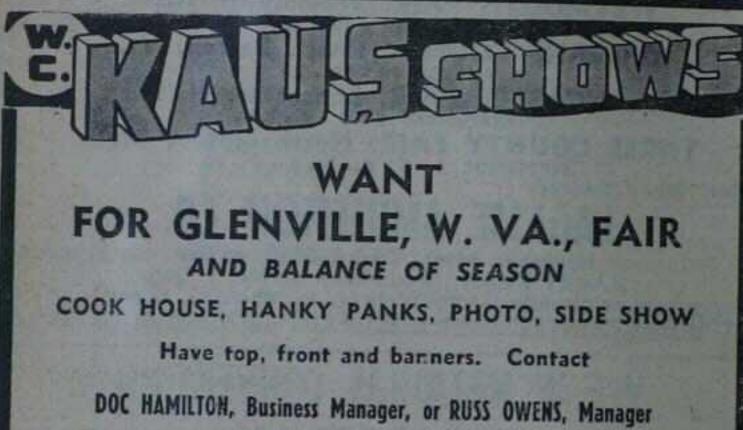
WANT: SLUM SKILLO AND WHEEL AGENTS: ALSO P.C. DEALERS.

SHOW ORGANIZING AT FREDERICK, MD., WEEK OF AUGUST STH TO AUGUST 13TH AND FROM THEN ON ALL BONA FIDE FAIRS.

THOSE ALREADY CONTRACTED REPORT FREDERICK. MD., SUNDAY, AUG. 7TH.

ATTENTION: Sticks Westmoreland, Tubba-Heiman, Red Sherman, contact us, have good proposition. BOZO, contact Earl Hall, Frankie Costello and Sammy Glickman. let me know If you are coming, action every week. China Jackson, contact Max Sharp. All general useful Help contact or come on. All replies:

WHITESIDE CONCESSIONS A. R. Whiteside (Dutch) or Max Sharp This week Western Union or General Delivery, Washington, D. C.



FROM THE LOTS

American Beauty

BURLINGTON, Ia., July 30. - Hot weather failed to keep large crowds from turning out for the running and harness races, sponsored by local merchants, when the show played the Wakello, Ia., Homecoming recently. Shows and rides held about the same

Mr. and Mrs. H. W. Bartholomew co-owners, recently bought a sevenroom house near Perryville, Mo. Bartholomew has also leased a former brewery there for winter quarters.

Orville Specht, 22, son of Mr. and Mrs. C. P. Specht, of St. Louis, and Jean Marshfield, 23, daughter of Mr. and Mrs. Leo C. Marshfield, of Monroe, La., were married July 12 in Muscatine, Ia. A party was held following the ceremony. Those attending were Mr. and Mrs. H. W. Bartholomew, Mr and Mrs. Joe Sharp, Mr. and Mrs. Harold Eutah, Mr. and Mrs. Kenneth Brunswig, Mr. and Mrs. Willard Napple, Mr. and Mrs. Rusty Woods, Mickie Felty, Genevieve Napple, Rocky Mason, Mr. and Mrs. Ozzie Dopp and family, Mr. and Mrs. H. W. Taplin, Mr. and Mrs. Vester Steward and son, Mr. and Mrs. Warren Givins, Mr. and Mrs. W. C. Bell and Karen Sue, Mr. and Mrs. Russ Andres, Mr. and Mrs. W. J Hanjt, Mr. and Mrs. Monk Hill, Mr. and Mrs. Walter Moore, Gene Tiberghien, Mr. and Mrs. D. F. Hendricks and Lois, Mr. and Mrs. Claire Winters, Mrs. Lynn Small, Don Hall, Mr. and Mrs. Ralph Crugan, R. A. Viney, Gean Garner, Bob Harris, Ray Perkins, Mr. and Mrs. Ed Staley, Mr. and Mrs. Jeff Cooley, Mr. and Mrs. L. C. Marshfield. Mr. and Mrs. C. P. Specht, and Mr, and Mrs. Robert (Slim) Harris. Mr. Harold Eutah served as emsee. Org's fair dates start in Kahoka. Mo.-SLIM HARRIS.

B. & C.

FAIRS

KEESEVILLE, N. Y., July 30 .-

Model

MEMPHIS, Mo., July 30 .- Mr. and Mrs. Robinson, co-owners, gave a moonlight excursion on the Mississippi Monday night for the entire perscnnel. The boat sailed from Pilots Point, Ill., for a six-hour cruise. Guests of honor were Marjorie Robas last year, but concession biz inson, Jack Robinson, Jack Vinson dropped 20 per cent. and Mr. K. B. Wells. and Mr. K. B. Wells.

Those attending were Jack Robinson and daughter, Marjorie; Mrs. J. P. Robinson; Mr. and Mrs. K. B. Wells; Mrs. Miriam Tate and daughter, Judy; Mr. and Mrs. Jack Vinson and son, Richard; Mrs. Marther Bell, Mr. and Mrs. Bruce Duffy, Mr. and Mrs. Ar-thur Moss, Mr. and Mrs. Frank Asrby, Mr. and Mrs. J. M. Stewart, Mr. and Mrs. Travis Ward, Mr. and Mrs. M. A. Gowdy, Mickie Barr, Mr. and Mrs. Ray Parks, Mr. and Mrs. J. D. Campell and son, Jimmy; Mr. and Mrs. A. E. Hutchison, Mr. and Mrs. Elbert Taiclet and family, Charlene Jordan, Eloise Dalton, Mr. and Mrs. Albert Zitterich and family, Ray M. Peters, Fred Baake, Spoony, Harry Marsh, Sandy Taylor, Billy Simpson, Ray N. Bush, Dick Weeks, George H. Dame, Ed Hornback, George L. Adue, Alex Melinski, Lody R. Dunn, Buddy Dye, Robert F. Fells, Wayne Wilson, Charlie Winters, Ranson Adair, Joe Ferin, Junior Weeks, Mr. and Mrs. Ray Campbell and H. Andressen.-RAY CAMPELL.

12 CAR RIDEE-0 FOR SALE

With or without transportation. This Ride is in perfect condition. New worm drive and transmission, nice paint job and pienty of lights. A real flash Ride on any lot. Loads on 2 semis. Will sell at a bargain or will trade for Circus equipment and book Ride on Show. Come see it in action. Also have Electric Freeze Custard, 50 gallon capacity. Mounted on '19 Dodge Truck. Plenty of Neon flash, perfect shape. Bargain. Come see.

WANT TO BUY

Circus Equipment of all kinds. Want 60, 70 and 80 ft. Round Tops, Bail Ring or Push Pole. Want Hay Esting Animals, especially big Camel. Cash for the shows, but price must be righ and no lunk.

August 6, 1949

The Billboard

Gauley Bridge, W. Va.

FAIRS

20

PAGE BROS.' SHOWS

Want for the Following Fairs

Lowis County Fair, Hohenwald: Hickman County Fair, Centerville: Robertson County Fair, Springfield; Mid-State Fair, Columbia; Cheatham County Fair, Ashland City; Macon County Fair, Lalayette; Petersburg Colt Show, Petersburg; Van Buren County Fair, Spencer: Scotts Hill Community Fair, Scotts Hill; all Tennessee,

Hanky Panks of all kinds. Shows not conflicting, with own outfits, Will sell X on Diggers, Custard, Scales, Jewelry, Arcade, Buckets, 6 Cat, Hit and Miss Ball Game. Will book Roll o-Plane.

SMYRNA, TENN., NOW.

P.S.: Bubb Kelley, Dixie and Chuck Williams, contact.

MARION GREATER SHOWS

Now Playing the Cream of the Crop of the Tobacco Belt Plus 12 Weeks of Bona Fide Fairs

Will book Bingo to join at once. Also legitimate Concessions of all kinds. Conditions are very good in the Tobacco and Cotton Belt. Will sell exclusive on Custard; also Diggers and two Mitt Campa. Want Girls for Girl Show; join at once. Can always use useful People in all departments. Also Ride Help. All replies

MARION GREATER SHOWS Springlake, N. C., week of August 1 to 6; Hartsville, S. C., 8 thru 15; then the Big One.

MARION H. SPILLERS, Owner

RELIEF CALLER AND COUNTER MEN

WANTED FOR BINGO

MUST REPORT DECORAH, IOWA, AUG. 9TH.

Wire at once to VINCE McCABE C/O SUNSET AMUSEMENT CO.

Thief River Falls, Minn., this week; then Decorah, Iowa.

W. S. CURL SHOWS WANT WANT

Concessions of all kinds. Tipp City, Aug. 1st to 6th, then Croton Fair (Licking County), Aug. 10th to 13th to follow. Can use Ball Games, Dart Stores, Add-a-Ball, Pitch-Till-Win, Over 12, Hoop-La, Scales, Shooting Gallery or any Concessions that meets with fair board regulations.

W. S. CURL, Tipp City, Ohio

Business here has been light, as compared to the stand at Saranac Lake, N. Y. Cloudy and windy weather forced double staking of tops, and shows were forced to work without banners. The high winds Friday blew down the marquee but no serious damage was done.

A ball game was played Friday afternoon between the bingo crew and the ride boys. The bingo crew came out on top of an 18-3 score.

Co-Owner Myron Colegrove and Advance Agent Bill Lewis paid a visit to the Continental Shows in Ticonderiga, N. Y., and also to the A. B. Rogers Shows in Ausable Forks, N. Y. Recent visitors have been Mr. and Mrs. Roy Peugh and Mr. and Mrs. William Bowman, of the O. C. Buck Shows, and Ted Worth and Pat Patterson, of the A. B. Rogers Shows.

Lawrence Greater

MOLINE, Ill., July 30 .- The writer joined in Belvidere, Ill., a three-day showing that proved satisfactory. Lot was laid out by Bob Murray. Owners Mr. and Mrs. Sam Levy are busy readying units for the first fair at Burlington, Ia., the week of August 7. Fitzie Brown, business manager, reports good biz.

Writer renewed acquaintances with Frank Zorda. Side Show op: Eddie Coe, bingo manager; Babe Keating, Fred Stillman and others. Leonard Duncan's Harlem Revue is doing okay Duncan's Harlem Revue is doing okay as is Meyer's cookhouse. Herb Shive, general agent, just out of the hospital, paid a hurried visit and then left for the South on business .- HARRY E. WILSON

Granite State

FORT KENT, Me., July 30 .- William B. Moore, business manager, reports good biz and good weather on the Northern Maine tour, in Caribou. July 11-16; Madawaska, July 18-23. and here this week.

Lexi is the featured temme member of the free act, the Three Sky High Alcidos.

na no jung, Address H. N. "DOC" CAPELL Yale, Okla., this week; Anadarko, Okla., next woek.

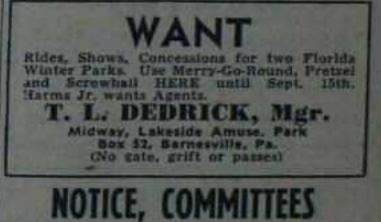
HOME STATE SHOWS WANT

For Fairs, Bagley, Minn., August 4-5-6-7: Park Rapids, August 8-9-10; Detroit Lakes, 11-12-13-14.

Stock Concessions, Ride Help that can drive: also Grind Shows. Long season of Fairs and Celebrations,

CARNIVAL

Suitable Sideshow or Roden wanted. Spon-sored by V.F.W. and V.F.W. Auxillary. Excellent location at Hardinsburg. Ky., the County Seat of Breckenridge County and on the main highway 60. Have own lot. Wire open dates to MRS. JAMES O. GIBSON, Committee Chairman. Would like to have show in the latter part of August or any time during September.



I. K. Wallace Attractions GRANTSVILLE, MD.

WANTED RUMBLE RIDES

Want to nook Ell 25 Wheel, flat rate or per-centage, for August 12 13-14. Annual Celebra-tion 33rd year, Might consider other Rides, FOR SALE-Smith & Smith Plane and 20-car Alian derschell Auts Kit Ride. Farmersburg, Indiana Aug. 1-10. P. M. RUMBLE, Owner - D. P. RUMBLE Mgr.

WANT FOR LEGION CELEBRATIONS

Coke Bottles, Hoop-La, Fun House, Balloom Darts, Jewelry any Hanky Panks not conflicting nur own. No flats, "Red" Tiffin, come on Fotton country after Sept. Ist.

THIESS AND WELCH UNITED SHOWS Minonk, Illinois, this weak

The Billboard

Blue Grass

PARIS, Ill., July 30 .- Org winds up its week's stand at the county fair Hot, humid weather was broken here tonight. The week previous, in Gibson, Ill., a 290-mile run from Paducah, Ky., crowds were good but spending was not free.

The five-day engagement in Paducah, at the West Kentucky Fair, was hit by weather. A muddy lot forced the use of caterpillars to get on and off. Owner C. C. Groscurth and the writer ordered many truck loads of sawdust and by opening the lot was okay. The second night the Jimmy Cooper Jr, is foreman of the rains came again and it was another new kiddle auto. Eddie Klinetop is tough job getting the lot in shape.

All house trailers had to be spotted in a certain location in Paducah. Practically all of them had to be towed off.

Eddie Greeno celebrated his birthday when the show played Spencer. Ind. A party was held in the Girl Show top. More than 50 guests were present.

Mrs. Davis, wife of the bingo operator, joined in Gibson City, following her release from the hospital. Mrs. E. C. May made a trip to Chicago to consult an eye specialist. Mr. and Mrs. Roy Duffy visited Mrs. Duffy's parents in Peoria, Ill. Mrs. Harrison rejoined after being hospitalized.

Joe Hilton reports his Side Show is doing okay business. Eddie Greeno's Wild Life and Girl Show are also enjoying good biz. Mr. Stout, who has the Whip, has his truck and ride opcrating again after a mishap in Paducah. Porter Bowers is working on Davis's bingo. Jerry Fish joined with two jewelry concessions. Mrs. Sims, wife of the owner of the short range gallery, who has been visiting on the show, is now visiting in West Virginia. Mrs. Groscurth reports her penny pitch is enjoying better business since moving to a new location on the midway.-EDGAR C. MAY.



Virginia Greater

CHESTERTOWN, Md., July 30 .-Thursday night (21) by a thunder storm. Location was in the city limits on the ball field and the auspices

was the Chestertown Baseball Club. Ted Miner joined with his ball game and pitch-till-you-win. Jerry Girard closed with the show. Benjamin Monroe joined with a neatly framed 28-foot cat rack. Bob Milligan is back on the show. E. Roberts joined. and took over the Chairplane ride. operating the kiddle train.

Business was okay the latter part of the week. Bob Coleman's bingo went over big as did Louis Augustino's units. Org will play other dates on Maryland's eastern shore to take advantage of tomato and other harvest money before starting its fairs. Swimming parties were frequent during the hot weather.

Visitors included Jerry Girard, of he Modernistic Shows, and H. E. Plugge, head of the Easton, Md., committee which will sponsor the org in two weeks.

Jimmy Monroe, of the Ferris Wheel crew, recently became the father of another daughter. Mother and children reside in South Carolina. -H. W. (HAP) ARNOLD.

Bee's Old Reliable

HARRODSBURG, Ky., July 30. -Org is playing the Mercer County Fair and Horse Show here. Biz has been a little behind last year's, but indications are that it will be a winner. Tuesday was Kids' Day and all rides operated for 9 cents.

Show played the Anderson County Fair, Lawrenceburg, Ky., recently and good biz was reported. Several concessions and shows joined the org for the occasion. Saturday night proved the best of the stand.

The staff plans to divide the org into two units for stands at Carlisle, Ky., and Flemingsburg, Ky. The units will combine again when the fair dates start.



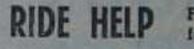
Howard Co. Fair, Cresco, Iowa-Aug. 8th-12th.

Lyons Co. Fair, Rock Rapids, Iowa-Aug. 13th-17th.

Brown Co. Fair, New Ulm, Minn.-Aug. 18th-21st.

Freeborn Co. Fair, Albert Lea, Minn.—Aug. 22nd-26th.

Custard, Grab, Ice Cream, Snow, Floss, Novelties, Jewelry, CONCESSIONS Ball Games, Fish Ponds, Pop Corn, Apples, Hoop-La, High Striker, Penny Pitch or any Hanky Pank Concessions. Nine Fairs to follow these.



First and Second Men for Twin Wheels, Tilt, and Second Men for other Rides that are licensed semi drivers. No drunks,

Jimmy Hurd and Julius Kuhnel wants Acts for Side Show. 14 Fairs and winter's work in Florida, Sword Swallower, Torture Act, Runts, Musical Act, Novelty Acts, Female Impersonators, Marcus and Jackie, good spot for you, Wire or come on. Grinders for several Grind Shows.

All Replies To:

E. L. YOUNG Comanche, Iowa, this week.



NUW

and for balance of season in Southern Missouri. We are booked solid to Oct. 1st. all Fairs and Celebrations. We will play the Cotton, Small Cook House or Grab, Fish Pond, Pop Corn, Spindle, Root Beer and Hot Dogs, Ice Cream, Coke Bottle, Age and Weight, String, Darts, Jingle Board, Aeroplane, Bumper, American Mitt, Hoop-La, Glass Pitch. Can use a couple of Grind Shows. We have 4 Rides office owned. We do not book conflicting outfits. Jack Wallace, wire

Branson, Mo., this week; then per route.



Big Italian Celebration, Genoa Village, Cliff-wood, New Jersey. 3 Big Days—August 12-13-14. Fireworks every night. Rides that do not conflict. Everything open, Flat Stores, P.C. Outfits, Hoop-La, Pitches and Mitt Camp. Tommy Morky, contact me. All answer JOSEPH M. CYNAR

Newark 5, New Jersey MI 2-3566 54 Kossuth Street

E. ATTRACTIONS

Want Agents for Slum Concessions, No blanks. Business good, Need Chairplane Foreman; must drive truck.

Ardmore, Ala., this week, Minor Hill, Tenn., next.



WANTED For Chamber of Commerce Street Fair, Burler, Ind., any week in August. I or 4 Major Rides, Pony Track, Bingo: also any Stock or Grab Concessions. One of the best in Indiana. Free gate hand concerts, queen contest. LANE AGENCY Blufftan, Ind.

R. R. 1, Box 3

FOR SALE

No. 5 Eli Ferris Wheel with transportation, 5500.00, 30 foot Merry-Go-Round with trans-portation, 52500.00 All in good shape, WANTED: 22 or 36 Allan Herschell Merry-Go-Round, Need Till Foreman, Stork Concessions, come on, No phone calls.

Carbon Hill, 111., Aug. 3.7; Farmington next.

Recent visitors have included Mrs. E. (Red) McFarlin, Dallas; Mr. Messer and Mr. Schaffer, of the Brodhead, Ky., Fair, and Helen Bishop and Mrs. Barnes, Bowling Green, Ky .- RAY-MOND C. HULS.

Motor State

BASELINE, Mich., July 30,-Org. moved here from Paulding, O., which proved a winner. The reduced-price matinee again did good biz. The Streamliner topped the kiddle rides, with the new Tilt-a-Whirl heading the midway. The rides and concessions were set up around the Paulding courthouse.

J. J. Frederick was invited publicly by Mayor Meredith and secretary Ernie Rulman to return to Paulding next year.

The show is under the auspices of the Ascension Church on its stand here. Business started well here despite threatening weather. The Monkey Speedway is topping the midway. Mr. McMullen is going in for several weeks to overhaul his equipment. The Sweetland Ice Cream Company has added a new grab trailer in addition to its present ice cream trailer .- WIL-LIAM H. ROWELL.

Mid-Way of Mirth

MASON CITY, Ill., July 30 .- Tilta-Whirl topped the rides here this week with Spitfire second, W. B. Reese's fish pond registered its best week of the seasor in Rankin. Same is true for Delaney's corn game.

Everyone was saddened by the death of Chew Tobacco Shortie, veteran swinging ball worker, who died July 23 in the Veterans Hospital in Danville, Ill. Burial was in Danville. Attending the funeral were Mrs. W. B. Reese, Mrs. Jackie Tankersley, Frank Lavall, Mr. and Mrs. W. H. Ellis, James Husband and Esther Speroni.

George Barrett and son and Mr. and Mrs. Howard Larabee and son visited here .- ROSIE DAVIS.

HANKY PANKS, STOCK STORES, WILD LIFE,

PIT SHOW, GRIND SHOWS

What Have You for These Dates?

Oroville, Calif., Aug. 2 to 6; Westwood, Calif., Aug. 9 to 14;

Quincy, Calif., Plumas County Fair, Aug. 18, 19, 20;

Carson City, Nev., Aug. 22 to 28; Sparks, Nev., Aug. 29

Thru Labor Day.

CLIFFORD UNITED SHOWS

Per Route.

SMITH'S FUNLAND SHOWS

WANT

For Coalton, Ohio, Street Celebration, Aug. 3-6, and Adelphi, Ohio, Street Celebration to follow. Parkersburg, W. Va., City Park, Labor Day,

WANT: Merry-Go-Round and Octopus. WANT: Side Show and Animal Show, WANT: Pan Outfit, Dart, Photo, Bowling Alley, String, High Striker, Pitch, Ball Games, Bumper, Lead Gallery, Cork Gallery, Mitt Camp (not more than three in family), Scales and Age, Don't write, wire

SMITH'S FUNLAND SHOWS, Coalton, Ohio

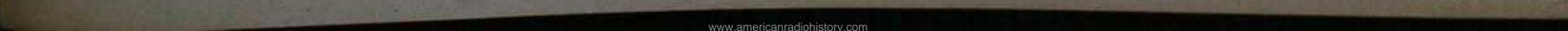
KARL W. BILL SHOWS For Fairs and Firemen's Celebrations for month of August and balance of season

Concessions, including Photo, Shooting Gallery Penny or Cigarette Pitch, Duck Pond Dish or Bottle Ball Game, Jewelry or any not conflicting. Will also book any clean Shows and will buy or book a #5 Ell Wheel and Kiddy Train Ride. Write or wire

KARL W. BILL SHOWS, Wayland, New York

WANT-LEE BECHT SHOWS-WANT

Concessions Balloon Dart, Add Dart, Huck, Scales, Basket Ball, Curk Gallery, Box Ball, Coke Bottles, Bumper, Jewelry, Only one of a kind booked. Must work 15¢ and 25¢. No gypsies or racket. Ride Help for Merry-Go Round, Ferris Wheel. Dick Carpenter, come in. Mt. Auburn, Cincinnati, Ohio, Aug. 1st thru 7th; Grant County Fair, Williamstown, Ky., Aug. 10th thru 13th.



68 CARNIVALS

The Billboard

August 6, 1949

IONIA STATE FAIR Ionia, Mich., August 8th to 13th Inclusive

CAN PLACE-One No. 5 Eli Ferris Wheel and also one Rollo-Plane.

Can also place Hi-Ball Ride or any ride that don't conflict.

- CAN PLACE-All legitimate Merchandise Concessions, American Palmistry only and eating & drinking stands for our circuit of fairs ending middle of November.
- The Great Lester wants Talker for the finest Illusion Show on the road.
- CAN PLACE-Worthwhile Grind Shows that don't conflict with what we have.

All Address This Week:

& WILSON SHOWS Toledo, Ohio

IOHN R. WARD SHOWS Featuring FEARLESS GREGG Cannon Act Every Night on the Midway

Bight on the Middense The Act That Draw People and Holds Them. This week, Fourth St. Show Grounds, Bassemer, Ala, next week, Third Ave, Show Grounds, and the Birmingham district to follow. All in the hast week, Third Ave, Show Grounds, there iots in Birmingham district to follow. All in the hast, week, Third Ave, Show Grounds, and the Birmingham district to follow. All in the hast, week, Third Ave, Show Grounds, there iots in Birmingham district to follow. All in the hast, week, Third Ave, Show Grounds, and all season Hanky Panks of all kinds, 185,00 per week, Includes insurance and in Tennessee. Good croces, good prices, Prospect very good for all Fair. White Bail Games, Flith Pond, Pitch Games, Basket Blai, Ice Cream, Novelities, Will self ex-on Photos and Dirgers. Bob Parker, wire. Wank thill Camp, exclusive to man with two camps in the first class and clean. George Acosta, wire. Place any lexitimate Concession and be first class and clean George Acosta, wire. Place any lexitimate Concession that be first class and clean George Acosta, wire. Place any lexitimate Concession and be first class and clean George Acosta, wire the South, Want Mat that can hank y Pank and be first class and clean George Acosta, wire the South, Want Mat that can hank y Pank and all senson Hank, Pank of all kinds, the South, Want Mat that can hank y Pank and the first class and clean George Acosta, wire the South, Want the concession the direct class and clean George Acosta, wire the South, Want the concession the sensor the maxe the blace of the south with me Red Browk. Hank provide, Chubby, Jimmie Wright, South, Black, Mereak and others, with Soldeshow with over the south for Rides. Can place capable Roket Formana and other Ride Hank with be finder in during the finder of Mintrel Guustens for Monkey Show and Fun House with Hiders for Moto Prome, sood proposition Manager for Monkey Show and Pun House with Stark Show, Glass House, Koot Mintrel Guustens for Monkey Show and Fun House as a panke the Moto the



With the One and Only Emanuel Zaechini Shot Over Two Ferris Wheels. Wants for Washington, D. C. Ten Big Days-August 4 to 13

Followed by ten bona fide fairs, then Florida for Winter. RIDES-Place Tilt, Hi-Ball, Rocket, any Flat Ride except Cat. Place

set Kiddie Rides or any kiddie ride except train. SHOWS-Want Minstrel Show to join at once. You know Washington for Minstrel Show. Place Drome, Monkey Show, Glass House, any new or novel show. CONCESSIONS-Place Age, Scale, Novelties, American Palmist, Photos. Water Joints. Hoop-La, Pitch Win, Ball Games, any and all Hanky Panks.

Honey Lee Walker and Roland Porter want Girls for Paradise Revue, Patsy Lacey, Babe Harris and all others that have worked for us or know us, wire.

Place good Canvas Men and Ticket Sellers. Norman Dick and Henry Noonan, wire. HELP-Ride Men, Semi Drivers, Canvas Men, Ticket Sellers, Dancing Girls, Concession Workers. We can always use good Carnival People. All answer

RALPH DECKER Continental Hotel, Washington, D. C. LEO BISTANY, Business Manager

FOLK CELEBRATION SHO

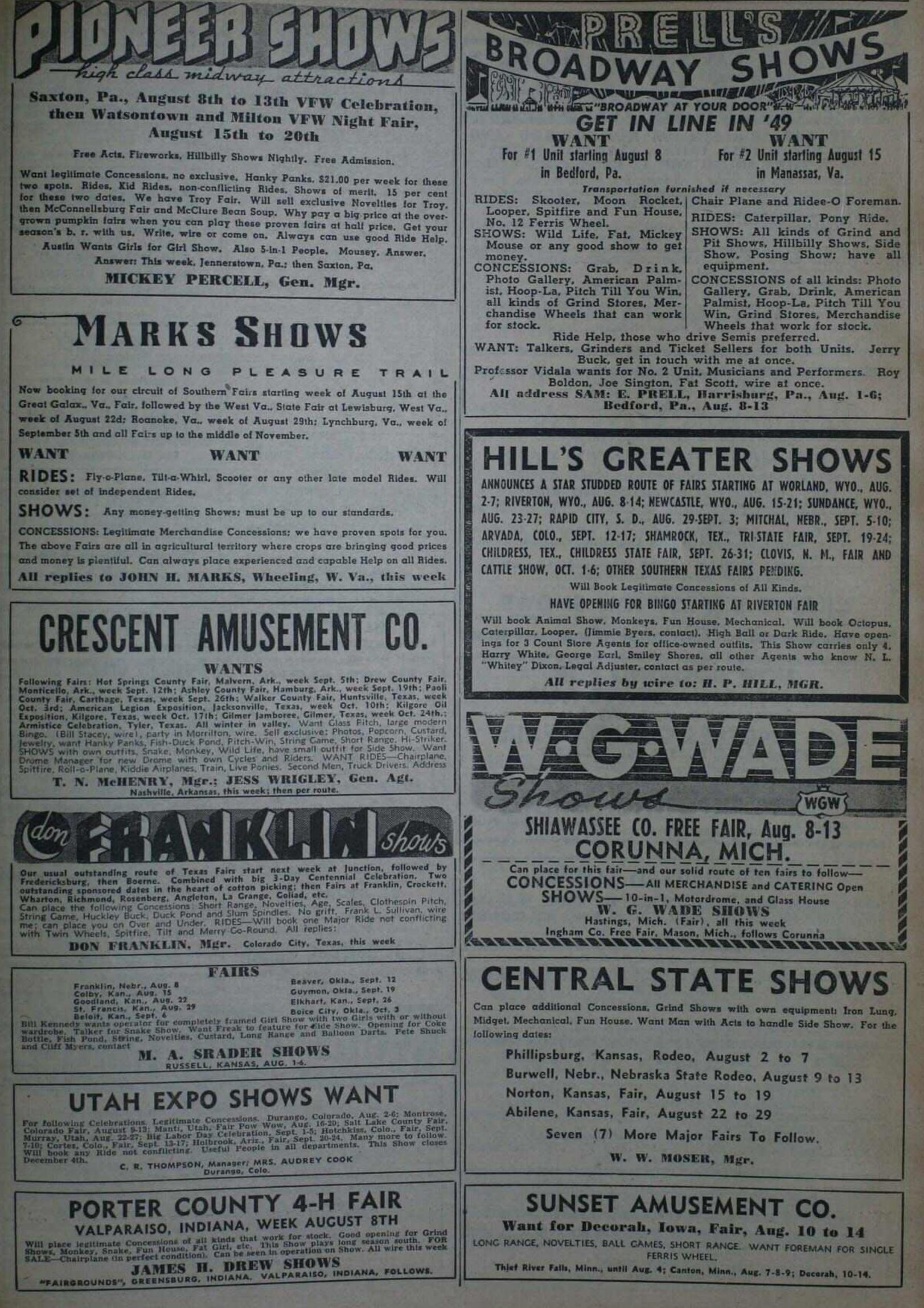
Want for Fairs and Celebrations, including NEW MEXICO STATE FAIR, SEPT. 25 THRU OCT. 2, ALBUQUERQUE, N. M.; EASTERN NEW MEXICO STATE FAIR, OCT. 4-8, ROSWELL, N. M.

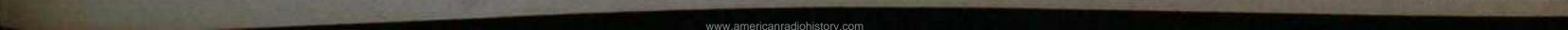
Can place two sensational Free Acts, first-class 8-piece Uniformed Band. Can place Penny Arcades. SHOWS-Can place first-class 10-in-1 and Motordrome. Other Shows write what you have. RIDES-Any that we do not have, we'll be glad to book. CONCESSIONS-Can place legitimate Concessions of all kinds. RIDE HELP-Can place reliable Tilt Foreman, Ferris Wheel Foreman and Second Men.

Write or wire CARL J. FOLK, Tucumcari, N. M., this week



OUT OCCUSED TO HIGH REAL





CARNIVALS 70

FAIRS FAIRS FAIRS GREATER SH WANT FOR BURLINGTON, NORTHWOOD AND

WEST UNION (ALL IOWA), STARTING SUNDAY, AUG. 7, THEN SOUTH FOR 12 BONA FIDE FAIRS

CONCESSIONS: Eats and Drinks of all kinds, Age. Scales, Novelties, Arcade, French Fries, Floss, Chocolate Dip, Custard, Long and Short Range Gallery, Six Cats, Buckets, Ball Games. Hanky Panks of all kinds. Reasonable rates. Agents for office-owned Hanky Panks.

SHOWS: Organized Girl Show. Must have not less than four Girls and live up to standards of this Show. Have complete outfit, with 70-foot neon front for same. Want Girls for Dancing and Posing Shows. Working Acts for Side Show. Salaries out of office. Rubber Man (Albert Short), Andy Gump, Dick Hilburn, contact. Shows with own equipment. Liberal proposition.

RIDES: Can place any Kiddle Ride except Train and Planes.

RIDE HELP: Place immediately Help on all Rides. Earl Reaves and Shorty Morgan. contact Harry Wilson. Can also use good Canvas Men. JIM RAPPLE. CONTACT HARRY WILSON AT ONCE. Concessionaires and others: Our Agent will be on the Burlington, Iowa, Fair Grounds, starting Wednesday, August 3rd. Wire or come on.



CARNIVAL ROUTES (Continued from page 53) Tivoli Expo.: (Fair) Elnora, Ind. T. & J.: Pearson, Ga.; Baxley 8-13. Turner Bros.: Mt. Sterling, Ill., 1-5. 20th Century: Trenton, Neb., 4-7. Twin States: Fountain, N. C.; Enfield 8-13. United Expo.: (Fair) Corning, Ia.; (Fair) Centerville 8-13. United Liberty: (Pair) Lafayette, Ill., 1-5. United States: Whitesville, W. Va.; (Pair) Summeraville 8-13. Utah Expo.: Durango, Colo.: Montrose 9-13. Veterans' Expo.: Pitzgerald, Ga. Veterans United: Kingsley, Ia., 1-3; Charter Oak 4-6; (Fair) Indianola 7-11. Victory Expo.: Ft. Collins, Colo. Virginia Greater: Easton, Md. Volunteer: (Fair) McMinnville, Tenn. Wade, W. G., No. 1: (Fair) Haatings, Mich.; (Pair) Corunna 8-13. Wade, W. G., No. 2: (Fair) Rochester, Ind.; (Fair) Converse 9-13. Wallace Bros.; Wisconsin Rapids, Wis. Wallace Bros. of Canada: (Fair) Red Deer, Alta, Can., 4-6; (Fair) North Battleford, Sask., 8-10; (Fair) Prince Albert 11-13, Wallace, I. K.: Grantsville, Md. Kid Rides (have none). Ice Cream, Hanky Panks, Cookhouses, Lead Galleries (Harbough Wallace & Murray: Franklin, O. Ward, John R.; Bessemer, Ala.; Birmingham 8-13. W. E. Attra .: Ardmore, Ala .; Minor Hill, Tenn., 8-13. White, Art: Cherry Tree, Pa. Williams, John, & Sons Rides: Greensboro, N. C. Wilson Famous: (Fair) Lewistown, III., 1-5; (Fair) Cambridge 9-12. Wolf Greater: (Fair) Kasson, Minn., 4-T;

The Billboard



August 6, 1949





The Billboard

FOR STATE FAIRS!

LITTLE DIPPER-AUTO SCOOTERS and any other first class New Ride not conflicting for OHIO STATE FAIR MICHIGAN STATE FAIR MID-SOUTH FAIR, MEMPHIS KENTUCKY STATE FAIR ARKANSAS STATE FAIR The Greatest Route Anyone Has To Offer!

WANT BIG, OUTSTANDING SIDE SHOW

And other Attractive, Meritorious Shows with own transportation for a very strong route, all fairs starting with the big

TRUMBULL COUNTY FREE FAIR, WARREN, OHIO, AUG, 8-13

Followed by Berea, O.; Painesville, O.; Jackson, Mich.; Fremont, O.; Saginaw, Mich., and others

GOODING AMUSEMENT COMPANY

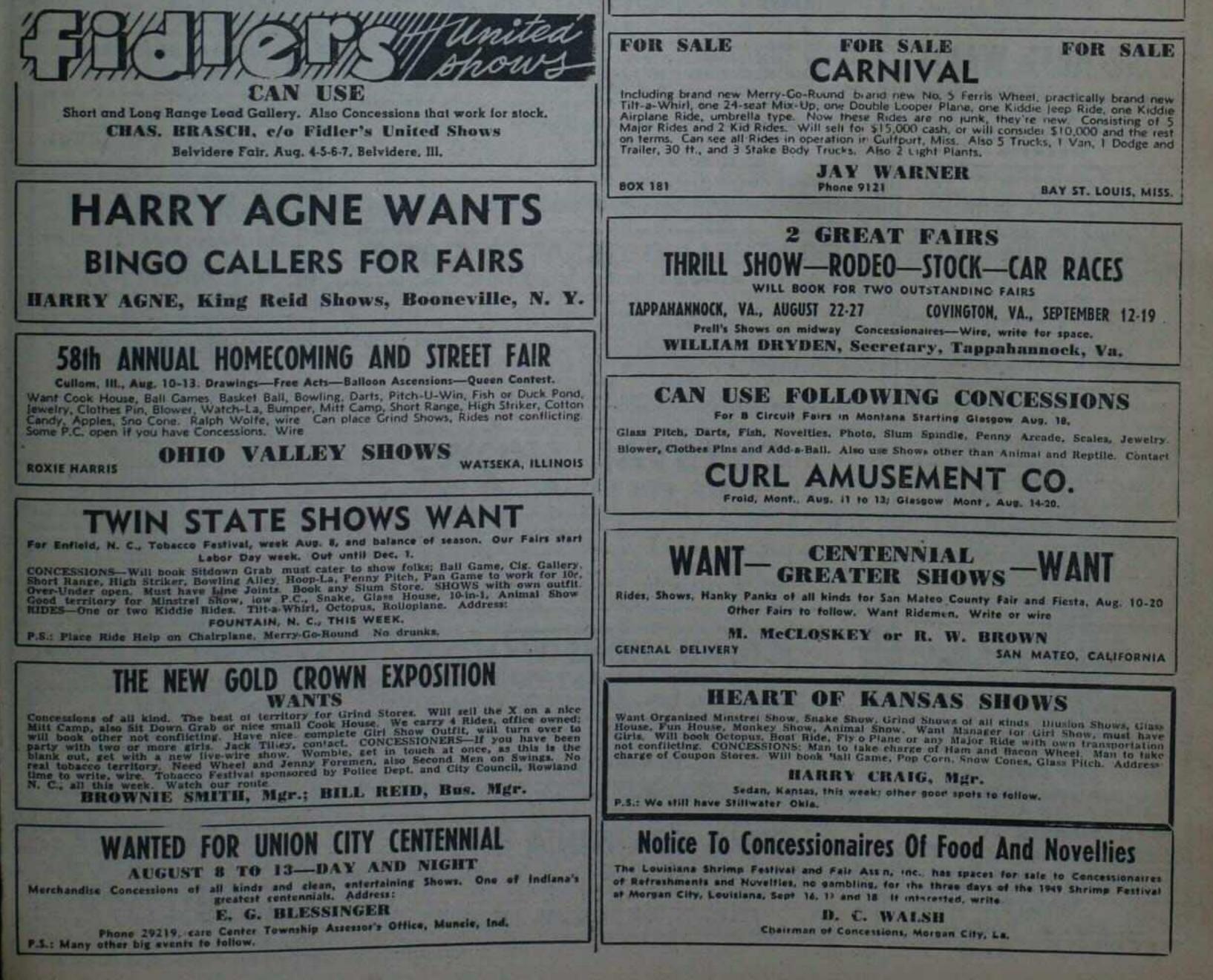
1300 Norton Avenue

Columbus, Ohio

GROVES GREATER SHOWS Baton Rouge, La., August 1-7; Scotlandville, La., August 8-14

Can place a few legitimate Concessions. Frozen Custard, Hi-Striker, Agent for Penny Pitch, Hit-Miss Ball Game, Bottle Game, Want Foremen for Tilt-a-Whirl, Chairplane; salary \$50.00 a week. Must be sober and drive semi, otherwise do not answer. Want Second Men on Merry-Go-Round, Caterpillar and Ferris Wheel, Bill Permenter, answer. Mrs. Groves wants Cook House Help and Griddle Man

All replies: ED GROVES, as per route





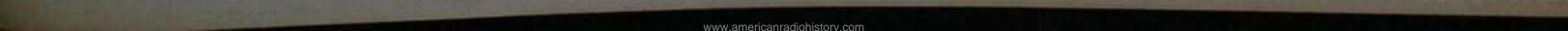
WANTS

One or two good Grind Shows. Jack Orr, you can get plenty in these spots. Can place few more legitimate Concessions, Bowling Alley, Balloon Darts, Mug Joint, Custard, Scales, Jewelry. No gate, no racket, no drunks. This is a good business. We been in it forty years and we know where to go to make money.

Ansted, W. Va., this week; Marmet, W. Va., week Aug. 8; Flat Top, W. Va., week Aug. 15; then fifteen weeks in the Tobacco Belt of North Carolina and South Carolina. We are booked solid until Thanksgiving week.

Can place Free Act for week Sept. 19 at Wilkes County Fair and Horse Show, North Wilkesboro, N. C.

All Address: J. S. BULLOCK







The Billboard

73

Neschkes To Manage Moonlight Rollerway

PASADENA, Calif., July 30 .- Mr. and Mrs. Clifford Neschke have taken over the management of Moonlight Rollerway here, it was announced this week by Ralph Perkins, president of Moonlight Rollerway Corporation, operator of the rink. Mr. and Mrs. Neschke, professionals at the rink for the past four years, succeed Stoddard Gumaer.

Site of the 1950 national championships of the United States Amateur Roller Skating Association, Moonlight Rollerway has an 85 by 190-foot skating surface and is one of the West's finest rinks. It operates the yearround on a seven-day-a-week basis, with matinees on Saturdays and Sundays.

Summer classes are now in progress with an elementary class Tuesday evenings and an intermediate class Thursday nights. Special children's classes are held Saturday morning for beginners, one of which is a "tiny tot" class for children under six. Recently started, this class is growing rapidly.

No Pot of Gold?

WASHINGTON, July 30 .- In his address to the nation's rink owners during the RSROA convention at Riverside Stadium, William J. Egan, counsel for the association, said:

"Rink operators, thanks mainly to the guidance of the RSROA, you now command the country's respect. Keep it. Continue to guard your rinks as you do your homes. Make parents glad to entrust their children to you. Remember, if you maintain your policy of all for one and one for all, there will always be a rainbow in the sky for the RSROA."

They're Skating at Manlius

MANLIUS, N. Y., July 30 .- Fred W. Searle, manager of Suburban Park here, reports satisfactory business with a roller rink operation at the resort this season. The park is trying skating for the first time, using the dance floor when bands aren't booked. Vern Adams, of Auburn (N. Y.) Rollerdrome, has the concession. Searle.

Brown Feted on Retirement From RSROA Control Board

of Victor J. (Buddy) Brown, operator of New Dreamland Arena here, honored him with a surprise dinner party Monday evening (25) at this city's Tavern Restaurant. The occasion was Brown's retirement, after 12 years of service, from the Roller Skating Rink Operators' Association (RSROA) board of control.

Brown was presented a wall plaque by the Roller Skating Institute of America (RSIA) and a hand-lettered parchment scroll by The New York Journal American.

Main addresses were by Max Kase, sport's editor of The New York Journal American; Hy Goldberg, Newark News sports ed.; fight promoter Harry Marxon, and Bill Egan Jr., who read a speech written by his father.

Other guests, all of whom spoke briefly in testimonial to Brown, were Mrs. Brown; Emil Lerce, operator of Eastern Parkway Rink: Carl Carlson, Bay Ridge Rink; Joe Balford, Gay Blades; Roger Carlin, Music Corporation of America; Mr. and Mrs. Pinni There is a possibility that the park Josephson, RSROA printers; Jack may build a rink for next year, said Satcher, insurance agent: Mr. and Mrs. Joseph Seifert, Bay Ridge Rink;

NEWARK, N. J., July 30 .- Friends | Carl Schwartz, one of Brown's partners; Mr. and Mrs. Harry Roth, Kresge department store buyer: Mr. and Mrs. Murphy Post and Dick Hyde, Hyde Shoe Company; Morris Traub. Park Circle Rink; Mr. and Mrs. Bill Love, New York Journal American and The Billboard; Eddie O'Neill and Frank Negri, Hillside Rollerdrome: Bill Junda, Shore Rollerdrome, and Roller Skating Institute of America officials Mr. and Mrs. Irwin Rosee, Max Zera and Jerry Nagler.

Ludwig Booking Pro Acts for Parkview

CARROLL, Ia., July 30 .- Charles C. Ludwig, a frequent user of professional acts at his Parkview Roller Skating Palace here, reports the Four Romans-Lyle Bernholtz, Clyde and Lyle Rungee and Harold Davis-trick and fancy skaters, recently completed an engagement at the rink. Ludwig says he has booked some other acts. in the area awaiting the opening of fair dates, for the rink. Curley Richie, eccentric, rhythm and fancy skater. recently played Parkview and proved to be a crowd pleaser.

Ludwig reports skating business good in his section, the public having the money and the willingness to spend it. "Live rink operators are getting money," he said. "Those who are trying to operate like a retail store are getting nowhere."

3 Cincy Kids to "Vanities" From Sefferino's, Norwood

CINCINNATI, July 30 .- Three local skaters, Charles and Arnetta Bur-Even the parents of the children are nett, husband-wife members of Sefentirely at ease while the kiddies are ferino Dance and Figure Club here, wood (O.) Dance and Figure Club, have been signed by Roller Skating Vanities and join the show next month for rehearsals in White Plains, NY. Miss Freese won the national junior ladies' figure and free-style championships of the United States Amateur Roller Skating Association in 1946. In twe years of skating Mrs. Burnett won 11 medals, a judge's certificate and three Ohio championships in novice, intermediate and senior figure skating events of the Roller Skating Rink Operators' Association. Burnett began skating a year ago, but under tutelage of his wife is said to have mastered technique usually requiring five years of work.

Frank Gazdag Pilot **At Bob-Lo Skatery**

DETROIT, July 30 .- Frank Gazdag, former manager of Art's Roller Rink, Norristown, Pa., is managing the rink at Bob-Lo Park on Bois Blanc Island in the mouth of the Detroit River. The rink is in the former Merry-Go-Round building.

The Bob-Lo rink was taken over by new park management, headed by four Browning brothers, this season and is operating on an 11 a.m. to 10:30 p.m. schedule to accommodate customers arriving on seven boats daily. With 30-cent admission, the rink has been drawing steady day-long business in proportion to park attendance.

"Vic Has the Characteristics Of Blue-Ribbon Airedale"--Egan

NEWARK, N. J., July 30 .- Text of the great program that has kept the Victor J. Brown on the occasion of his the auspices of the RSROA. retirement from the association's board of control:

an address by William J. Egan, ad- youth of the nation so wholesome that visory counsel of the Roller Skating there is never any problem with re-Rink Operators' Association (RSROA), ference to juvenile delinquency in the delivered at testimonial dinner to skating rinks in this country under

71/2-Pound Son to Naglers

BROOKLYN, July 30 .- It's a seven pound, six ounce son, born Wednesday (27) at Maimondies Hospital, for the Jerry Naglers of the Roller Skating Institute of America. Clifford Glenn is the name picked for the little fellow.

Not So Dry

WASHINGTON, July 30. -Thirsts of rink people attending **RSROA** convention meetings at Riverside Stadium were quenched by soft drinks supplied free of charge by the Canada Dry Company. The beverage outfit, in an all-out drive to supply the nation's rollerdromes, set up two large coolers and kept them well stocked all week with every flavor in its line.



JOHNNY JONES JR.

Agents for Chicago Roller Skates

\$1 Chatham St.

PITTSBURGH, PA

Unfortunately, I cannot be present to join with Buddy Brown's intimate friends in paying tribute to him at this intimate surprise party in his honor. Were I present, I would be happy to say that in my 61 years of life I have never met anyone who is comparable to Buddy Brown as my friend and my pal. Something you always seek in life and seldom, if ever find, is friendship. In Buddy Brown you will find all of the characteristics of an Airedale and he is the kind of friend that you can depend upon, without reservation, and feel entirely at ease at all times.

As an able business man and a real natural promoter, he is a blue ribbon. He has devoted his entire life to the field of sports and has earned a sterling reputation as an outstanding executive and leader.

In addition to his being a success in his industry, he has always had his heart in the song, particularly for the welfare of the youth of the nation.

No other one man has done more to eliminate juvenile delinquency in America than has the same Buddy Brown. In the field of entertainment and sports, he has always maintained a position where he commands respect, for the reason that he not only has rare ability but he has integrity at all times. His retiring from the board of control of the RSROA is the result of his not being physically too well, but that is more an excuse than a reason. The real reason - he believes in the true spirit of democracy and has always been a staunch supporter of democratic principles. Consequently, he feels that everybody should have an opportunity in the RSROA to assume the responsibility and accept the honor that goes with being a member of the board of control. However, Buddy Brown will always function as the daddy of the RSROA and will be just as potent as ever in assisting the members of the board of control of the RSROA in an advisory capacity, unselfishly and in the best interests of the roller skating industry, but more particularly, in continuing to develop

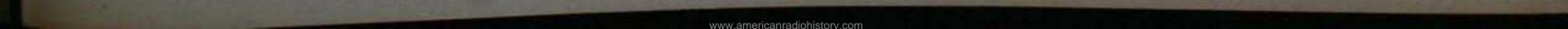
in the roller skating rinks because of and Janet Freese, of near-by Northe high standard established and maintained, particularly because of the unique leadership and wholesomeness of Buddy Brown. Juvenile delinquency will just be a myth in this country if all other channels of operation will do half as much in behalf of the children as has the guest of honor tonight, our good friend. Victor J. Brown.

In closing, let me say that I regret very much indeed not being able to join with all of his intimate friends who have reached the goal where they are successful in their many activities-newspapers, roller skating the show world, in genera.

I have asked my son to deliver my message so that Buddy will know that even in my absence, physically, I am always with him in spirit because he not only has been my unadulterated, loyal friend but he has constituted an inspiration to me for many, many vears.

Black's Roller Rink, Ashland, Ky., is operating four nights weekly during the summer, featuring novelty numbers. The 70 by 100-foot skating surface is of plastic.





RINKS AND SKATERS

The Billboard

August 6, 1919

SRSTA To Overhaul Skating RSROA Pa. Chapter Members Tests; Emphasis on Speed

WASHINGTON, July 30. - First | for a three-year term, Named to the steps toward streamlining skating test board for the first time was Arthur procedure were taken by the Society Russell. Pueblo, Colo., who replaces of Roller Skating Teachers of America (SRSTA) at its 10th annual meeting held at Riverside Stadium here, July 18-21, Numerous revisions were considered by the 92 members in attendance, with priority given to an overhauling of speed skating tests.

74

The suggested changes are to be given thoro study, and SRSTA Chairman Fred Bergin said that it is doubtful if many revisions will be made before September 1, 1950 Speed skating changes, however, are likely to be adopted for the coming skating season. It was stated that speed has been largely neglected in recent years and that tests should be brought up to date. Bergin said he wants all suggested revisions "studied for some time before they are given any publicity."

Business sessions were devoted chiefly to discussion of ways to improve rinks and teaching methods so that once a customer is induced to enter a rink, he will remain a steady customer.

In voting on members of the SRSTA board of governors, William McMillan, Spokane, was re-elected

PORTABLE ROLLER RINK

Large size, 50'x140'. Completely equipped. Like new-used only 5 months, Flameproof tent, Should see to appreciate. Full price, \$8,000 or best offer for quick sale.

FOREST ROLLER GARDENS

631 DesPlaines Ave. Forest Park, Ill.

Louis Bargmann, Washington, Bergin remains as chairman.

Gold tests were given to 42 candidates, of whom 12 passed, Bergin stated that the ratio of those passing was higher than in many years. Pros receiving a passing grade were Eileen Aschenbrenner, Detroit, and James Costigan, Philadelphia.

Two association members passed the gold figure test-Patricia Anne Carroll, New Haven, Conn., and Nancy Lee Parker, Utica, Mich. Only other member who holds the rating is Margaret McMillan, Spokane,

The 1950 meeting will be held in Denver at Mammoth Gardens, Bergin stated.

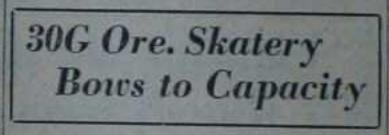
In stiendance at meetings were: Albert and Marilyn Anselmy, West Huran Rink, Pontiac. Mich.; Russell Arredondo, Revere (Mass.) Shating Arena; Stanley Babler, Lincoln Park North Darimouth, Mass.; Joe D. Baker, Bollerdrome, Chattanooga; Herbert J, Bale, Rainbow, North Tonawando, N. Y.: Louis H. Bergmann Riverside Stadium, Warhington; Fred Bergin Skateland, Pushlo, Colo ; Edna M. Betz, Lexington Palace. Pittsburgh; Jozeph and Rose Bisyatt, Arcadia, Detroit; Edward V. Bollin, Armory, Chicago; Irene and Jack Boyer, Southland, Chattanooga; Ted Bruland, Ferndale (Wash | Arena; Rits Canoss, Avalon Recreation Center, Newburgh, N. Y.; L. H. Carter, Greensboro (N. C.) Roller Bink; Margaret and Roland Cioni, Eastern Parkway, Brooklyn; Elizabeth and Jack Cleary, Waldliffe Bollerdrome, Elmont, N. T .; Jim Contigan, Elwood, Philadelphia; Donald Dally, Crystal Palace, Philadelphia: Warren Danner, Boll-Land, Norwood, Mass. Eleanor Davis, Flint (Mich.) Park. Rollercade: Dominick DeCicco, Pallomar, Mil-Colo.; D. E. and Grace DeViney, Delaware Bink, New Castle, Del.; Boy C. Dexheimer Sr. and Jr., Moonlight Gardens, Sprinsfield, III. Arthur Eglington, Merryland, Glasgow, Del. Emma S. Ellis, Great L-opard, Chester, Pa James G. and Millie I. Perris, Bay Bidge. Brooklyn; Frank Gallaghur, Fordham Skating Palace, New York; Robert W. Gormley, Pallomar. Milwaukee: Barbara A. Hern. Arena Gardena, Detroit; Arnold Noyman, Biverside Stadium, Wathington; William J. Hines, Boller Frolic, Burlington, Wash ; Donald S. Homans, Cher Vous, Boston; Ray Hough, Triangle Skateland, Dayton, O.; Patrick J, Relly, Marin 2CHIMPL. Calle Printz Roller Way, Holly Oak, Del.; Mrs Earl King, Flint (Mich.) Park Rofferendet Ed Kosjer, Mercury Rink, Norfolk, Va.; Thomas A. Lane, New Stateland, Buffalo; Raymond J. Ledce, Avalon Recreation Center, Newburgh, N. Y.; Joseph D. LaTella, Hippodrome, Loug Beach, Calif. Benny LeFevre, Rolladium, San Mateo, Calif. Raymond and Jensie Lenty, Riverdale, Natick, R. L; Everett and Viola Lupien, Bedford Grove Rollaway, Bedford, N H.; Harriett McDonald, Cottseum, Greenzburg, Pa.; Ed J. McLaughlin, Hartford (Conn. Skating Palace; William McMillan, D'shman (Weah.) Rink; Jess McNames, Forth Avenue, Louisville; M-nry Mason, Mercury, Norfolk Va ; Rolly Matson, Rollerland, Oakland Calif. Emily Melville, Bal-A-Roue, Medford, Mass A. L. Millman Skateland, Henderson, N. C. Lillian Morrison, Doling Park Rink, Spring field, Mo ; Ted Moves, End End Rink, Memphis: Joe Nazzaro, Rolladium, San Mateo Calif.; Elbert Patton, Oaks Park Rink Port-land, Ore.; C. W. R. Pattison, Redondo (Wash.) Stating Arena; John E. Paxton Jr., Merryland, Glasgow, Del.; Hoyt V. Perry, Dolling Park Rink, Springfield, Mo.: Frank M. Porter, Warnoco Rink, Greeley, Colo.; Merlyn G. Roberts, Brooks Skating Arena, Baleigh, N. C. Phyllis Rowley, Riverside Stadium, Washington; Art Russell, Skateland, Pueble, Colo. Carl Russo, Co-Ed Rolletdrome, Allston, Mass ; Phyllis Schmitz, Coliseum, Ballimore, Irene Seifert, Crosstown Rink, Omaha; M. M. Shattuck Skatelan "-at-the-B ach, Sau Fran cisco: Virginia Shewbridge, Collneum, Halti more: Robert D. Sullivan, Webster Square Worcester, Mass.; Ed and Florene Arena. Torok, 12th Street Skating Rink, Erie, Pa. Melvin H. Umbach, Bal-A-Roue, Medford Mass.; Robert Vistora, Dorchester, Mass. Nita Webb, Skatemur, Oukland, Calif.; Will H. Whitcomb Georgia Roll Arena, Vancouver, B. C ; Clitford and Mildred Wilkins, Queens Rink, Eimhurst, N. Y.; Terry Williams, Bainbow, Mechanimburg, Pa.; Herbert Wilson, Gay Bartes, New York; Doris Y. Binier, Rex. Lowell, Mana.; Muriell and William Lenox. Arena, St. Louis: Bob Irwin, Chicago, and Frank Bartik, Newark, N. J. amateur representatives, and Fred A. Martin, amateur and professional relations committee, Roller Skating Bink Operators' Association. Kenneth M. Riehm, manager of Kenny's Roller Rink, Hayward, Wis., indorses the suggestion in The Billboard of July 23 by Charles C. Ludwig, operator of Parkview Roller Skating Palace, Carroll Ia., that rink men encourage collectors by filling. requests for stickers. A member of the Universal Roller Skating Sticker Exchange, Riehm says his practice of filling requests for stickers has brought skaters to his rink who would not otherwise have visited.

Talk Up RSIA at D. C. Meeting

WASHINGTON, July 30. - Taking | fered in the competitions. Further advantage of the presence of many Pennsylvania operators at the national contests and convention of the Roller Skating Rink Operators' Association (RSROA), President Cecil Milam, Washington, Pa., called a State RSROA chapter meeting July 14 at Riverside Stadium here. The meeting, well attended and opened with a reading of minutes of the last Pittsburgh meeting and the financial report, was swelled by several members of the RSROA Midwestern chapter as observers.

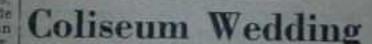
Following a report by Arthur E. Latzenberger, Crystal Palace Rink, Philadelphia, on an application for membership in the national organization, the application and chapter approval were passed on to Fred A. Martin, national secretary, who will take up the matter too, derive benefits from it President with the national board of control for final action.

President Milam offered a plan whereby good skating may be shown in Pennsylvania rinks. He suggested an exhibition tour by State champions, the idea being to show skaters, who cannot attend the American championships, the quality of skating of-



rapidly growing city of Oregon's and increased business by holding Willamette Valley formally opened special parties for certain high school a new \$30,000 Roll-A-Rena July 11 classes. Other suggestions were ofand a capacity crowd of skaters fered which owners felt could be used appeared, according to Mr and Mrs. to advantage in their operations. Other Blake Holbrook, proprietors.

10,000 square feet.



study will be given the suggestion. and it is likely the plan will be carried out during October and November.

There was considerable discussion of the Roller Skating Institute of America (RSIA), the industry's publicity agency which is financed by the RSROA, United Rink Operators and independent owners, and the matter of raising funds for continuation of the work. Operators were unanimous in lauding the work done by the RSIA and its director, Irwin N. Rosee, of News Alliance, New York. Last year the chapter pledged and paid \$1 000 into the RSIA fund, and indicated that it is ready to help in keeping the RSIA functioning. Feeling that independents may wish to contribute to the publicity campaign, inasmuch as they, Milam suggested that they send contributions to K. D. Strayer, chapter secretary - treasurer and operator of Skateland, Johnstown, Pa., who was named chapter collector of funds. It will be Strayer's duty . channel the money to the RSIA and see that proper credit is given.

Members were called upon to explain their operating procedures which might be of benefit to other owners. Mary Haller, Crystal Palace, Philadelphia, explained their monthly birthday party promotion which has become popular with skaters, and Andrew Fasiska, Glassport Roller Rink, LEBANON, Ore., July 30. - This told how he has built up a mailing list subjects discussed were new members, The rink has a skating surface of dues, toe stops and business conditions.

It was decided to hold the next meeting August 29 at Harrisburg. At that time changes in the by-laws will be oted upon.



On Roller Skates

CERES, N. Y., July 30 .- Robert D. Carnes, floorman at James Sawyer's Coliseum Roller Rink here, and Margaret Kahle will be married August 6 in the rink, with the entire wedding party on skates. After a honeymoon trp to New York Carnes and his wife will be associated with the Coliseum Saw er, who also owns Rollerland in neur-by Olean, where Carnes teaches daytime classes, has been redecorating the Coliseum in preparation for the wedding which will be the rink's first event of the new season.

Palace on Summer Schedule

HARTFORD, Conn., July 30. -Hartford Skating Palace has gone on a summer schedule, operating only Thursday thru Sunday from 8:30 p.m. to midnight instead of 7:30 to 11 p.m. Harry Neckes, of the Palace management, attended the July 11-16 roller skating championships in Washington

GOP-rovacative

WASHINGTON, July 30. -Unscheduled bit of betweenevents fun at the RSROA Amerlean rolle skating championship meet was a one-lap race. Thursday evening (14) between Reps. Harry Davenport (D. Pa.) and Peter W. Rodino Jr (D. N. J.) By a strange coincidence. News Alliance representatives had several newspaper photograph ers on hand for the classic.

After the races had ended in a dead heat the new congressional co-champ- in an exclusive statement to this magazine, said they were ready to meet any Republican speed skaters anywhere, anytime,

Roller Rumblings

Happy Eddie, former theater organist, is in his third year at the Hammond of Avalon Recreation Center, Newburgh N Y. Before going to Newburgh he played for 10 years at Cypress Hills Rink, Brooklyn, He recently was the subject of a feature article in The Newburgh News, in which was described many of his experiences as a musician.

Tony Briguglio's Cypress Hills Roller Rink Brooklyn, has become a Monday night meeting place, when the rink is closed, for a Veterans Foreign Wars post An installation-ofofficers party and dance was held July 9.

B J. Jordan, Edmonton, Alta., has received a permit to build a \$20,000 roller rink, construction to start soon.

FOR SALE—RINK

Fully equipped with Plastic Floor and Scrubbing Machine. Operates year round. A good opportunity to get a start in the skating business.

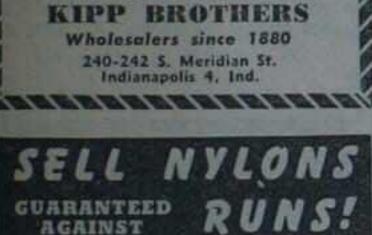
Price \$10,000

Includes a 3 Room House on property.

RIVERVU ROLLERWAY P. O. Box 288, Turners Falls, Mass.

SKATING RECORDS GLENN DAVIS Ar Hammond Organ Monthly releases Welle for complete list. Organ Rhottim - Record Distri Co Agents for Skating Rhythms Record Santa Ans, Calif. Box 1555

MERCHANDISE The Billboard THEFT PROPERTY AND IN THE PROPERTY AND INTERPORT A BUY WHOLESALE FOR MORE PROFIT . . SEND CLASSIFIED ADVERTISEMENTS TO KIPP ORDER DIRECT FROM THE SOLE DISTRIBUTOR. ELIMINATE MIDDLE MAN'S PROFITI SLUM A Market Place for Buyers and Sellers Mallily RATE: 12c A WORD - MINIMUM \$2 All Classified Advertisements must be accompanied by remittance in full. -B 601 0月日 FORMS CLOSE NOVELTIES THURSDAY NOON IN CINCINNATI TITTE Doz. Gro. Priced for easy selling. Quality 1412" Paper Parasols 5.00 \$ 9.00 Reyon Parasol 5.25 60.00 FOR THE FOLLOWING WEEK'S ISSUE and style compares with the best in nationally advertised To insure publication of your advertising in the earliest possible usue arrange to have Plastic Parasol 3.25 36.00 brands. Beautifully boxed with 8.50 your copy reach the publication office 2160 Patterson St. Cincinnati 22 early in the week. retail price tag and guarantee. 8401 - Handsome 10K RGP 18.00 21,60 Case, Strel Back, Dome Crystal, Genuine Leather Band. Small Cellulois Feather Doll .60 Dangling Skeleton .40 .mall Cell. Doll, creps dresses 1.10 9.00 4,50 Rhinestone Diat sparkies like 12.00 JOBBERS. SUB-JOBBERS-BEAT COMPETI-tion with our sub-standard Nylons; beautifully diamond Ruthber Lizard 4.00 45,00 ACTS, SONGS & PARODIES 4.50 packaged cellophane envelopes and packed 3 9.00 pairs to box; new shades, standard sizes, 33 4.75 dozen repaid; 100 dozen lots, \$2.75. The Hosiery Converters, Box 47 Chattanooga, Tenn. 8.50 A-1 PARODIES SPECIAL SONGS MATERIAL lumping Fur Dog 2.00 22.50 for any act; 1949 catalog free Kleinman 5146 Strohm Ave North Hollywood Calif aus MAKE 80¢ PROFIT ON \$1 CLEANER FOR ACODE AS 9.00 CONTRACTOR . Uphoistery Rura Carpets; your name on inbels; free sample Kolamite Co Box 572. Dept A. Dayton, Ohlo auf traw Horse and Rider 2.95 FREE: Just Off the Press Write Todayi 33.00 B 27 "EMCEE" MAGAZINE - CONTAINING BAND Per 1000 Per Novetties, Parodies, Monologs, Comedies, 100 Bambon Pennant Canes Jokes; subscription, \$2; add \$1 for four gag-packed issues. Emcee, 1508-B South Homan. MARE MONEY EASILY-NEW SPARE TIME plan; up to 100% profit; no experience; show Maple Parade Cone 20.00 Chicago 22. LOUIS PERLOFF unusual Christman, everyday card associments, Plastics, Gleam and Glo, Kiddles' Cards, Wrap-pings; attractive gift items: bonus; special offers. Send today for free samples 30 dif-JIMMIE MUIRS LAUGH LINES-51-22 AND WHOLESALE JEWELERS GLASSWARE SECONDS #3. \$1 each; MC Comedy Bits, Radio Patter, Heckler Gaza, Fun and Stuff, How to "MC" and Put a Show Together, \$2. Mail money to Jimmie Muir, 5185 Buena Vista Ave., Oakland DEPT LO, 737 WALNUT STREET, PHILA, 6, PA ferent Christmas cards with name: 50 for \$1 up; Stationery, Coasters, Thomas Terry Studios, 100 Union Ave., Westfield, Mass. au27 12 Oz. Decorated Tumblers 6.48 (18), Callf. au27 LOOK! SUMMER SPECIAL!! 5 LAUGH GET ting Punchle Song Titles, 5 Socko "Quickie MAKE \$200 FIRST WEEK WITH OUR NEON Ad Clock or return it for full refund; ex-LADIES' RHINESTONE All tumblers packed 72 to case (no less sold). 12 Oz. Plain Tumblers clusive territory to good men; no experience Poems," 3 Sure Fire Blackouts, a laugh packed needed. Electric Ad Clock Co. 555 W Jackson, 3 minute Monologue, list of gags and special material all for \$5!!! Writers Mart, Box 575, CASE WATCH Chicago 6. 100.94 MEXICAN DESERT RESURRECTION PLANTS Hollywood, Calif. au20 -(Open beautiful green), \$15 thousand, \$3 hundred, Antonio Cavazos, Box 1322, Laredo, 7-JEWEL \$0.95 MUSIC PRINTED-200 PROFESSIONAL COPIES. \$20; 1,000 copies in color, \$70; Recordings made, URAB BB, 245 W, 34 St., New York, Pitchers packed 12 to case. Tex. au20 MECHANICAL TOYS NEW ITEM-FAST SELLING CELLOPHANE Stamp (hooklet). au27 package containing 72 New Buttons; sells for 17-JEWEL \$12.95 Gra. 100 GOOD JOKES, GAGS, HUMOROUS SAY-39r each pkg ; tremendous value, sells on sight, ings, \$1; sure laugh-getters for MC's and Comedians. Ernie Andrews, 205 South Sylvan cost to you, \$2 dozen; more than doubles your money; trial order, \$1 for 6 pkg. Capitol Find ings Co. 153 E, 26th St., New York 10 N, Y Looks like real diamonds. High grade Swiss movements guaranteed like new. Road, East Point, Ga. Rhinestone dials and silk cord band, nu6 Gold filled Mesh, Link or Expansion CONCESSION SUPPLIES NYLONS BY DUPONT-INDIVIDUAL FANCY Band, \$1.75 add. envelopes, three pairs to box; =1, sheer, AGENTS & DISTRIBUTORS 25% with order-balance C. O. D. Wholesale Only! None Sold Retail! Write for Our New 1949 Catalog. clear legs, \$6 dozen; Everyday wear, \$3 a dozen; Rejects, \$1.75 dozen; Rejects inserted 12 to box, \$1.25 dozen; some of our jobbers are turning 200 dozen weekly; we can ship up to 500 dozen 10 Gro, 100 Gro. 65.00 French Weighted Darts \$.90 \$ 9.60 BEST SELLER-PLASTIC DOLL HEAD A same day. Socks in classy, college sports, \$1.60 dozen; same in boys, \$1.05 dozen; Gayon, long, 95c dozen; Rayon, anklets, 85c per dozen; Cotton Service Socks, 85c dozen; one agent is selling 250 dozen weekly. Anklets for children and infants, in assorted sizes, 90c dozen. Bazor Blading in any source beauting and infants. 59 E. Madison Clothes Pins; Plastic Aprons; Table Cloths; other Plastics. Corwin's Products, Olean, N. Y. North Base Balls Dept. 8-6 2.00 USEPH DRUS. Chicago 3, Ill. Bul3 ALLINIT THEFT ABALONE, PEARL SEA SHELL JEWELRY-Case (15 Dot.) Italian Sea Coral and Inlaid Mosale Jewelry, THESE PRICES DO NOT INCLUDE Florentine Novelty Spoons from Italy. Joseph Fleischman, 1535 Broadway, Tampa, Fla. au27 Blades, in our private brand, 59 per dozen cartons of 100 blades; sample carton, \$1; we stake our reputation on these blades. Rayon Panties or Briefs, \$3.50 dozen, in assorted TRANSPORTATION. LOG WITH YOUR ORDER. AGENTS-STAMPING NAMES ON KEY PRO-PROFIT MAKING . QUALITY MADE tectors; sample with name and address 25r; 25% DEPOSIT MUST ACCOMPANY C. O. D. ORDERS. Stamping Outfits, Key Checks, Name Plates, colors and sizes; salesmen are having a rapid turnover with these two items; we guaranteee quick service and lowest prices in any quantity. Social Security Plates. Hart Mfg. Co., 311 Degraw St., Brooklyn 2, N. Y. 3116 Distributors of Oak Balloons Order COD this ad. Sibert Jobbing House, 79 Shallowford, Chattanooga 4, Tenn. DOUBLE AGENTS-SELL NEW, PATENTED COMBINAtion Handbag; unu ual style fitted with cam-KIPP BROTHERS NYLONS- 51-54 GAUGE, \$1 DOZ., SIZED CORera; excellent Xmas gift item; big money Wholesalers since 1880 chance; send \$3 for sample. Exquisite Nov. Mfg. rectly, dozen pair to hox; =2 individual pack, cellophane envelopes, 3 pair to box, \$3.50 doz.; Corp., 1133 Broadway, NYC. 240-242 S. Meridian St. #1 irregulars, individual envelopes, \$6.50 dos.; ample box of each, 18 pairs post paid, \$4; sat-AGENTS, PITCHMEN, DEMONSTRATORS, DIS-BLAD Indianapolis 4, Ind. tributors! Make big money with amazing new infaction guaranteed. Lookout Hostery Co., P.O. Box 1221, Chattanooga, Tenn.





August 0, 1949

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fault of hose or whater - Kendex hylons are replaced FREE If they run, snag or become unfit for wear within the guarantee period up to THREE MONTHSI Complete line of women's beautiful hosiery - all weights, sizes and lengths, including sheerest 15 denier 51 gauge. Not sold in stores. Nationally advertised in Life, Saturday Evening Post, Lodies Home Journal, McColls and Wamen's Home Companion. Awarded Seal of Approval by Good Housekeeping magazine. Also complete ine of men's fine hoslery guaranteed ONE FULL YEAR or replaced FREE! No maney or experience needed to earn big, steady income writing orders in spare or full time. We deliver and collect, Adwance cash plus huge banus. Camplete moneymaking soles outfits FREE and prepaid. No abligation. Nothing to pay now or later. Opportunity to have others sell for you. Rush your name and address an postcard and you'll be making money next week.

KENDEX COMPANY BABYLON, 87. N. Y.



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AMAZING NEW YEAR AROUND SELLER Patented Car Top Luggage Carrier; long prof-It: every motorist a prospect; write for literature and prices. Ty-Down Co., 16801 Euclid Ave. zu20Cleveland 12, O.

AMAZING OFFER-\$40 IS YOURS FOR SELLing only 50 boxes Christmas Cards; also 50 and 25 for \$1 with or without name; free samples; other boxes on approval, including entirely new, different deluxe assortment with feature television card; cute plastic assortments; write today; it costs nothing to try. Cheerful Card Co., 790 White Plains, N. Y nu27

BUY THOUSANDS OF NATIONALLY ADVER-tised products direct from manufacturers and distributors: write for "Buy Direct and Save, Service Publishing, 218-F Investment Bldg. 2110 Pittsburgh 22, Pa.

BUY WHOLESALE-PURE BADGER SHAVING Brush, \$2.65; Deluxe Polystyrene Combs, 15 samples, 51; half round Nylon Hair Brush Set. \$1 postpaid: satisfaction guaranteed. Sierra Products, 1607 16th St., Sacramento, Cailf.

CARNIVAL MEN - CONCESSIONAIRES - PATented Trick Water Squirt Cane, 75-100 Squiris in on filling, hot seller year around; send \$1.98 for sample. Wanwatosa Novelty Co., Box 275. Wanwatosa 13, Wis.

EXTRA MONEY! SELL FRIENDS CHRISTMAS

Cards, including fascinating Plastics; 100% profit; request free samples exclusive nameimprinted Christmas Cards, stationery unobtainable elsewhere with Christmas and Everyday Assortments on approval. Regal Greetings. Dept BB-5, Hazel Park, Mich.

FAIR CONCESSIONAIRES - SEVERAL HOT Items, wide appeal, excellent profit. Bennett, Enterprises, 791 The Arcade, Cleveland, O.

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FREE SAMPLES-BIG PROFITS SHOWING amazing Glow-in-the-Dark specialties; house numbers, pictures, plastic novelties, religious and nursery objects, etc.; large manufacturer, Madison Plastics, 305 Fourth Ave., New York 10, N. Y

FULL FASHIONED NYLON HOSE, 51 AND 54 gauge, packed 3 pairs to hox; new summer chades, standard sizes; our best number, 56 doren; lower grade, \$3.50 dozen, prepaid; sam ple box of each number, \$2.50; full satisfaction guaranteed; 1/3 deposit on C.O.D. orders. Nylon Sales, 2501 Broad St., Chattanooga, Tenn. IF YOU THINK ANYTHING OF YOUR FEET, you should have this; cost \$1. Dr. Roberts, 1104 S. Patterson St., Valdosta, Ga. au20 INDIAN BEADWORK, BUCKSKIN, BEADS, Feathers, Wiss, Supplies; buying direct from Indians; prices reasonable; free mice list Pawnee Bill's Indian Trading Post, Box 35B, Pawnee, Okla.

Demonstrators, Distributors, make blg money TT'S with amazing new Jewelry and Silverware Cleaner; world's fastest; guaranteed; sample bottle, \$1; write for full particulars. National Chemical Products, 1320 N. Bayshore Dr., Miami 32, Fin.

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ORIGINAL KOEHLER SIGNS-LEADER SINCE 1890; 1500 varieties for stores, taverns, etc., 54 per 100; free catalog. Kochter, 225 Goetz Lemay 23, Mo. au27

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QUICK, EASY CASH FOR YOU! SELL AMAZ ing variety new Christmas Cards; profits to 100%; Novel Plastic, 3-dimension "Stage Set." Metallic, Christman Carol Cards; Gift Wraps, Animated Books, Table Settings; 8 special offers: bonus; write for feature samples on approval and free samples 4 different Name Imprinted Christmas Card lines, Floral and Personal Stationery. Elmira Greeting Card Co., MB-120, Elmira, N Y.

QUICK EXTRA CASH SELLING CHRISTMAS Cards-Request free samples; if costs nothing to try. Elmcraft Chicago. 5930 S Western. Chicago, III

REAL GURL PHOTOS-TREMENDOUS PROF its; sell on sight; 24 different and wholesale price list, \$1. M Kleeman 2433 N. Mascher St. Philadelphia 38, Pa. au27

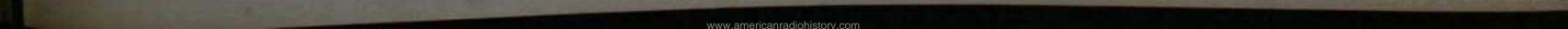
SALESMEN, DISTRIBUTORS-FAST SELLING Jewelry Items, direct factory connection Pickeraft Creations, 180 North Main, Attleboro, Mass. au27

(Continued on page 76)





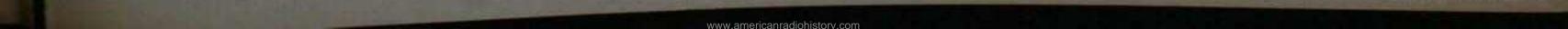
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The Billboard

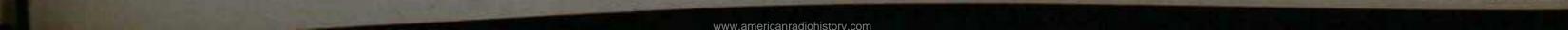






The Billboard





MERCHANDISE $\mathbf{80}$

The Billboard

August 6, 1949



11.01

LIEVICE

BATUNE

The Billboard

MERCHANDISE 81



Barrett, Francis J. Barrett. Wm. Barry, Mrs. Mary T. Bates, Wen, Albert Donaiiwski, Max Baugher, Elmer Dougherty, Duke Baumnan, Mrs. Dover, Ben Baardon, Virginia Bedell, Al & Tanya Downs, Jack Bernen, Jr., Walter Drown, R. C. R. Ducharne, Henry Benison, Arthur Bernard, Andy Berry, Arthur J. Richley, Jim Binder, Mrs. Blaheley, B. H. Bisnton, J. W. Boar, Howard Buedickmann, F. N. Buhn, Mrs. Carl H. (Carl Bohn Show) Beit, Loyd James Bana, Ilaymond Bord, Margaret Bord, Margaret Bord, Paul Fallmer, Ed Bord, Margaret Romango, Paul Ready, John Brandsor, Bryan Bear, Chas, Dama Brandel, E. N. renk, Jr., Frank J. riubley, Bruce ironka, Similer A. Ironer, Joa, J. Irown, Mrs. Doe Irown, Elwood W., Bet Hurke, John J. Burns, Vincent Burns, Mr. & Mrz. Burns, Mr. & Mrz. Burns, Lawrence H. Butter, Don Cable, C. W. Cody, Herman Les Catrophell, James R. Carters, Hull (Free George, Price Carles, Bill (Pres George, Pete Art) Set Cartiale, Eddle C. Carsenter, Landse Case, Virgil Currone, Inzy Gillus, Saul (Band Leader) Gilmore James J. Chalin, Cecili H. Gipson, Mrs. Pauline Chapman, Ress Girton, Edith Chapman, R. Glorer, J. A. Chitwood, Joe (Dare Gold Crown Dorila) Exposition Chris. Pearl IL. Golds. Grace Vestal Christensen, Mrs. Goldstein, Nathan Christennen, Mrs. Caristensen, Mrs. Chinistian, Finrenco Miss Jean Chas, La H irk wassed III Wm W.

Banger. Fred

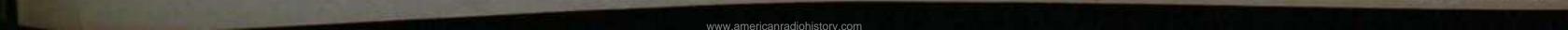
Kenneth John H. Wm. Carlton C. Mrs. June Mrs. Jean

Conklin, Dick

Margaret Hall, Harold H.

Maybel

Fenwick, Janua Fiou, Jack Fisher, Doc. (See Letter List on page 83)



MIDROHANDISE 82



The Billboard

August 6, 1949

Pipes for Pitchmen By Bill Baker-

MRS. CHET NARON is working cookie press gadgets on in Grand Forks, N. D., recently and the Canadian fair circuit, while her got caught in a flood in Edmonton, husband gives with the med pitch.

success is you.

GILES PURYEAR

and his missus recently worked Glenn Baggerly and Art Fredette. Grand Forks, N. D., with cookie presses. In the same city, Jerry Trigg was noted with coils.

GRAPEVINE

has it that Art Huber, former Chicago juicer and peeler worker, around World's Fair time, died in Los Angeles. Can any of you West Coast boys put us straight on this rumor?

A shoddy, unkempt appearance was never a signpost of success.

ROSE HADDIX

Lexington, Ky., wonders whatever happened to Jake Branholtz? How about a pipe, Jake?

RAY MEFFORD

writes from St. Petersburg, Fla., that he is residing there permanently. He adds that Doc Webb, who ran his small-time drugstore into a big department store business, keeps the latch string out for all pitchmen who want to work there.

A successful man finds himself imitated in many walks of life. A failure needs no imitators.

CALGARY EXHIBITION

and Stampede, Calgary, Alta., July 11-16, drew a flock of pitchmen, according to reports. Among them were Morris Goldstein, the one-man band, with his Hum-a-Tune layout; Al

"HAD A BLOWDOWN

Alta.," writes Eddle E. Gillespie, from Calgary. Eddie would like to read The only person standing in your way to pipes from Art Cow, Bill Westpfal Paul Austin, Paul Dayton, Tom Kennady, Jack Halstead, Mark Jarrett, Eddie Murray, Jay Ross, Bob Roach,

> Did you ever notice that your greatest critics are often those who never do any thing themselves that is worth criticizing.

EDDIE E. GILLESPIE

is having name trouble again, due to the similarity of his moniker and that of another gent's, and claims his mail is getting mixed up. So, all ye brethren, please take note-it's Eddie E. Continuing his communication, Eddie says he is working the Class A circuit of Canadian Fairs with Glenn and Marcia Hosberg on glass cutters and knife sharpeners. He notes that the fairs are off this year, tho, as most of the crops are pretty well burned up and not much dough is in circulation.

Do you ever recognize any repeat customers in your tip? If you do it's a good indication of a well-teamed combinationyour ability and your merchandias.

JACK (BOTTLES) STOVER . . .

en route to West Virginia, cards from Staunton, Va., that the stock sales in the Shenandoah Valley are the best bet nowadays. Bottles adds that he recently ran across Fred Stewart and wife corraling the long green with med, and saw Pat Malone and Billy Hines working leaf.



CALIFORNIA

Covina-Aug. 14 Mrs. M. H. Messenger, Altadena, Calif. Ferndale-Aug. 14. Vera V. Hunt, Eureka,

Callf. Richmond-Aug. 7. Mrs. Ruth C. Davidson, San Diego-Aug. 27-28. Major C. S. Beale, El Cajon, Calif. Stockton-Aug. 21. Dr. J. M. Carr. 2210 Pa-

cific Ave.

ILLINOIS

Springfield-Aug 21 Edward C. Fletschill, 1111 N. Lincoln Ave.

MASSACHUSETTS

East Bridgewater-Aug. 13, Ruth E. Cloutler. Pitchburg-Aug 6. Foley, 2009 Banstead 84., Philadelphia.

Hamilton-Aug. 20. Foley, 2009 Ranstand Bt., Philadelphia

Hatchville-Aug. 14. Mrs. Milton Stewart, Yarmouthport, Mant.

Plymouth-Aug. 21. Mrs. Robert W. Blezs, Dedham, Mass.

MICHIGAN

Jackson-Aug 7. Mrs. Marion Kahle, Adrian, Mich Lansing-Aug 14. Roland F Rhead, 519 Three

St.

NEW HAMPSHIRE

Heene-Aug. 27 Foley, 2009 Ranslend St. Philadelphia.

NEW YORK

Amsterdam-Aug 13, Poley, 2009 Ranstead St. **Philadelphia** Schenectady-Aug. 14. Foley, 2009 Banstead St. Philadelphia

OHIO

East Liverpool-Aug. 21. Mrs. A. H. Vaughan, Salem, O. Gates Mills-Aug. 28, Paul Q. Quay, Chagrin Falls, O.

Ravenna-Aug. 27. J. T. Collins. PENNSYLVANIA

Ebenaburg-Aug. 14, M. J. Parbaugh, Carrolltown, Pa.

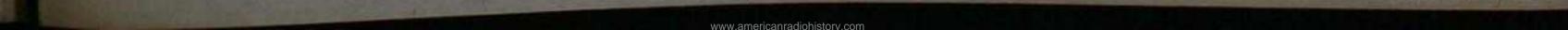
RHODE ISLAND Cranston-Aug. 7. Ivan Desenderf, 203 Ade-laide Ave., Providence. WASHINGTON

Kirkland-Aug. 7. Mrz. H. W. Stewart, Tacoma, Wash.











SALESBOARDS

Communications to 188 W. Randolph St., Chicago I, Ill=

August 6, 1949

SALESBOARD SIDELIGHTS

Leonard Rotblatt, who was for- on its line, Marshall Maltz said this merly associated with ABC Sales week. Company, helped out Bernie Kite at Bee-Jay Products, Chicago last week.

At Harlich Manufacturing Company, Chicago, Sam Feldman says his firm has been having a good month despite heat and the midsummer doldrums. There are no reasons to explain the way sales have stayed up to par, Feldman reports, but thus far there has been no sign of a drop.

Vacations are out of the way at most of the board manufacturers' plants altho many of the executives still have to steal a rest. Chicago's Peerless Products, which shut down for vacations, is again going along



agers' Club, Father is the counsel for Lily-Tulip Cup Corporation.

A son to Mr. and Mrs. Ben A. Hudelson July 20 in Boston, Father is educational director at WBZ.

A son, Edward Arthur, to Mr. and Mrs. Gene Bernald July 20 in North Tarrytown, N. Y. Father is with Pan American Broadcasting Company.

A son to Mr. and Mrs. Dick Courtenay July 19 in Chicago, Father is a disk jockey.

A daughter to Mr. and Mrs. Larry Kurtze July 16 in Chicago. Father is a television producer.

A daughter to Mr. and Mrs. Joey Parks recently in Worcester, Mass. Father is an orchestra leader; mother is the vocalist, Wini Stone,

A son to Mr. and Mrs. Ken Wilson July 21 in Kansas City. Father is a

Mrs. Stanley Chesowsky July 17 in Wilden Hospital, Des Moines. Parents are known as the Lowells, balancing

Mrs. Richard Cundiff in St. Louis July 25. Parents are former hanky pank agents with Cavalcade of Amusements and Hennies Bros.'

Mrs. Ralph Mahoney July 26 in Plainfield, N. J. Father is a newscaster





Universal Manufacturing Com-

pany, Kansas City, and Bee Jay

Products, Chicago, now have the

largest sales organizations in the his-

tory of the companies. Joseph Berko-

witz, president and general manager

of both companies, released the fol-

lowing sales appointments last week:

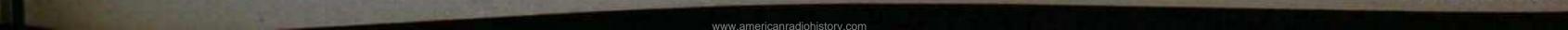
Jack Warren, Ohio; Phil Eisner,

Jugust 6, 1949

The Billboard

SALESBOARDS





COIN MACHINES



August 6, 1949

Communications to 188 W. Randolph St., Chicago 1, Ill.

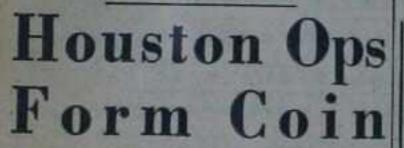
MUSIC BUSINESS IN UPSWING

Grosses Hold Record Number of Transients **Firm Despite** The Weather

Association Activity Up

CHICAGO, July 30 .- Unlike the situation of one year ago, when operators of music machines were at the lowest financial ebb in years, the current summer has seen a steady sales level maintained in all phases of the industry. Operators, many of them have a fairly difficult time getting \$35 still thinking along lines of revised commission schedules, are not only keeping their routes on a profitable getting customers at much higher level, but in some cases are able to rates. As a result operators of vendbuy new equipment. Distributors, many of them aided by shuffleboard, have been selling equipment, while manufacturers also have reported that sales have been continuing thru the hot weather.

While the picture is still far from rosy, the slow, but steady increases noted thruout the biz have been ac-(See Music Business on page 93)



resort areas to the south of here have their big innings from December thru and Georgia. In recent years, how-March, Daytona Beach remains one of the best Florida cities for coin machine and other businesses in the summer. This year when many traditional summer vacation spots are reporting business declines, Daytona Beach is playing host to a record number of visitors.

Tho the Southern Florida cities per week for cottages in the summer, similar spots here have had no trouble ers, music machines and amusement games are reporting peak business.

Seven-Day Week

In Daytona Beach all amusement trades run on a seven-day week. Some of the natives say that in recent years the city has gone in for a carnival atmosphere and the local Cham-

DAYTONA BEACH, Fla., July 30.- at Daytona Beach are all for it. Prior Altho Miami, Miami Beach and other to the war most of the regular visitors were from inland Florida, Alabama ever, there has been a growing number of out-of-State license plates showing up with Ohio and Michigan leading the list.

Ups Daytona Beach Coin Play MAGA Meet

One of the big changes this year has been a complete lid on organized gambling. In former years word was ment Games Association (MAGA) passed around that Daytona Beach would lose some of its appeal if the gambling attraction were taken away. However, if this summer is a criterion the gambling lure is apparently not missed for hotel, cottage and cabin keepers are reporting many of their president, in the chair. patrons are already making reservations for next summer.

The current advertising budget here is \$30,000 plus \$7,500 for publicity. plus another \$8,000 for the summer fishing tournament, This budget will be upped considerably if a new tax proposal is approved in the August 9 elections. The vote will be on a ber of Commerce has figures to prove 2-mill advertising tax which would that visitors pointing for a vacation put an estimated \$75,000 in the kitty.

Convene in Little Falls, Minn.

For August 15

Sked Annual

MINNEAPOLIS, July 30 .- The annual mid-summer luncheon and business meeting of the Minnesota Amusewill be held at Little Falls, Minn., August 15, it was announced this week by Ken Ferguson, secretary. The luncheon and business session will be held in the American Legion Club with Tom Crosby, Fairbault,

Little Falls was selected for the meeting because it is centrally located, and, secondly, as a tribute to Stanley Wosnak, MAGA vice-president, who bases his operation in that city.

Ferguson reported cards have been sent to all MAGA members, who were urged to fill them out and return them as soon as possible so that adequate space can be arranged. Returns are to be mailed to Wosnak's firm, Stanley's Music Company Little Falls.

One of the features of the business session will be the reports from the regional representatives of the association. This highly successful sys-

Houston Ops Eastern Pennsylvania Ops Meet To Form Association

Machine Assn.

Name Full Time Secretary

HOUSTON, July 30 .- Organization of the Independent Coin Machine Operators' Association of Houston and Harris County (ICMOA) was completed at a meeting of 40 coinmen July 13 at Bill Williams's restaurant here. Two preliminary meetings were held earlier in the month at the same place.

At present the association is composed of the following elected officers: Full time executive secretary, Joe Strickland; finance committee, Adrian Ratcliff, Charlie Bell, A. J. Tucker; board of directors, J. L. (Doc) Taylor, chairman, Clyde Atkins, Sam Lampasas, Morris Pinto, Fred Troy, J. Q. Chadwick.

meeting and others are signing up regularly. Initiation fee was set at \$15 with \$5 monthly dues. A charter has been applied for. A be drawn up and presented for adoption as soon as a representative number of operators are enrolled.

June Tax Report

WASHINGTON, July 30 .- A rush of last-minute payments of coin machine taxes in June sent receipts soaring to \$2,257,862, a record for the month, the Internal Revenue Bureau announced this week. The heavy June collections pushed total receipts for the 1949 fiscal year to \$21,087,534, an increase of \$1,816,593 over 1948. Collections for June were \$347,001 above those for June, 1948.

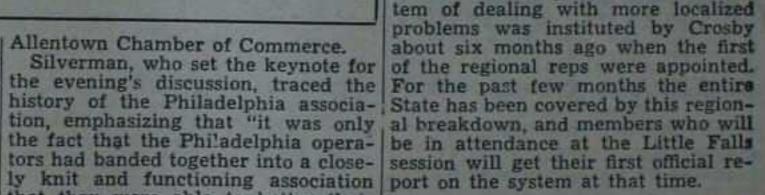
ALLENTOWN, Pa., July 30 .- The | Allentown Chamber of Commerce. groundwork for the organization of music and amusement machine operators in this Eastern Pennsylvania area was laid last week at a meeting attended by key operators. Inspiration for the proposed organization was provided by association officials from Philadelphia and the local Chamber of Commerce.

Operators from neighboring Bethlehem, Easton and surrounding towns met Thursday (21) at the invitation of Mel Mismer, of the Perlo Amusement Company, and plans for the as-

ment Machines Association of Philaager of the Phonograph Operators' Arthur Clearwater, secretary of the (See Eastern Pennsylvania, page 93)

history of the Philadelphia associathe fact that the Philadelphia operators had banded together into a closely knit and functioning association that they were able to better their own position individually and the position of the industry as a whole."

industry and giving it the necessary status in the business world," said sociation were formulated at the Silverman, "could never have been meeting held at Mismer's home here. achieved by any one operator or any Invited to address the meeting were group of operators. It was the result Sam Stern, president of the Amuse- of the collective efforts of all the operators combined. In Philadelphia, we delphia; Joseph Silverman, business had learned very early that the wellmanager of the Philadelphia associa- being of any one operator to insure tion; Charles Hannum, business man- continued successful operations depended on the well-being of every Thirty operators joined at the Association of Philadelphia, and single operator in the business. And



"The progress that has been made in Philadelphia, both in stablizing the Boston's Pin License Set **For Revision**

\$20 After August 27

BOSTON, July 30 .- The new State law in Massachusetts, effective August 27, authorizes cities and towns to license pinball machines at \$20. Answer to the question as to how this will work out in Boston where the city has a \$30 fee for pins and a \$12 fee for automatic amusement devices, other than pins, according to Charles H. McGlue, supervisor of licenses for the city, is: The State nance, applying to pins. In the case While operators of amusement of "other automatin amusement devices," there is no provision in the State law, so the city will continue its \$12 fee.

In the meantime several cities and towns in the State have announced The disputed ordinance would that they will license the pins effecimpose a \$1,000 operator's tax on tive August 28. First city was Fall Massachusetts State Legislature.

constitution and set of by-laws will be drawn up and presented for. A Postpone Effective Date **Of Portland Business Tax**

stymied the city's efforts to enforce Brokers of Oregon. a recently enacted, all-embracing revenue ordinance (The Billboard, July 16) which they charge places exhorbitant fees on amusement machines and retailers. Monday (25). Circuit Judge James W. Crawford to invalidate the measure. ruled that the law be held in abeyance at least until August 15.

arguments for a permanent injunction to restrain the city from en- nograph operators would be taxed vision for the authority to cities forcing its program. Monday's re- \$100 plus \$25 per machine. Cigarette and towns is contained in the enastraining order followed the filing of operators would pay \$100 plus \$1 bling act passed last spring by the suits by the Retail Trade Bureau, per machine.

PORTLAND, Ore., July 30 .- Port- the Portland Association of Autoland business men have temporarily mobile Dealers and the Business law will supercede the city ordi-

> machines were not specific plaintiffs in the fight against the licensing ordinance, most of them are supporting the retailers in their attempts

On August 15, the court will hear amusements games firms, plus a \$15 River, which expects more than semi-annual per-machine tax. Pho- \$7,000 in additional revenue. ProThe Billboard

Western Ops Get Insurance Into

Vender Production in Italy

NEW YORK, July 30 .- With hard mately one-sixth of a cent. And the money once again being minted and inconvenience of buying with hard distributed in Italy and the lire becoming increasingly stable as a buying unit, it may not be too long before coin-operated venders take their aluminum. place in that country's scheme of distribution. This, at least, is the opinion of Mario Caruso, head of C-Eight Laboratories, who returned here last week after spending three months in Italy.

Caruso, who also owns a large metal working plant in Naples, told The Billboard in an interview that his plans for the future include the possibility of manufacturing cigarette machines and other venders in Italy. He emphasized, however, that were placed in more general circulation and until vendable merchandise could be marketed at more reasonable prices. Coins being issued in Italy now, he said, are of relatively small denomination, and many are needed to buy even the cheapest article. A pocketful of change is needed for a package of cigarettes, for instance, with the lire worth today approxi-

SKF Officials See Continued

money is only slightly lessened by coins being minted from light-weight metals, such as magnesium and

Economically Sound

He believes, tho, that within a year or so consumer items will carry lower price tags. More metal money also should be in circulation. These factors, coupled with an increasing demand by Italians for modern methods, largely inspired, according to Caruso, by close contact with

Present Rate Schedule for Predicted by C-Eight Chief California Bulk Operators; **Re-Elect Officers at Meet**

Insurance Broker Says Blanket Coverage Impossible

LOS ANGELES, July 30.-Members of the Western Vending Machine Operators' Association (WVMOA) met here Wednesday (27) to review a schedule of rates for insurance coverage and to elect officers for the coming year. All WVMOA officers were re-elected by standing vote with the exception of Secretary J. B. Goodman, who was forced to decline due to the pressure of out-of-town business. Goodman's post was taken over by Bob Leidenberger. The other officers are M. I. Slater, re-elected prevident (See Vender Production on page 88) for the ninth consecutive term; J. C. Pruner, vice-president, and Marvin

Drenkow, treasurer. Insurance problems-carried over from the May meeting-were discussed by Ian Hamilton, representative of Alexander & Alexander, insurance brokers. At the request of WVMOA officials, Hamilton presented a schedule of rates applicable to California bulk venders (WVMOA's membership is confined to the area surrounding Los Angeles).

Opening his presentation, Hamilton stressed the impossibility of obtaining blanket coverage for the membership because each policy would have to be considered on its individual merit. Poor moral risks, inefficient or dangerous locations would be cause for turning down any operator, Hamilton said.

Since the May meeting, Hamilton approached a number of insurance

such a project could not have much hope of success until metal coins New Pennsylvania Firm **To Make Coffee-Soup Unit**

NAMA Sets Exhibit Hours

LANSDALE, Pa., July 30 .- Newly | formed American National Dispens- are of stainless steel, and the ining Company here is readying a combination hot coffee and soup vender pulling a single electrical plug the to sell for approximately \$625, LeRoy M. Lewis Sr., president of the firm, choice of three soups. announced this week. Lewis said the company is tooling up now for a production run scheduled to start in 60

ing machine firm is the Central Auto- from the factory, matic Sprinkling Company, which Lewis also heads. The latter concern, formed 30 years ago, manufactures automatic fire protection equipment. The coffee- oup unit will be produced in Central Sprinkling's plant.

days.

All parts used in the mechanism gredient tanks are aluminum. By unit can be converted to vend a

The American vender will be marketed thru established vending machine distributors, Lewis said, except in that area immediately around Majority stockholder in the vend- Lansdale which will be handled direct

Will Sell Ingredients

No Blanket Coverage

Vender Rise

Multi-Billion \$ Era Coming

PHILADELPHIA, July 30. - The vending machine business is seen on the increase by the engineers of SKF Industries, Inc., here. The national urge to short-cut daily routine is routing the U.S. public to a multibillion dollar push-button merchandising era, according to the engineers at the huge machine and ball bearing company here.

"Some 2,000,000 automatic vending machines are now dispensing dozens of necessities and luxuries in public places across the nation," said the SKF officials. "By next year, it is

(See SKF Officials on page 89)

Chalex Switches Quarters From N.Y. to Chicago

CHICAGO, July 30 .- The Chalex Corporation, manufacturers of audit recorders for all types of coinoperated equipment, has completed the transfer of its main office from 295 Madison Avenue, New York, to 11 South LaSalle Street here, president Harry Alexander announced this week.

Both Alexander and E. L. Wayman Jr., vice-president, will spend conniderable time each month in Chicago. The audit recorder is made on a contract by Durant Manufacturing Company in Milwaukee. De- afternoon from 1 to 6 p.m. signed initially for use in bottle beverage machines, it is now being used in cup venders, automatic phonographs and other types of automatic merchandising machines.

600 Cup Capacity

ican's coffee-soup machine has a ca- Other officials of the company inpacity of 600 cups, comes equipped clude L. M. Lewis Jr., vice-president with a National change maker and a and assistant treasurer; Robert G. Dixie Cup dispenser. The unit is Wheeler, vice-president and secre-6 feet 3 inches high, is 24 inches wide tary; John W. Bramham, sales manand 18 inches deep, weighing ap- ager of the vending division, and proximately 400 pounds.

It is the company's intention, Lewis declared, to sell the powdered ingredients in order to maintain quality of product. At the present time American intends to use Maxwell House coffee, but has not yet decided Using powdered ingredients, Amer- which soup brand will be pushed.

Richard H. Price, research manager.

firms to sound them out on coverage and rates for vending machines. Hamilton found that the firms fall into one of three groups: Firms who would write coverage af manual rates; firms who would write at less than manual rates, and firms who refused to consider the business under any circumstances.

Altho Hamilton referred to insurance companies by name in his discussion, he requested that reporters covering the meeting regard the names as "off-the-record" information.

Any operator whose insurance coverage would require a high premium should seek a company which

(See Western Ops on page 102)

For AC Convention, Show NAMA Regional **Meets Resume** Early in 1950

CHICAGO, July 30 .- There will be no more regional meetings of the National Automatic Merchandising Association (NAMA) until early in 1950, Tom Hungerford, NAMA director of public relations, announced here this week. This will enable the association and its membership to concentrate their attention on the annual national convention to be held November 27-30 in Atlantic City.

Thus far in 1949, five of the 13 regions have met. The last meeting was held in Los Angeles during June. Customarily, NAMA regionals are not scheduled during the summer months. With the national convention date set for November this year instead of December, the board of directors decided to put off further regional gatherings to focus activity on Atlantic City.

Hungerford said that the association's next regional meet would probably be held in February, Which region will meet, and where, are points still to be determined.

CHICAGO, July 30 .- The day be- | exhibit floor will again be open from will be in service, taking in close to fore the National Automatic Mer- 1 to 6 p.m., and that evening the chandising Association's (NAMA) association will conduct a clinic on 1949 convention and exposition opens

in Atlantic City November 27-30, regional chairmen, regional officers and State legislative chairmen will get together for a business session,

George M. Seedman, general convention chairman, announced the regional session this week as he released additional details concerning the convention program.

This year's exhibit, Seedman said, will open at 1 p.m. Sunday, November 27. That evening at 8:30 the first convention business session will be held. On the agenda for the meeting is the election of five members to the board of directors and the presentation of special NAMA awardsthe first such presentations made by the association.

On Monday, November 28, the entire morning has been set aside for a general session on salesmanship. Exhibit booths will be open in the

Special sessions for various groups of operators-cup beverage, cigarette and penny machines-are scheduled for the third morning. These meetings will be held simultaneously. The

legislative problems.

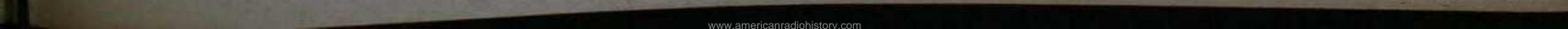
Candy, gum, nut and biscuit oper-(See NAMA Sets on page 102)

Smith National Show Sales Rep For SuperVend

DALLAS, July 30. - Stepped - up sales activity for the SuperVend Corporation here seemed in the offing with the announcement that Harvey Smith, Atlanta theater owner, has been named national theater sales representative. Smith's appointment was made by M. M. Miller, president of the cup drink vending company.

A partner and general manager of the Tower Theater in Atlanta, Smith was formerly associated with the Georgia Theater Company and prior to that served 15 years with the Wilby-Kincey Theater Corporation.

Said Smith, commenting on his new (See Smith National on page 88)





89



Glascock Produces Food, Beverage Units

CHICAGO, July 30 .- The Glascock Company is now in production on a sandwich machine and beverage dispenser at its Muncie, Ind., plant, J. H. Rasmussen & Company, Chicago, na-tional distributor for both non-coin operated machines, announced this week.

The food vender is known as the Glasco sandwich unit and includes a refrigeration system. It is available with an all-white or metallized gray cabinet measuring 36 x 27 x 241/2 inches. Over-all height of the unit is 431/2 inches, including a roll-down hood. Interior of the machine has five cubic feet of refrigeration space. It lists for \$249.50, f.o.b. Muncie.

The beverage machine is called the carbonic dispenser. It embodies self mixing and self cleaning faucet which provides two flavors. The unit will dispense 10 to 20 gallons of mixed beverage per hour, depending upon the incoming water temperature. Its patented jet type carbonator eliminates the need for positive water pressure. Cabinet stands 36 inches high and is finished in metallic gray enamel. The dispenser's 1/4 h.p. sealed compressor carries a one-year warranty. It lists for \$795, f.o.b. Muncie. R. A. Caswell, Rasmussen sales manager, is responsible for the development of both machines. J. H. Rasmussen is president of the distributing firm. Glascock executives include J. E. Johnson, president, and John Drum, executive vice-president.

Federal Suit Over Insurance Venders

NEW YORK, July 30 .- Claiming that he originated the idea of selling insurance policies to airline passengers thru coin-operated venders, Frank Hugh Ellison, of Brooklyn, started a \$1,000,000 law suit in United States District Court this week. He named, as those who had infringed on his system for vending insurance, Central Air Terminal, Inc.; the Fidelity & Casualty Company of New York, and its president, Bernard M. Culver: the Associated Aviation Underwriters and Pendleton & Pendleton, Inc. Ellison maintained he had worked out the details of automatically vended airline insurance as early as 1932, many years before the system was actually placed in use. He said he had submitted his plan to those named. Archie M. Stevenson, attorney representing Central Air Terminal and Associated, said: "From the facts as we know them there is absolutely no merit in his (Ellison's) claim."



* STARTLING STREAMLINED BEAUTY & BRILLIANCE CAPTURE TOP LOCATIONS AT WILL

- + ELECTRICAL AND MECHANICAL PERFECTION SIMPLICITY itself. Only a single motor, one relay and two solenoids.
- SUPER CHANGE MAKER (OPTIONAL)- handles nickets, dimes and quarters. Returns a nickel on 20¢ sales when a quarter is used. Returns a nickel on quarter sales when 3 dimes are used.
- + HOLDS 432 CIGARETTE PACKS in fully toaded double columns ifront and rear) dispensed alternately. Cigarettes always fresh. Easy selections: the pack you see is the pack you get.
- ALUMINUM CABINET PREVENTS RUST AND CORROSION
- + EASTEST TO SERVICE-OUICKEST TO LOAD-FASTEST DELIVERY

MANUFACTURED by J. H. KEENEY & CO. CHICAGO 32. ILL.

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REAL COFFEE

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I am interested in hot cottes vending. Please send me without cost or obligation rour illustrated brochure. "The Key to

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Your Future in Cottee Vending.

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6

Simply

Mail

This

Coupon

Centlemen:

SKF OFFICIALS

(Continued from page 87) \$5,000,000,000 from 75,000,000 customers."

The company engineers declared that newer models of vending machines operate "with almost human intelligence." As many as 1,400 complicated gears and anti-friction bearings go into some of the silent salesmen.

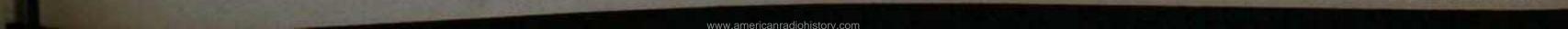
Altho the SKF firm manufactures no vending machine, it is the major source of bearings and gears and other parts for the vending machine manufacturers.





MODEL	BVERALL SIZE	ELECTRICAL RATING	CAPACITY
1	21%" Wide	115 Volt AC	19.7
400	20%" Deep	60 Cycles	400 Cups
	6716" High		- Property

OVER 60 YEARS' EXPERIENCE IN THE MANUFACTURE OF COIN OPERATED MACHINES



tion assure more accurate accounting,

Icathing

tighter control. Investigate today!

Now you can CUT VENDER SERVICING TIME AND COSTS IN HALF

- Boost Profits to New Highs!

Entirely different from any other vending machine ever

location. But more than that. The new Sani-Carry Globe

assures tremendous savings. Globes can be cleaned and re-

filled at home or warehouse . . . by inexperienced help if you

want it. That means twice as many machines serviced per day

per man . . . servicing costs cut in half . . . far bigger profits.

It eliminates filling, spilling and messy cleaning on location.

Checking merchandise in returned globes against cash collec-

made, the new Northwestern Model 49 is a standout in any

The Billboard

Bert Mills Co. **Moyes To Plant** In Chi Suburb

CHICAGO, July 30 .- By the middle of next week the Bert Mills Corporation will be producing its hot coffee and soup machines in a new plant at 400 Crescent Boulevard in suburban Lombard. The firm began moving yesterday (29) and expects to complete setting up lines by next Wednesday or Thursday.

The new Mills plant, approximately 20 miles from Chicago's Loop, was leased from the Reconstruction Finance Corporation (RFC). It was formerly used by a plastics manufacturing firm.

· With 10,000 square feet of floor space-almost triple its old facilities -the Mills Corporation expects to expand its production. In anticipation of that expanded production and reduced production costs, the company decreased the list prices on its line last month.

Coin Conversion Mechanism Is Developed by American

BOSTON, July 30 .- American Coin Changer Corporation here has developed a conversion coin mechanism for the Jacobs Model 26 bottle machine which enables the bottler to collect penny State taxes. The device was designed particularly for use in Pennsylvania and South Carolina.

Using American's mechanism, the Jacobs unit will dispense a bottle of Coca-Cola only after a nickel and a penny have been inserted. W. G. Fienemann, assistant to the president at American, said the device has been field tested and is now in production. No price has been quoted.

Weymouth Adds Rep

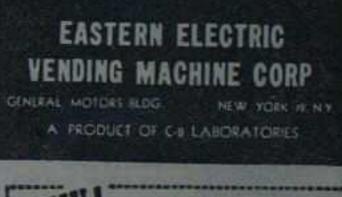
LOS ANGELES, July 30. - Bob

Another in the great family of Electro Distributors

S. H. Lynch & Co., Inc.

2101-03 Pacific Avenue

Dallas, Texas 910 Calhoun St. Hous, Ion, Tex. 1049 Union Ave-Memphis, Tenn. 900 N. Western Ave. Oklahoma Cily, Okla. 241 Broadway San Antenio, Tex. Distributors of Electro in Texas, Louisiana, Oklahoma, Ala-bama, Tennessee, Missis-sippi and Arkamas. CIGARETTES . America's Finest All-Electric Cigarette Vending Machine



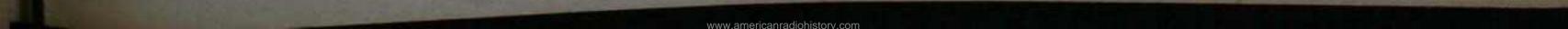
NEU REVOLUTIONARY



fugust 6, 1949



91



92 VENDING MACHINES



sacrifice. Make offer. Closing out due to ill health. BEVERATOR COMPANY

CAMBRIDGE, O.

Blue Jay Begins Deliveries on **Cookie Package** NEW YORK, July 30 .- Blue Jay

Food Products Company this week began delivering a complete line of cookies in vending packs.

Firm, located at 36 Bainbridge Street, Brooklyn, is headed by H. A. Shenkman, president, who first started packing biscuits for automatic merchandisers in 1932.

His current line, available in two sizes for sale thru present machines, sells to operators at \$2.50 per 100 packs, f. o. b. New York.

Here's PROFITS STEADY PROFITS of 50% to 200% **Outperforms All Other Scales** Fully Patented - Nothing Else Like It! MACHINES IN RARACTER READINGS **TELLS FORTUNE & WEIGHT** FULLY AUTOMATIC! YOUR NOTROUBLE! No knobs to turn! FUTURE • The coin does all the work!

Mace the American Scale in the scores of available ampty spaces-in stores, entrances, corners, etc. They pield immediate profits and steady income. Model "403" (illustrated) has 12 slots-a slot for each month of the

BOSTON, July 30 .- Chocolate bar, ice cream and popcorn sales in the Boston area coin machine amusement arcades have hit an all-time high this summer, it was reported this week. Similar reports came from arcades in funspots and beaches on the outdoor circuit as well as theater managers.

Sweet Tooth

Many theater owners reported attendance is being measured by the quality of the popcorn served. New wrinkle, not seen since prewar years, was the serving of frozen chocolate bars, including Forever Yours, Mars and Milkyway.

All amusement arcade, funspot ops and theater managers were agreed on one thing: "It is phenomenal the amount of confectionery items fun seekers can consume." Ice cream sales hit an all-time high for the summer with continuous heat waves blasting crowds of up to 1,000,000 to outdoor funspots almost every week-end.

Steiner Moves To New Plant

BROOKLYN, July 30 .- The Steiner Manufacturing Company has taken new and larger quarters at 363 Hudson Avenue, Louis Steiner, president, announced this week. Engaged in repair and conversion work. Steiner disclosed he is completing development work on a new manual cigarette vender.

New headquarters of the firm comprises 8,000 square feet of floor space, divided into ample assembly, office and showroom facilities. Steiner, former president of U-Needa-Pak Products, previously maintained of-



THE NEW

DUGRENIER

ELECTRIC

MERCHANDISER

CIGARETTE

CHICADETTIN

の工作に正正になって

Delivery IT'S PRICED RIGHT FOR PROFITS!

Featuring

the

"Shelf"

Write today for complete descriptive literature, prices, and name and address of representative nearest you.

ARTHUR H. DUGRENIER, Inc. Manufacturers of America's Finest **Cigarette Merchandisers** 15 Hale Street Haverhill, Mass. Phone: 4252



The Billboard

MUSIC BUSINESS IN UPSWING

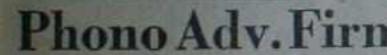
Season's 1st MAPOA Hit Tune

Disk Distribs Reshuffled at NAMM Meet

NEW YORK, July 30 .- With more than 240 exhibits at the National Association of Music Merchants' (NAMM) convention here this week drawing a record crowd of dealers, music operators can look forward to early announcements by record manufacturers detailing new and modified distributor set-ups. While reports of actual business done showed moderate volumes, considerable activity was reported in dealer reshuffling played for the event, offering an a teramong the smaller disk manufacturers (see music section for full coverage of show).

speed music systems is of no immediate concern to operators, with tune of August here, and will be now being made, according to Clason. juke box manufacturers placing their possible use in automatic phonos several years in the future, interest was shown in an expected statement of RCA Victor's promotion plan for its 45 r.p.m. disks. RCA is reported to have \$2,000,000 earmarked for a consumer campaign, and general acceptance of this system might hasten the day of slow-speed jukes. But company executives parried dealer requests for details of the campaign, in- phonograph operators have formed thruout Cook County. dicating that their plans may be re- a new organization-the Recorded Officers of the association, in vealed next week.

About 30 television producers competed for dealer patronage at the conclave. It was announced that the next NAMM meet will be held in Chicago.



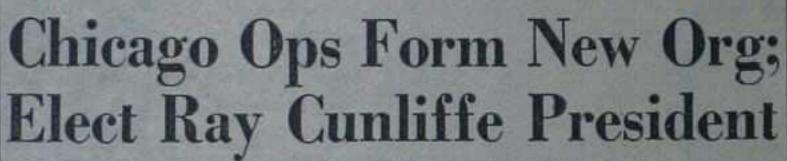
Eastwood Park, by the Michigan Au- later, according to Roy W. Clason, tomatic Phonograph Owners' Associa- MAPOA business manager. tion (MAPOA). The event drew a crowd of between five and six thou- appearances and assisted in handling sand teen agers, one of the biggest the program. They were Bob Seyturnouts in the history of the organi- mour, WKMH, Dearborn; Doc Lemon, zation.

Gene Krupa and his orchestra noon of dancing. Tunes picked as Altho the development of slow- as recorded by Vaughn Monroe on

Tune Party of the season was held boxes in the area. A second number Sunday (24) at Eastwood Gardens, to be co-featured will be selected

Three disk jockeys made personal WJR, and Johnny Slagle, WXYZ, both of Detroit. Clason acted as master of ceremonies.

A personal appearance was made by Frankie Mullee, Continental Rec-"candidates" for the hit tune selection ords artist, whose new number, Tell were featured. Winner was Someday, Me a Story, was also played. Plans for a Hit Tune Party for August, with Victor. The number will be the hit another name band to be featured, are



CHICAGO, July 30. - Chicago its membership to include operators Music Service Association (RMSA) addition to Cunliffe, are Dan Palaggi, -to replace the Illinois Phonograph Century Music Company and Dan Owners' Association which was dis- Gaines Music Company, vice-presibanded this spring. President of dents; Roy Blomquist, Metropolitan the new group is Ray Cunliffe, head Amusement Company, treasurer, and of the Automatic Amusement Com- Phil Levin, Caryl Music Company, pany and at one time president of secretary.

the Illinois Phonograph Owners' The association has a nine-man board of directors which includes the RMSA has opened offices at 2326 five officers and these operators: Joe the near future expects to announce Company: Joe Filetti, Blackstone Music Company; Martin Fryer, Active Music Company and William Marohn, The new phonograph association, Bill's Music Company. RMSA is holding regular monthly meetings for the entire membership, Cunliffe said. The board of

Grosses Hold Party Draws Teen-Age Crowd Firm Despite DETROIT, July 30.—The first Hit placed in the No. 1 position on all juke une Party of the season was held boxes in the area. A second number of the season was held boxes in the area. A second number of the selected the selecte

Association Activity Up

(Continued from page 86) cepted as positive indications that the comeback is now under way. Most ops are out from under their heavy finarcing arrangements which they incurred in 1947-1948, and which kept them at the breaking point thru the 1948 season. Too, they have found shuffleboard helped them thru the first six months of the year, with the game not only offering no competition to the music machine, but actually stimulating play.

Now, with shuffleboard activity at a low ebb (a usual summer occurrence), music is keeping the over-all grosses up, carrying the load until shuffle league and tournament play resumes in mid-September.

While equipment prices are holding at this point, there are indications that manufacturer, in planning new models for 1950, are studying every nossible angle to cut the price of their instruments. Too, record companies have been offering sale prices on some records, while lower-priced labels have also appeared in greater number in the past year.

While plans for the Music Operators of America (MOA) convention in November are still far from complete,

Offers Jukemen South Wabash Avenue here and in Mahoney, Apex Cigarette Service

Advertisers, Inc., has taken over the manufactu. : and distribution of a point-of-sale commercial attachment for juke boxes developed by Max Sparks (The Billboard, February 19). President of Phonograph Advertisers is Dan Palaggi, who owns the Century Music Company, on whose routes the device has been tested for the past six months.

Palaggi announced this week that the William S. Bishop Company Chicago ad agency, would handle sales to prospective advertisers. The tests on Century's routes have used the only way we have been able to ures," commercials plugging Canadian Ace protect the interests of all was by beer, and William Sutherland, account uniting." liquor and tobacco companies will be that the primary purpose of any spirit of co-operation "among a group contacted first. Thus far, Sutherland association of operators was "for of highly competitive members." He said, no advertiser has been signed to a contract.

Timer Controls Commercial

The device itself kicks off a commercial record at intervals, controlled by a built-in timer. Sutherland said contracts with advertisers would call for one commercial every hour for as long as the location is open. For allowing the device to be placed on their phonograph, operators will be paid a flat weekly fee which has not yet been determined.

Sutherland said advertisers would be charged the following rates for one plug each hour: \$4 per juke box per week for 50 to 99 machines; \$3.57 for 100-499; \$3 50 for 500-999 and \$3 for 1,000 machines or more.

Commercials, Sutherland said, would be limited only by "good taste and advertising judgment." The Canadian Ace jingles, used on Century's route, averaged 10 seconds.

Altho the timer can be set to kick the commercial on at any desired (See Phono Adv. Firm on page 94)

organization.

the appointment of a full-time manager.

CHICAGO, July 30 .- Phonegraph which thus far is accepting membership only from Chicago operators, now has some 80 operator members, Cunliffe said this week. In time, directors meets every two weeks to Cunliffe added, RMSA may broaden review association business.

it was reported several weeks ago that MOA planned the November meet as a "buying convention." No manufacturers have as yet made actual commitments for exhibiting space at the meet, but most have indicated they will show their products should the convention be held.

One phase of the music business that has been extremely active recently is the various State and local associations. These groups have been devoting most of their time to local legal problems and have been able to do a great deal of good for the members. Several new associations have been formed in recent weeks.

Eastern Pennsylvania Ops **Meet To Form Association**

(Continued from page 86)

"negative" designs that concerns it- (See E. Pennsy Phono on page 96)

| self with merely "corrective meas-

Stern, as president of the Philadelphia association, showed how the Silverman also stressed the fact organization developed a friendly the positive values" such asso- said that the friendly spirit develciation could accrue to the member oped by the association was a major operators, rather than thinking in factor in enabling the member operaterms of an association for purely tors to carry over during the trying

See Music Dept. for This Info

Among the stories of interest to the coin machine industry to be found in the Music Department of this issue of The Billboard are:

VARSITY OFFERED AT 3-FOR-A-BUCK. Eli Oberstein within the next six months will market low-priced disks at pre-1940 tabs,

LIBRARY OF CONGRESS ISSUES CATALOG. New comprehensive catalog of current music is now available.

BULLEIT DEBUTS NEW DISTRIB ORG. Jim Bulleit sets up Coast Line Distributors, signs up several indie labels for Kentucky, Tennessee distribution.

STAN KENTON OFF AGAIN, ON AGAIN. Orkster Kenton plans a mid-September return to the band business,

And other informative news stories as well as the Honor Roll of Hits, pop charts and a Billboard feature-a page devoted to new merchandising and mechanical developments in the business-the Radio-Phono-TV section.

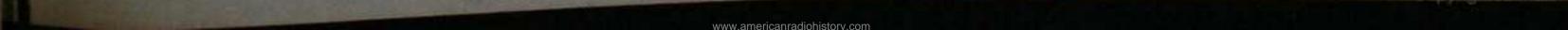
Hartford Ops Still Have No TV Wors

HARTFORD. Conn., July 30 .--Ralph Colucci, owner of State Music Distributing Corporation, Hartford coin machine distributor, believes that the Hartford area coin machine trade will not become enthusiastic over coin-operated television sets until the city itself has television stations in actual operation.

"The coin-operated television situation." Colucci said. "will probably remain status quo until Hartford's TV stations go on the air." Right dow television set sales in the Hartford area are slow in comparison to the Southern Connecticut territory, which is much closer to the metropolitan New York area TV broadcasting outlets.

AMI Resumes Production

After Two-Week Vacation GRAND RAPIDS, Mich., July 30 .--AMI plant here this week resumed full production after a two-week vacation shut-down. Firm, according to John Haddock, president, had built up a stockpile of phonographs to carry it thru the two-week vacation, and maintained only a skeleton staff to man the headquarters here.



94 MUSIC MACHINES

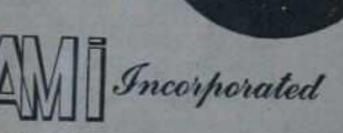
The Billboard

August 6, 1949

a good spot

is hard to find

Got a good spot? Want to hold it? Try AMI. No troubles to annoy the location. No "out-of-order" spells to cut the cash. Just smooth, trouble-freeoperation. AMI holds the spot!



DEARBORN STREET, CHICAGO 2, ILLINOIS 127 NORTH

SONGS WITH MO	ST VOC	L	1	N	D	A	S	ľ	21	N	M	VT	1	,
PLUGS IN H	EY ARI	BAN	1	(B	T	1	Y	S	1	T)			
	ntinued fr								ú	1				
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Sonsi Publisher	Heard In N.		H	ear	a 11	i Ci	14	H	-	1.17		610	100	dd. H. Tol.
Don't Call Me Sweetheart Anymore	ABC			0	2		13	18			17			127
Dreamy Old New England Moon	Leeds	3	13	1	4	2	13	3	5		11		-	146
Everywhere You Go	Lombardo	0	16	0	6	1	7	1			5			112
Fiddle Dee Dee (It's a Great Feeling)	Harms	4	6	0	4	2	1	0	3				2	
Forever and Ever	Robbins	1	6	1	2	1	4	4	2	8	-	1		73
Four Winds and the Seven Seas	Lambarde	0	12	0	5	0		1	6	0	1	0		111
How If Lies	Morris	1	13	0	4	0	5		5	0			-	105
I Don't Ser Me in Your Eyes Anymore	Laurel	2	4	1	3	0	2	1	3	1		,		143
It's Summertime Again	Republic	4	12	1	2	0	1	0	2	12	1	0	2	76
Just One Way To Say I Love You (Miss Liberty)	Berlin	1	23		7	4	10	3	7					167
Kiss Me Sweet	Advanced	1		0	3	1		1	1	4	4	0		79
Let's Take an Old-Fashioned Walk (Miss Liberty)	Berlin	5	5	1	4	8	4		5		1		1	87
Lover's Gold	Oxford		9	0	5	1	9	0	5	3	15	- 11	5	138
Maybe It's Because	B.V.C.	3	9	0	2	2	9	1.0	1000		9			4 97
My One and Only Highland Fling (Barkley's of Broadway)	Harry Warren		,		3	3	5		4	3	2	0		92
Out of Love .	Spitzer	3	5	0	3	1	3	0		-	12			92
Riders in the Sky	Morris	0	6	0	6	4	3	4	7	0	1	0	6	111
Some Enchanted Evening (South Pacific)	Williamson	2	15	0	1	4		7		5			X	168
Someday You'll Want Me	Duchess	4	11	1	0	3		2	2		1		0	72
Song of Surrender	Paramount	6	9	0	4	1	6	0	3		7	0	1	97
Swiss Lullaby	Southern	9	7	0	3	9	11	1	4	0	7		-	103
There's Yes, Yes in Your Eyes	Witmark	7	11	1	5	7	21	2	7			1	-	104
Wedding Day	Famous	5		0	5	-	7	2	5	2	0	0	3	105
Who Do You Know in Heaven?	Robbins	4	10		4	2	,	-	3		14	0		114
Younger Than Springtime (South Pacific)	Williamson	2		0	1		12	2	2	6	4	0	1	83

RECORDS MOST PLAYED BY JOCKEYS

(Continued from page 25)

enriched tone quality + 20 records + <u>Evans' TUSIDE</u> record changer = 40 good reasons why you'll prefer	We so d 11 10 1 3	cha La ate We 7 	tat Thi celk We 13. 14. 15. 16. 17. 18.
EVANS' 40 SELECTION CONSTELLATION	20	13	19.
	16 1	19	19. 19.
	2	21	22.
See Your Evans'	11	15	23.
Distributor for Details or Write	5	28	24.
to Factory Direct	4	10	24.
	18		26.
	a	23	27.
AVAILABLE NOW	1 12	11	29. 30.
Constention	PHON (C hour, th fere wit	iontin ne con	nued mmei
Bona Fide Phonograph Distributors Phonograph Distributors Limited territory available. write or wire immediately. WIRE Immediately. WIRE OWN AND AND AND AND AND AND AND AND AND AN	the juk mercial all of A count times a To ge Bishop are conc juke box company	e is is he the r ter ta comm et th and entra kes. S	being ld off abula narcia e pro phon sting Suthe

		CER IN CO	LAP ST
11	7		NING
1	-	14.	ROOM FULL OF ROSES E. Howard Mercury 5298-BMI
10	16	15.	AGAIN
1	-	16.	THE SEVEN SEAS
3	25		NING
3	-		THE FOUR WINDS AND H. Jeffries
20	13		FOREVER AND EVER P. Como-M. Ayres
16	19	19.	FOREVER AND EVER
1	-	19.	LET'S TAKE AN OLD. F. Sinatra and D. Day. FASHIONED WALK
			Harmony 1047; F. Masters Ork, MGM 10465; D. Haymes-G. Jenkins Ork, Dec 24666; The Pepperettes-H. Parr, Horace Heidt M 1012; J. Bradford, Bluebird 31-0010; P. Como-M. Ayres Ork, V 20-3469 & 2931;
2	21	22.	DID YOU SEE JACKIE ROB- B. Johnson
11	15	23.	AGAIN
5	28		I DON'T SEE ME IN YOUR G. Jenkins Ork-The Stardusters EYES ANYMORE
4	10	24.	THE FOUR WINDS AND M. Torme-F. DeVol Ork
2	-	26.	1 DON'T SEE ME IN YOUR EYES ANYMORE
18	11	27.	AGAIN
3	23	27.	A WONDERFUL GUY F. Warren-H. Rene Ork.
1	-	29.	ROOM FULL OF ROSESD. HaymesD 24632-BMI
12	-	30.	BALI HA'IP. Lee-D. Barbour OrkCap 57-543-ASCAP
and the second second			

FIRM

-OSITION

from page 93) cial will not interredit: In the event played, the comautomatically until ers are completed. tes the number of al is played.

ogram under way, ograph advertisers

music operators and that all of them have agreed to use the device. Contacts are being established with other cities, Sutherland said, altho no commitments have been made.

The point-of-sale device was introduced last winter by Max Sparks, Chicagoan who formed SAR Enterprises to build and distribute the gimmick. Phonograph Advertisers on Chicago's 10.000 plained, and Max Sparks has been rland said that uis placed in charge of producing the deracte all Chicago vice for the successor company.



North Tonawanda, New York.

YOUR WURLITZER DISTRIBUTOR FOR FINANCING, DETAILS DELIVERY RADE-IN ALLOWANCES AND

Active Amusement Machines Co. 666 N. Broad St., Philodelphia 30, Penna.

Alfred Sales, Inc. 881 Main St., Beffalo 3, N. Y.

Angott Distributing Co., Inc. 2616 Furiton Ave., Detroit 21, Mich. Brady Distributing Co. 522 E. Trade St., Charlotte, N. C.

Brandt Distributing Co., Inc. 1809 Olive St., St. Louis 3, Mo. Bush Distributing Co. 286 N. W. 29th St., Miami, Fla. 308 Delwood, Jacksonville, Fla.

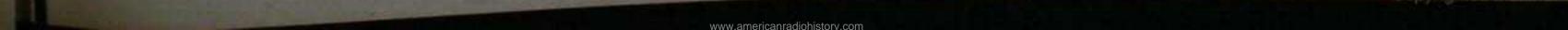
Cain-Caillouotte Motors, Inc. 1552 Broadway, Nashville, Tenn. Central Music Distributing Co., Inc. 1523 Grand Ave., Konsas City 8, Ma. 2562 Harner St., Omaha 2, Nebr. Cleveland Coin Mach. Exchange, Inc. 2021 Prospect Ave., Cleveland, Ohio Commercial Music Co., Inc. 726 N. Ervay St., Dallas I., Texas 901 E. Houston St., San Antonio, Texas 1004 N. Walnut St., Oklahama Chy, Okla. Coven Distributing Co., Inc. 3181 N. Elston Ave., Chicago, III.

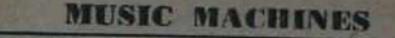
Cruze Distributing Co., Inc. 105 Virginia St., W., Charleston, W. Va. 122 S. Seventh St., Lauisville, Ky.

Draco Sales Company 1932 Broadway, Denver 2, Colorado Ematrcy Distributing Co. 348 Sixth St., San Francisco, Calif. F.A.B. Distributing Co., Inc. 1019 Baronne St., New Orleans 13, La 1727 Harden St., Columbia, S. C. 304 Ivy St., N.E., Atlanta 3, Ga. Hart Distributing Co. 906 Ellion Ave., W., Seattle 99, Wash. The Arthur Harmann Co., Inc. 282 Central Ave., Albany, N.Y. Iowa Music Distributors, Inc. 764 Ninth St., Des Maines 14, Iowa Rnudsen Music Company, Inc. 287 North 3rd East St., Prove, Ulah 267 North 3rd East St., Prove, Olan Lieberman Music Co. 1124 Hennepin Ave., Minneapolis, Minn Maestro Music, Inc. 117 East Broadway, Tucson, Artsona Midland Music Distributors, Inc. 409 North Noble St., Indianapolis, Inc. Music Distributing Co. 420 N. Craig St., Pittiburgh 13, Penne.

O'Connor Distributors, Inc. 2320 W. Main St., Richmand, Va. 400 Water St., Partsmouth, Va. Redd Distributing Co. 298 Lincoln St., Allston 34, Man. Sicking, Inc. 1401 Central Parkway, Cincinnati 14, Ohio Slegel Distributing Co., Ltd. 477 Yonge St. Toronto, Ont., Con. 40 Powell St., Vancouver, B. C., Can. 853 Notre Dame St., W., Montreal, Que., Can. Southland Distributing Co. 1128 S. Cremhow Blvd., Las Angeles 6, Colif. Steele Distributing Co. 3300 Louisiana St., Houston, Texas Starling Service Rocky Gian Park, Moosic, Penna, Rocky Glan Fark, Moosic, Penna. United, Inc. 4227 West Vilet St., Milwaukee 8, Wie Walker Sales Company 2401-7 East Alameda, El Paso, Texas Williams Distributing Co., Inc. 1082 Union Ave., Memphis 3, Tenn. The Winters Distributing Co. 1713 Harford Ave., Ballimore 13, Mak Young Distributing, Inc. 235 W. 43rd St., New York 18, N.Y.

MODEL 1100 Top-ranking deluxe phonograph, 100% planned by operator demand.





For the Finest in Record Reproduction Uso the New G. E. Magnetic High Fidelity LIGHTWEIGHT PICKUP With Removable Needle No Needle Scratch . . Only 3/4 Oz. Needle Pressure High Fidelify Long Record Life Just Plug In Seeburg \$14.95 Rock-Ola 1.M.L. Elec. Cancel 54 extra Cartridge Only-55.80. Needla Only-\$2.50 Also other makes. ADVANCE MUSIC CO. 1606 GRAND KANSAS CITY, MO.



JACOBS MANUFACTURING CO., INC. Stevens Point, Wisconsin ST. THOMAS COIN SALES, LTD. St. Thomas, Ontario, Canada



E. Pennsy Phono **Ops Form Assn.**

The Billboard

(Continued from page 93) periods of the war years "when it was imperative that each operator be ready to help the other." By the same token, he pointed out the fact that the operators are today well-organized "and with that same fine spirit of mutual understanding and co-operation," is making it possible for them to meet the many obstacles facing the industry today.

Hannum, in relating the organizational success of the music machine operators in Philadelphia, also emphasized the public relations value of an association for the industry as a whole. He detailed the many public relations projects conducted collectively by the music operators thru their association, "which resulted in giving status not only to the instrument (phonograph) but to the operator as well."

Hannum also told the local operators of the various promotional activities of the association, particularly the "record of the month" promotions, "which would have been impossible for any one operator to conduct, but which harvested extra profits for every single music operator in the association."

Added blessings to the local association were given by the secretary of the local Chamber of Commerce. He told the operators that "as an industry, you are most welcome in the family of industries" comprising the membership of the local Chamber. Clearwater also pointed out how trade associations have for years been the

ADVANCE RECORD RELEASES

(Continued from page 32)

INTERNATIONAL

Chlopek Ci Ja Chlopek J. Sadrack Ork (Uciekas Marys) Con-Linental Records C-795 Ennia Sou Day Mou Lo Plirouis L Georgakopoulos (Maghias Pou) V 25-8218 Dann Bluhn Fur Mich Die Rosen (La Vie

- En Rose) J. Hendrik (Leb Wohl) V 25-4112
- Hey Maryniu Polish Mountaineers (Walczyk Goralski)
- V 25-9204 I Love an Old-Fashioned Polka
- L. Duchow (Vagabond Walts) V (78) 25-1132; (45) 51-0017
- Elopoty Starej Panny J. Sadrack Ork (Pijcle Pajki,) Continental C-792

Kontinental Echo T. Balicki Ork (OJ Leny) Continental C-794

- La Banne Chanson (La Fruille D'Erable) A. Viau (La Bonne) V 25-7033
- La Bonne Chanson (La Legende Des Flots Blens) A. Viau (La Bonne) V 25-7037
- La Bonne Chanson (La Voix Des Erables)
- A. Viau (La Bonne) V 267037 La Bonne Chanson (Souvenirs D'un Viel-
- lard) A. Viau (La Bonne) V 26-7038
- La Bonne Chanson "Etiole Du Soir" A. Vinu-J. Jacob (La Bonne) V 26-7039
- La Bonne Chanson "Le Crucifix" A. Viau-J. Jacob (La Bonne) V 26-7039
- Leb Wohl, Adicu, Auf Wiederschn. J. Hendrik Ork (Dann Bluhn) V 25-4112 Let's Go.
- Wilford Sextette (Meet Me) Englewood Records 1008
- Lucky Polka F. Mullec Ork (Until We) Continental C-1265
- Maghiaa Pou Gnorises Polia
- L Georgakopoulos (Ennis Sou) V 26-8218 Meet Me Tonight in the Park
- Wilford Sextette (Let's Go) Englewood Records 1008
- Milwaukee Polka

August 6, 1949

G. Shearing Quintette (Good To) MGM 10487

Terry's Tune T. Gibbs (T and S) New Jazz 800

You Are Too Beautiful

LATIN-AMERICAN

A La Piena V 33-1320 Ork (Cuauda Pienzes) Adande Ire N. Sous (Vendras) V 23-1356 Argentinita Album: Argentinita (E. Lopes) (1-10") Dec DU Aires De Castilla . Du 40969 Anda Jaleo . DU 40079 Avila . DU 40071 De Alcaniz . DU 40071 Sonnes De Asturias . DU 40069 Zorongo Gitano . . DU 40070 Amarcita Corason Cullacan Trio (Amure De) V 23-1319 Amur De La Calle Cultacan Trio (Amorcilo Corazon) ¥ 21-1219 Bien Criella Y Bien Protena L. Lamarque (Loraras) V 23-1316 Callejers P. Fernandez (Flor Deshojada) ¥ 23-1309 Campanitas En Mi Alma N. Chayres (No Espero) V 23-1215 Caravana J. Garcia Ork (Tabu) V 23-1308 Chon, Chon, Chon-Servando Diaz Trio (Franqueza) V 23-1311 Cama Ayer H. Belizario Ork (Mercedes) V 22-1221 Corazon Esconde P. Reyes (Ensonacion) V 23-1310 Cuando Pienses Cesar Concepcion (A La) V 23-1320 Ensonacion P. Reyes (Corazon Esconde) V 23-1110 Eternamente Mia G. Rodriquez (Siempre Contigo) V 23-1312 Flar Deshojada F. Pernandez (Callejera) V 23-1309 Franqueza A. Shcasas Ork (Vamos Prirtika)

The Billboard

BE OF OF PERFECTION OF THE DIS

IFRS. CONFAB UNDER WAY

Which Way Shuffleboard?

-Editorial-

August 6, 1949

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Following a morning of informal meetings and get-togethers, the manufacturers of shuffleboards and shuffleboard supplies will officially convene at the Morrison Hotel in Chicago promptly at 1:30 p.m. Monday (1). Presumably the two-day meeting will decide whether the Table Shuffleboard Association of America (TSAA) is the answer to their promotional problem, or whether they, the business side of this growing sport, will form their own organization to further promote shuffleboard play via leagues and tournaments.

Actually, there is a great deal of significance attached to this meeting. In the past, other manufacturers have met to air this problem of building play. Every shuffleboard manufacturer that sat in on the previous sessions had his own problems, situations which were peculiar to his particular factory. None of these meetings were successful. Later, at least one of the larger companies set up its own department to promote leagues and tournaments, joining with National, an experienced firm in this line, to do a job which not only helped each firm individually, but indirectly aided all manufacturers. Thru such successful tournament promotions as the Springfield meet held by National, and the Four-States Tournament conducted by Standard, the cause of shuffleboard was advanced tremendously. Each of these firms maintains its own league and tournament department, manning it with experienced, capable personnel. And these promotions have been aided by leagues formed by other manufacturers, including American, Monarch, Purveyor and Mero.

Survival

Despite this help which was given to the entire industry, many small manufacturers of shuffleboards have found the current summer slump too much to cope with, and have thrown in the towel. Others will follow suit before the fall season sets in. This is to be expected in a business which is new and only now beginning to find its level.

It is those 20-odd firms represented in Chicago Monday which will still be in business when the selling resumes come September and October. Some of them are relatively small-others leaders in the field. But all have the same problem-how to increase the number of locations, and the number of players.

Most of the manufacturers are convinced that organization is the answer. When they meet Monday, they will have studied the prospectus submitted by TSAA. Joe Reynolds, spark-plug behind the TSAA organization conference in St. Louis, will be on hand to discuss that prospectus with the manufacturers. As of now, it is known that he will not adhere to the prospectus. For to make TSAA a success, all factors in shuffleboard must be included and, without the support of the manufacturers, the road ahead for the association is almost impossible. Reynolds now knows this, and has indicated the TSAA will undergo those changes in its structure (including personnel) which are necessary to gain the manufacturers' support.

Substantial Turnout Seen As Industry Meets To Air **Future Promotional Plans**

Reynolds Will Be Asked To Explain TSAA Prospectus

By Norman Weiser

CHICAGO, July 30 .- With more than 20 manufacturing firms expected to be represented, the special industry meeting decided upon at the St. Louis shuffleboard conference last month will be called to order Monday (1) at 1:30 p.m. in the Morrison Hotel here. That little time will be wasted in preliminaries was assured late this week when it was learned that the firm's representatives, after a short discussion of the propectus submitted by the Table Shuffleboard Association of America (TSAA), would probably hear from Joe Reynolds, TSAA executive secretary.



While 12 of the firms to be represented at the meet next Monday have had an opportunity to study the prospectus during the past three weeks, the others, who were not present in St. Louis at the TSAA conference, will be given copies when entering the meeting.

Presiding at the opening session will be Clayton Nemeroff, Monarch, and William Tucker, Purveyor, who were appointed co-chairman of the Chicago meet at the St. Louis get-together. Nemeroff and Tucker have set up a tentative agenda for the session, and both have been busy the past few weeks lining up information the opening sessions will be closed, cations have run into play declines it is planned to have Reynolds apin the vacation months, operators in pear before the gathering Monday resort areas report summer play has afternoon. Several developments in been on a consistently high level. The the proposed TSAA structure will

Job Ahead

The job ahead is a long, rough one. The manufacturers, knowing this, are determined that whatever step they take must be the right one. Those who have tremendous investments in their league and tournament departments cannot afford to lose those investments. The smaller firms which will be asked to contribute toward an organization must be sure those funds will be administered in the best possible manner. All know action will cost money. But they also know that by properly applying those funds, their businesses will grow on a sound basis.

If the manufacturers reach a decision as to a future course to follow by Tuesday's adjournment, much will have been accomplished. In any event, their decisions will have much to do with the answer to "which way shuffleboards?"

Marvel Starts Production on New Score Unit

CHICAGO, July 30. - Marvel Manufacturing Company next week goes into production on its new scoring unit which will, for the first time, include frames. The new units, according to Ted Rubenstein, president, will score shuffleboard points, horsecollar and baseball and, finally, frames.

Firm completed its first scorer this week and Rubenstein said all parts would be ready for the assembly line by Monday (1). The new scorer operates with only one button. As the player marks up his score, the frames automatically advance, both actions taking place within a few seconds. A switch is located in the cabinet so that players who want to eliminate the frames and play off on a point basis, can do so.

Rubenstein said the price on the new scorer has not as yet been determined, but will be only slightly more than the current model.

William Palmer, partner in the Brilliant Music Company, and Mrs. Palmer have left for a month's vacation at Wausego Beach, Ont., visiting with Pete Horick, Red Wings hockey player, who runs a hotel there. . . Joseph Brilliant reports a seasonal drop-off that is affecting shuffleboard operations here. Operators, tho, are generally confident of a recovery in September.

Puck Patter

Chicago:

Detroit:

Nemeroff, who has been handling much of the correspondence on the meeting, spent the past week-end in Indiana on a business trip. Clayton has been setting up shuffleboard arcades in that State, and because of the pressure of the national meet, had to complete one of the arcades over the week-end. Roy Bazelon, president of Monarch, has been keeping close to his desk these hot days,

(See Puck Patter on page 98)

other bright spot in the summer op- first be informally explained to those erating picture 'his year is the suc- present by the chairman, with Reyncess that operators have had in olds then coming on to complete the pioneering outdoor locations in beach picture, areas and amusement parks.

One of the first things outdoor operators learned was that their chief trouble at outdoor locations was not dampness or sand on the boards but keeping the board under a protective shelter all the time. While moisture and sand on the board were definite threats, the outdoor operators found that boards left in the sun suffered

(See Outdoor Ops on page 99)

Runyon Sales Named Distrib For Shuflpins

NEW YORK, July 30 .- Dan Lufkin, U. S. Woodcraft sales manager, now on a nationwide tour to set up a distributor network for the firm's new coin-operated game, Shuflpins, and other equipment to be introduced, announced here this week that Runyon Sales has been named to handle Woodcraft products in New York and New Jersey.

He said that about 15 outlets have already been appointed by the manufacturer, mainly in the Midwest and on the West Coast, with a total of about 75 distributors called for in the firm's sales plan. This number is necessary to achieve the intensive coverage aimed at by Woodcraft for follow, declared Lufkin,

Shuflpins, a 12-foot game combining the elements of shuffleboard and bowling (The Billboard, July 9), features the return of pucks to the player's hand by means of an inclined conveyor belt. The game lists at play, game is designed for two players \$495 plus freight charges from only. St. Louis or Redondo Beach, Calif., where U. S. Woodcraft plants are lo-Herb Perkins, head of Purveyor cated. About 300 have been turned (See Runyon Sales on page 99)

Want Action

Reports from those manufacturers planning to attend the Chicago meeting indicate they are in favor of taking definite action toward the formation of an organization to promote league and tournament play. Whether they will go along with a much-revised TSAA, or discard that group to form their own org depends on the outcome of the first day's session. At this confab, Reynolds will be called upon to explain the prospectus, and to answer questions from the manufacturers, including a clarification of the financial breakdown. TSAA had asked for \$150,000 as its first year's budget. The prospectus revealed that of this total \$45,000 was earmarked for the salaries and expenses of the executive secretary and three vicepresidents (all appointed at the St. Louis meet). It has since been learned, however, that this plan has been dropped by those in charge, and that additional changes in the prospectus

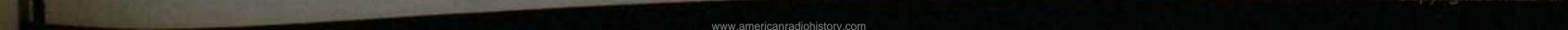
(See Mfrs. Confab on page 98)

Monarch Rolls On 8-Foot Board

CHICAGO, July 30. - Monarch Shuffleboard Company has started quantity deliveries of Shufflette, a coin-operated eight-foot board, Presitheir initial product and the games to dent Roy Bazelon announced this week.

> Shufflette is played with the conventional number of pucks, eight, and is designed for smaller locations. It has a built-in scoreboard which tallies up to 15 points. Operating on dime

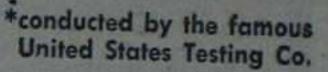
Play field has three cushions. During a game players may use one, two or all three cushions to aid in registering points.





fleboard Sales Company, is on th road again, according to reports. . . Jack Simon, of Sicking Distributors

can Shuffleboard, is taking advan tage of the seasonal slack in biz to spend more time with his son. Hi meek-end hideaway is in Lavaette



up.

SHUDDIDDDDDDDDDDDD 99

Runyon Sales

(Continued from page 97) out to date, according to Lufkin, with the games currently being produced at the rate of 20 a day on the West Coast and 25 daily in St. Louis. Facilities on hand in both locations permit a total output of 95 units a day, he claimed.

Lufkin disclosed that U. S. Woodcraft is now completing experimental work on several modifications of Shuflpins. Among these are games built around the competitive appeal of pool and baseball. Each of the games can be easily converted to any other, he said, in order to maintain player interest on location. The company will make available conversion kits for this purpose.

Shuflpins, engineered by Ed Collins, veteran coin machine designer, was developed over a six-month period. It was location tested for 90 days, according to Lufkin. Nineteen basic patents have been applied for on the game.

E. PENNSY OPS

(Continued from page 96)

initiative to call the meeting and to invite the Philadelphia representatives to address the meeting, the idea of an association for the operators here was not entirely his own. "Many of us," he said, "have long felt the need for an association here. And while we have been talking about it for a long time, I felt it was about time that we did something about it, Most of us already know that the many problems besetting our industry can only be solved by the collective efforts of all thru an official and coordinated trade association."

Silverman and Hannum also said that they would be glad to come to Allentown as often as necessary to get the local organization under way, pledging the support of their associations in the functioning and activity of the proposed local organization.

Outdoor Ops Shuflpin Distrib Devise Ways **To Beat Heat**

(Continued from page 97) more damage than from the other known hazards. Therefore, those who had the most success thus far have sought summer locations which offered permanent shelter for both patrons and equipr .ent.

Shift Boards

Oddly enough a good percentage of the shuffleboard operators who have concentrated on summer locations, whether indoor or outdoor, are opportunists who have moved boards from city neighborhood spots which have had sharp play drops with the advent of summer heat. These operators say that they felt business was so slow in some of the locations that it was at least worthwhile to try shifting their boards to resort areas. If August play holds up as well as July, they now say, it will definitely be a profitable summer all the way around. One of the by-products of the summer experiment is that many resort visitors had never played shuffleboard before, thus expanding interest in the game.

One example of outdoor operation was reported by L. Lewis, of Mero Industries, who had spent the past several weeks working with Mero operators in Tennessee and Florida. At first he found that making headway with Chattanooga locations was relatively slow, principally because table shuffleboard was not a widely known game in that city. He decided to try possible locations in the Chickamauga Dam beach area. He found that the Mero all-steel board was suitable to climatic conditions there.

But all-steel boards are not the only type which have met with success on outdoor location. Carl Trippe,

New Popcorn Firm

NASHVILLE, July 30 .- Secretary ferred stock. Capital was listed at of state has issued a charter to Prize \$5,000. No mention of a common Pop Confections, Inc., of Tullahoma, stock issue was made in the charter which proposes to manufacture and application. Incorporators were Dandeal in popcorn confections and simi- iel W. Wilson, Frank A. Greene Jr. lar products. The corporation is and Frances Marian Owens.

authorized to issue 1,000 shares of \$100 par 5 per cent cumulative pre-

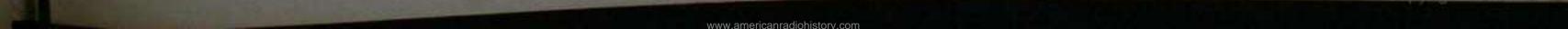




DISTRIBUTORS: ATTRACTIVE PROPOSITIONS OPEN IN SOME AREAS! WRITE FOR COMPLETE INFORMATION.) HEADQUARTERS FOR SHUFFLEBOARD SUPPLIES & ACCESSORIES

CHICAGO 22, ILL.

ARMITAGE 6-1434



NO. FAIRFIELD AVE

COIN MACHINES 100

The Billboard

August 6, 1949

COINMEN YOU KNOW

Los Angeles:

Frank Butterfield, manager of the local E. T. Mape Company office, greeted the firm's auditor, W. H. (Bill) Smith with a good piece of business when the latter returned from San Francisco last week. Butterfield had just sold 20 Rock-Ola phonographs to Metcalf & Frazier, Santa Monica music operators. . . Mr. and Mrs. Fred Allen were down from Bakersfield to look over the local coin machine field.

C. A. Culp, Culp Music Company, Tulsa, Okla., was on Pico Street taking a look at the latest in equipment. . . . S. L. Griffin was in town from Pomona. . . . Ditto for Alex Koleopulos who hails from the Bakcrafield section.

Paul Laymon is showing off the new Williams Boston this week. He predicts great things for the game. ... Ben Spaulding, Phoenix operator, was in from the desert for a looksee at coin machine equipment. ... Jack Faust was in from his Santa Ana headquarters. . . . Another recent visitor was Stewart Metz, of the S. & A. Novelty Company, San Bernardino. . . , Jerry Cooper was in from Riverside.

Joe James, San Joaquin valley operator, was in from Merced to give a hello to all his old friends on Pico Street. . . . Also in town was Johnny Glover, Tustin coinman, . . W. R. Happel Jr., of Badger Sales headed for the mountains and Big Bear Lake to visit Ray Reynolds and Jack Gilbert. The boys report crowds are holding up this year. Joe Duarte, of the Badger Exporting Department, is showing off his new Ford. . . E. T. Shields was in from Riverside.

Washington:

The Music Supply Company was closed last Monday and Tuesday (25-26) while workers took a brief vacation. Manager Jack Kaplan spent his holiday in New York attending the National Association of Music Merchants (NAMM) convention. His Goldman, president of the Michigan brother, Harry, will take over the old Music Supply Company outlet in Southeast Washington starting August 1. Altho stores are holding a sale on Decca disks, Kaplan finds people just aren't buying records this time of year. Juke boyes are off, too, he claims, because people are going out of town to get away from the heat.

Vaughn Monroe's "Riders in the Sky" is still high in juke box popularity, according to Edward B. Mac-Manus, of MacManus Music Company, formerly Automatic Devices. Inc. Evelyn Knight's recording of "Be Goody, Good, Good to Me" has also picked up fast locally. Mac-Manus said. On the other hand, a number of tunes that are considered hits in some cities aren't taking in Washington at all, he discovered. He believes D. C. listeners want light and fast numbers to keep their minds off the heat and personal problems. Most of the new recordings are slow numbers, he declared.

The Prince Georges County, Maryland, Hotel and Restaurant Owners' Association still has hope consoles will be legalized in the county. The law permitting them recently was voided by court action. Robert W. McCullough, attorney for the association, said he planned to seek a writ of mandamus forcing the county commissioners to issue a console machine license. McCullough had previously asked for a license in the the local Wurlitzer representative. name of Mt. Ranier operator Hal B. (Reds) Bell, of Bell Coin Machine Indianapolis:

Detroit:

Charles Friedenberg, of the Curtis Coin Machine Company, has moved to new headquarters on West Forest Avenue. Al Curtis, his partner, is still in Grace Hospital, but reported convalescing. . . . Morris Automatic Phonograph Owners' Association (MAPOA), who has just returned from two weeks vacation in Minnesota, is leaving for Pontiac Lake, Mich., to resume his fishing activities. . . . Ben Okum, vice-president of the MAPOA, attended the NAMM Show in New York.

Alexander S. and Anna V. Petras are now partners in a suburban machine route, operating as Frank Goodyear Cigarette Vending Machines, with offices in Wyandotte. ... Ted Parker, of the Angott Sales Company, has returned from an extended trip up-State, calling on the trade.

Roy Averill, of the Adrian Amusement Company, Adrian, is busy explaining to his friends where he spends his time between service calls. . . . Carl and Donald Schaw. operating as the Schaw Brothers, of Kalamazoo, have purchased a music route in the Southwestern Michigan territory, formerly operated by James Adams, of Centerville, . . Grand Rapids territory operators are looking with much concern on the scheduled debut of television in their town next month, wondering what the effect will be on their grosses.

Milton Bartles, of the Rudolph Wurlitzer home office staff, was in rived in Italy Wednesday (27). A town for a few days to confer with Dartmouth student, young Binks Carl Angoit and Frank Alluvot, of the Angott Distributing Company,

Chicago:

Lindy Force, AMI sales manager reports the firm's plant in Gran Rapids, Mich., is now back in ful production after a two-week vaca tion period. Lindy, whose mothe is seriously sick, has been kept or the jump these past few weeks a sales of the company's phonograph continue to climb. Another source of good news to the firm has been the many letters from all parts of the country complimenting AMI and their distribs on the fine service they have been receiving on their equipment.

Clascock Manufacturing Company. Muncie, Ind., is coming out with a new sandwich bar and a carbonic drink dispenser. While neither unit is as yet equipped with a coin chute both will probably be so adapted in the near future. J. H. Rasmussen, who head the distributing firm bearing his name, has been named national representative for both products.

Ray Riehl, United Manufacturing is back after an extended road trip He says operators report a slight upswing, particularly in resort areas Meanwhile, United's Shuffle-Skill, the straight novelty game using puck action, is receiving favorable comments. . . . Clare Meyer, Exhibit Supply, returned from his Pennsylvania trip and immediately set out for the New England territory.

Donald Binks, son of Mel Binks, Universal Industries president, arworked the first seven weeks of his summer vacation to make the trip possible. Universal's first annual picnic in Wolf's picnic grove, Lin colnwood, Ill., proved to be a suc-The Music Operators' Association cess. The weather was perfect, the of Indiana, Inc., Chapter 1, will hold, crowd was large and everybody had made up of four clowns who made a hit with youngsters and oldsters alike.

Company.

Al Silberman got in a new Refresh-o-Matic, the new non-carbonated beverage vender. He recently placed \$28,000 in vending equipment on the Las Vegas Air Force Base and then turned it over to the R. & R. Vending Company to operate. Incidentally, he recently visited Lake Tahoe where he christened his new Chris Craft.

Aubrey Stemler, Stemler Distributors, has a new powdered hangover remedy he is interested in. He's busy trying to line up operators to take on the product. . . . Bob Chacon was in from Laguna Beach ... Ditto for Ernie Bryant, Glendale coinman. ... Johnny Glover, of the Automatic Coin Company, Santa Ana, was on Pico Street last week. . . . Al Anderson, Shafter operator, visited the street recently.

Perry Irwin was down from Ventura. . . . Walter D. Newcomb Jr., owner of the Santa Monica Pier, was purchasing his first games since the war.

Houston:

A new firm, the S. & S. Cigarette Service, was recently opened in caught a good supply of the big month since Marcus H. Rhodes re-Houston. Charley Sage, Dallas operator, and Alf Shotto, Houston, are owners. Both are well known in Texas coin machine circles. . . . A. A. Sage, manager of the Houston office of S. H. Lynch Company, has returned from a vacation. He was delayed a week by the illness of his three-year-old daughter, who since has fully recovered.

Wendell Williams; part owner of Taylor Music Company, and all-Southwest conference end in his senior year at Rice Institute two years ago, is due to report to the Baltimore Colts early in August. . . . A. F. (Al) Lemke, one of the pioneer operators of this city, is recovering after a major operation July 8 at Scott and Whites Sanitarium, Temple, Tex.

Disk jockey Eddie Gallaher plugged Vic Damone's recording of "You're Breaking My Heart" as the juke box record of the week for July 17-23.

Harry Schwartz, of Schwartz brothers; Max Silverman, of Quality Music Company, and Irving Feld, of Super Music & Appliance Company and Super Music City, were among the Washingtonians at the NAMM convention and exhibit in New York. The local trio stayed at the Hotel New Yorker.

Mrs. Alberta Kenon, order clerk for Day Service Music Company rates Vic Damone's "Again" and Perry Como's "Some Enchanted Evening" as the current best sellers. Several Day Service employees are looking forward to September vacations, Mrs. Kenon said.

Cincinnati:

tributing Company recently re- been told that the July volume of turned from an extended vacation meter business by the company in Minnesota where, according to even before receipt of the Indian-Len, the fish are plenty hungry. He apolis order, was the highest of any cluding fish in any form.

a special meeting August 4 in the a good time. The brass, led by Mel, Indianapolis Athletic Club here, H. D. Binks and Bill Ryan, took part Floyd Meeker, president, will pre- in all activities. One of the features side. . . . Charles Settle, Janes Music of the picnic was a four-piece band Company service department, 1S spending his vacation fishing in Michigan. . . . Chauncey Metzger. Marion, Ind., operator, was on coin row, buying supplies and looking at equipment. . . . Earl Siler, of the Indiana Vendors Company, has returned from an extensive vacation after cruising Lake Superior and visiting spots in the northern part of Michigan. . . . Despite the intense heat with the thermometer registering in the nineties, record sales here are holding their own.

M. H. Rhodes, Inc., Hartford, Conn., manufacturers of manually operated automobile parking meters, has been given an order for the installation of 525 parking meters by the city council of Indianapolis. This is the initial order of a contract for a total of 5,000 meters to cost about Lenny Goldstein, of T. & L. Dis- \$300,000. Rhodes stockholders have ones but is now on a strict diet, ex- turned to the management of the company.

Calendar for Coinmen

August 9-Music Operators' Association, Inc. (MOA), Chapter 1, monthly meeting, Indianapolis Athletic Club, Indianapolis,

August 9 and 23-Amusement Machine Association of Philadelphia (AMAP), semi-monthly meetings, Broadwood Hotel, Philadelphia.

August 15-Minnesota Amusement Games Association (MAGA), annual mid-summer luncheon meeting, American Legion Club, Little Falls, Minn.

(Association officials are invited to submit convention and scheduled meetings information to the Coin Machine Editor, The Billboard 188 W. Randolph Street, Chicago 1, for listing in this calendar.)

John Neise, O. D. Jennings sales manager, is back from a vacation ready for heavy late summer and fall business. ... Bob Manning, formerly with ABC Music, is now with the Rueben H. Donnelly Corporation, publishers. . . . Tony Liguori. Des Moines operator, was a recent coin row visitor. Tony is a former boxer, and fought such top-notchers as Barney Ross and Jimmy McLarnin.

Chicago Coin Machine Company's newest five-ball continues its sports theme. Called Golden Gloves, it is a take-off on the well-known amateur boxing tournament, and owners Sam Gensburg and Sam Wolberg say it will be a worthy successor to Super Hockey and Major Leagues, Chicago Coin's other five-balls. . . . Interest in revamps continues at a steady pace. Both Roy Bazelon. Monarch Coin, and Murray Rosenthal, Coinex, say their latest products, Sockem (Monarch) and Swingin' Monk (Coinex) are making new operator friends every week.

Grant Shay, Bell-o-Matic, reports Duplex and 21 Bell deliveries have been speeded up. Duplex is an allmechanical console with the bell family mechanism. Midge Ryan, Charley Zender and Mike Zev have completed their vacations . . Mike Sher and Monty West, newest additions to World Wide Distributors' growing road staff, had one thing in common this week, Al Stern, firm head reports: They both had good weeks. . . . Ed Vojak, Jennings advertising manager, was a visitor to The Billboard's new Chicago headquarters last week.

Copyrighting mallerial

The Billboard

COIN MACHINES 101

New York:

40

Lou Forman, Videograph prexy, eports that placements of the firm's season past its halfway mark, there's combination television-juke box are been plenty of discussion in the being made daily, with most going home of Ralph Colucci, owner, State to locations in the Harlem area. The Music Distributing Corporation, firm's is also stepping up its activi- Hartford area coin machine distributies in the television rental field. As- tor, on what teams will finish first sociated in this enterprise with Mor- in the American League. Right now ton Lipper, Forman states video Ralph's eight-year-old twins, Ralph units have just been placed in the Jr. and Robert, are rooting for two Dixie Hotel. The company is now teams in particular, Ralph Jr. pluglooking for new and larger headquarters.

Russ Carpenter, music op and mayor of Chester, N. Y., visited here again last week. He is frequently seen in coin row jobbing houses. . . . Dorothy Wolk, of the office staff of the Automatic Music Operators' Association, is vacationing in the Pocono Mountains. . . Sportsman Mac Pollay, of United Phonograph Service, returned from a week-end in the country with his left leg taped up. He twisted his knee throwing a knuckle ball,

H. A. Shenkman, president of the Blue Jay Food Products Company, left for a two-week biz trip to the West Coast. Firm packs cookie bury, Conn., juke box operator, is Ring it either falls thru the center products for sale thru venders. . . . Fred C. Steffens, National Rejectors, turns, his brother, Mickey, will head rollovers. The side rollovers score was in town last week. Together with Charlie Lipton, of the New York Service Company, he visited National customers in this area. . . Willie Levey, of Levey and Holtman, in Florida for a month's stay,

Mario Caruso, head of C-Eight Laboratories, returned last week Mrs. Ralph Colucci, reports receipt in a center kickout pocket after spotfrom a three-month stay in Italy, overseeing the operation of his metal-working plant in Naples. It Jenkins expressing his appreciation was his 85th ocean crossing since 1904. This week, Anthony Caruso, who managed the firm's plant in New Bedford, Mass., during his to stop in Hartford again soon. . . father's absence, was in town for a series of conferences with Lew Jaffa, who heads up sales of the C-Eight ator. Electro cigarette machine.

Dan Lufkin, sales manager of the

Hartford, Conn.:

With the major league baseball ging for the Red Sox and Robert in favor of the Yankees.

Albert Latauska, Hartford branch manager for Capitol Records Distributing Company, is back at his desk, following a vacation thru the Midwest. Two Capitol salesmen, Jack Warner and Chick Reed, are home from a vacation in Cleveland. Latauska currently is busy campaigning, thru radio station plugs, etc., on the planned August 19 openfor a vacation in the Northern New England area. Their brother, Ralph, owns State Music Distributing Corporation of Hartford.

Record Shops, retail stores in downof a thank-you note from Gordon ting Golden Gloves. Jenkins, the orchestra leader, with for the nice reception given him Shops. Jenkins said that he hoped Another local visitor was Bill Gaffney, Norwich, Conn., juke box oper-

Fire, apparently caused by spontaneous combustion, broke out at the age in the company's warehouse. dent, said the damage could not be estimated until an inventory of the warehouse equipment had been made.

Chi Coin Sets Golden Gloves In Production

CHICAGO, July 30. - Golden Gloves, a new five-ball game, is now in production by Chicago Coin Machine Company, Sam Gensburg and Sam Wolberg, owners, announced this week.

Game features a wide open bottom playfield and an "Action Ring" at the top of the scoring area. Action ring consists of four stretch rubber bumpers surrounding an explosion bumper which can score and kick from all 360 degrees.

In Golden Gloves play patron tries to shoot each ball into the Action Ring. When the ball is in this ring ing of the State Theater, Hartford it is virtually trapped for a few secmotion picture - vaudeville house, onds meanwhile scoring large blocks Opening attraction at the theater of points as it is kicked by the exwill be Peggy Lee, Capitol Records plosion bumper and rebounds against vocalist. . . . John Colucci, of the the stretch rubber bumpers. When Mattatuck Music Company, Water- ball finally drops out of the Action vacationing in Maine. When he re- of the playfield or passes thru side points and also spot either "Golden" or "Gloves" in the spell out name sequence. If player has previously made the two bottom bumper series spelling out Golden Gloves before he Doris Pronovost, manager of the guides a ball thru the top side rollover, he wins a free play. Other free town Hartford, owned by Mr. and plays may be won by getting a ball

Just above the game's outhole is a pair of flipper bumpers which are covered with a pair of boxing gloves. recently by the staff at the Record When balls carom off bumpers at the bottom of the playfield player can keep them from dropping into the outhole by catching them on the gloves and flipping them to the upper half of the scoring area. In all, players can score free plays by five different methods. High score goes

Guaranteed	
USED GAMES	
BUILD UP TRINIDAD MONTERREY IACK 'N JILL MERRY WIDOW SALLY THRILL BUCCANEER ALICE 11 BARNACLE BILL 1 RAMONA 1	39.50 64.50 69.50 84.50 84.50 84.50 84.50 89.50 99.50 04.50 09.50 14.50 29.50
NOW DELIVERING: EXHIEI GONDOLA, CHICOIN'S CHAM 1/3 Deposit Cash or Certif	PION

Check With Order

Amusement Corporation 412 9th Street, N. W. • DI-1625 Washington 4, D. C.

YOU CAN'T GO WRONG with COVEN

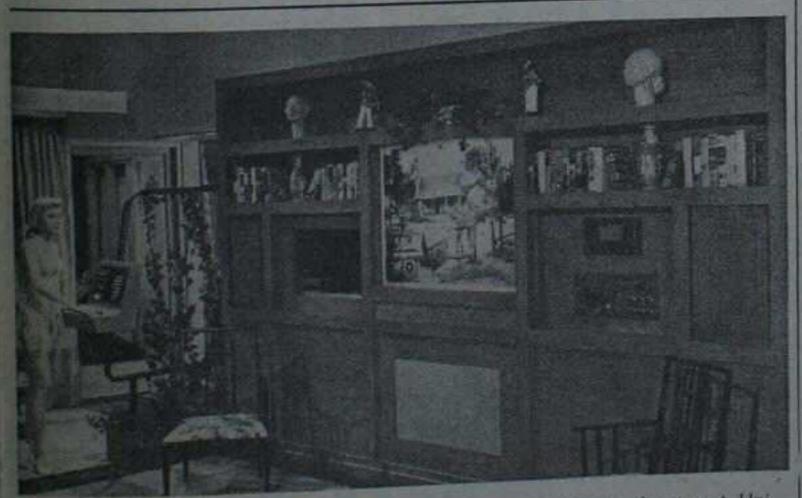
CITATION	\$375.00
LEXINGTON (Like New)	350.00
GOLD CUP	215.00
JOCKEY CLUB	165.00
ENTRIES	115.00
WILD LEMON (5 or 25)	245.00
SPEEDWAY	109.50
CREW BALL	119.50
HOLIDAY	119.50
BIG TOP	109.50
CARNIVAL, new (while they last)	175.00
HOLLYCRANE	Write
TELE QUIZ, Se	Write
WURLITZER #850	115.00
AIREON '46 SUPER DELUXE	149.50
SEEBURG CLASSIC, RC Hideway,	
With 2 Wall Boxes	99.50
SEEBURG ENVOY, RC Hideaway,	
With 2 Wall Boxes	99.50
1/2 Deposit With Order	

U.S. Woodcraft Corporation, in town M. H. Rhodes Company plant in last week to close a distribution Hartford last week and caused damdeal with Barney Sugarman, of Runyon Sales. Runyon will handle Marcus H. Rhodes, company presi-Woodcraft's new game, Shuflpins, in this area. . . . Ralph Colucci, of Hartford, Conn., and I. Edelman, president of Edelco, in Detroit, were among the many out-of-town coinmen who took in National Association of Music Merchants' show here ops are placing venders in route this week.

George Trad, of Tradio & Trad Television, had the largest television set to be exhibited at the NAMM show last week. Attracting many on-lookers, the set projected a video picture onto a 3 by 4 foot screen. . . . Joe Young, of Young Distributing, is finding that venders are an increasingly important supplement to his line of Wurlitzer jukes. He speak by Howard Lee, association reports that more and more music chief.

stops.

Al Denver, of Lincoln Service and president of AMOA, addressed the membership of the Providence Music Operators' Association Thursday (21). He spoke for more than an hour to about 25 members of the group at a dinner-meet, pointing up the advantages of an effective trade association. Denver was asked to



AN AMI HIDEAWAY UNIT was given feature billing in the recent Universal-International motion picture production, "Ma and Pa Kettle." Meg Randall (extreme left), who was the romantic interest in the story, is shown above with the hideaway unit as it was shown on the screens of thousands of motion picture theaters through the country. This same picture was used to demonstrate possible interior decorations for new homes in an article prepared by the actress for national distribution.

to 5,990,000 points.

Chicago Coin's other game in production is Bango, a straight novelty game which uses puck action.

Coven Distributing Company Chicago 18, III. 3181 Elston Avenue Phone: Independence 3-2210



'Nothing disturbs Mac's polse since he standardized on G-E lamps for his coin machines. He's confident of dependable performance that keeps customers happy. General Electric lamps mean fewer burn-outs, less service warry and more profitable coin machine operation." See your nearest G-E lamp supplier.

GENERAL

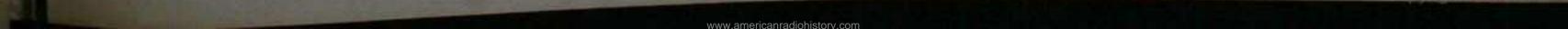


ELECTRIC

WANTED TO BUY

35 Bally Triumphs, 5 Bally Scoops and 10 to 20 Pre-War Groetchen Metal Typers, must be complete. Will buy outright or trade Victory Specials, Special Entries or Daily Races. Advise how many and lowest price.

REX COIN MACHINE DSTG. CORP. #21 S. SALINA ST. SYRACUSE, N. Y.



COIN MACHINES 102

The Billboard

August 6, 1949

Western Ops Get Insurance Info; Meet Renames Officers

(Continued from page 87) will offer that coverage on a deviation basis, Hamilton said. From his studies, Hamilton concluded that an operator would have to have 600 or more bulk machines before he could take advantage of the deviation.

At this point Hamilton referred to a specific insurance firm to illustrate how the deviation principle would save a large operator money. This firm, Hamilton said, would allow a 24 per cent deviation or credit on a \$100 premium figured at manual rates. ("Manual" rate is the book rate agreed upon by underwriters.) The deviation becomes larger as the premium grows. Thus, on a \$200 premium the company would allow a 27 per cent deviation; on a \$500 premium 31 per cent, etc.

Where the yearly premium would not amount to \$100, Hamilton suggested that WVMOA members work with a firm which would offer a straight discount on vending machine coverage. He referred to a company which he said would give a 10 per cent straight discount, and to a second firm which would give a 20 per cent discount at the end of the year.

Hamilton then discussed the owners, landlords and tenants liability policy-also referred to as bodily injury or property damage coverage. California operators, Hamilton said, could purchase this insurance with \$500/\$10,000 limits for 16 cents per unit. If the operator desired to buy only \$1,000 property damage, Hamilton said such coverage could be supplied at 2 cents per machine. These rates are for a one-year term.

two policies, Hamilton explained, would be \$10 on bodily injury and \$5 on property damage, less discounts.

The final phase of Hamilton's pres-

Hamilton pointed out, are based on dollar volume of business rather than number of machines. He quoted 50 cents per \$1,000 yearly gross for bodily injury, with \$5,000/\$10,000 limits; five cents per \$1,000 yearly gross on property damage with a \$1,000 limit. These rates, he said, applied to nut, candy and gum machines. Minimum premiums on these policies are \$15 for bodily injury, \$5 for property damage.

Rates on cigarette operations, Hamilton added, are appreciably lower-5 cents per \$1,000 annual gross for bodily injury and 1 cent per \$1,000 annual gross for property damage.

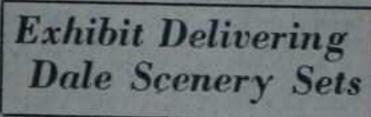
Where the vending machine operator uses nationally advertised products, Hamilton concluded, the manufacturer is liable for the product. An operator, he said, might purchase product liability coverage simply to secure the services of an attorney and an adjuster to forestall legal action by the injured party until the manufacturer could be brought to assume the responsibility.

Hamilton warned that the alteration of any packaged product may remove the manufacturers' liability. For example, he said, where pennies are inserted in a package of cigarettes the fact that the cellophane of the package is broken makes the operator technically liable.

After Hamilton had answered questions from the floor, WVMOA membulk nut, gum, candy or cigarette bers turned to a brief report on the local legislative situation. Larry Cavanaugh, of the National Automatic Merchandising Association's headquarters staff, was scheduled to address the group but was unable to Minimum yearly premiums on these attend. In his absence, Slater reviewed the national association's program to fight per-machine taxes, with particular emphasis on California, where he said more than 100 cities entation dealt with product liability have unfair, discriminatory ordinances covering merchandise vending equipment.



AN OPERATORS' SERVICE SCHOOL has been started in Chicago by Lymo Industries, Inc., exclusive distributors of the Lion "1400" cup-drink venders. Sam Waggener, vice-president of the firm, says the school is in session three days, each week at the company's headquarters in the Merchandise Mart, Chicago, and provides a complete course in the three-day period. Classes cover sanitation, installation, maintenance, field service and trouble shooting. School is conducted free of charge for the ops, Waggener said.



CHICAGO, July 30 .- Exhibit Supply Company has started deliveries of its target change series for use with the Dale Pistol Shooting Gallery.

With the accessory, operators can make a complete change of scenery on the gun game thru three new sets of target changes, which include 12 different targets in all.

Venders Help Swell Fund For Atlanta Play Center

ATLANTA, July 30. - Approximately 800 gum venders are helping finance a proposed recreation center in one of the city's most congested neighborhoods. The machines were placed on location with the help of the local Junior Chamber of Commerce.

Thus far the venders have turned in over \$500 to the fund. As in other worthy projects of this type, the sponsoring organization helps in securing locations which normally The target changes are being handled would not house venders. The usual location commission is then turned over to the sponsoring organization which allots it to whatever fund the group is backing.

coverage. Premiums for this coverage,



NAMA SETS EXHIBIT

(Continued from page 87) ators and bottle beverage representatives will hold their sessions on the final morning. The fourth day of the convention exhibits will be open from 1 p.m. to 5 p.m. NAMA's annual banquet will close the meeting that evening.

As in the three previous NAMA women in attendance.

thru Exhibit Supply distributors and list at \$8.95.

Cocoa Price Down

WASHINGTON, July 30. - The fluctuating price of cocoa dropped to 19 cents a pound on the wholesale market in May, Commerce Department reported this week. This represented a decrease of .9 cents a pound from the April average. The postwar conventions and exhibits, a special low, according to commerce statistics, program will be offered for the was reached in March when the price on the convertible preference stock. fell to 18.5 cents a pound.

Thatcher Glass Dividend

ELMIRA, N.º Y., July 30 .- The Thatcher Glass Manufacturing Company, at the regular meeting of the board of directors held here Wednesday (27), voted a dividend of 60 cents per share, payable August 15, 1949, to shareholders of record August 8

	SLOTS—SAFES
	NEW AND USED
	Se Blue or Brown Fronts \$ 75.00 10c Blue or Brown Fronts \$ 85.00 25c Blue or Brown Fronts \$ 25.00 10c Black Cherrys \$ 125.00 10c Black Cherrys \$ 130.00 25c Black Cherrys \$ 130.00 25c Black Cherrys \$ 135.00 5c Black Cherrys \$ 135.00 5c Black Cherrys \$ 135.00 5c Black Bells—Like New \$ 175.00 5c Iewel Bell—Like New \$ 175.00 50c Iewel Bell—Rebuilt \$ 245.00 50c Iewel Bell—Rebuilt \$ 245.00 50c Iewel Bell \$ 95.00 50c Iewel Bells \$ 95.00 50c Iewel Bell \$ 95.00
	Write-Wire-Phone Adams 7254
	CENTRAL OHIO COIN MACHINE EXCHANGE
	525 S. High St. Columbus. Ohio
ing Asso- s, promo- Chicago, he Rowe ford Gum	FOR SALE B "GOLD CUPS" Exceptionally clean and mechanically perfect. S200.00 each MA Deposit, Balance C. O. D. JOHNSON AUTOMATIC MUSIC CO. 200 Iowa Street Sloux City, Iowa

IN CHICAGO to map plans for the National Automatic Merchandis ciation's 1949 convention and exhibit are (left to right) Fred J. Steffen tional sales manager of the Walter H. Johnson Candy Company, Corporation, New York, chairman, and Ford S. Mason, president of the 6 Machine Company, Inc., Lockport, N. Y., president of the association,

MUSIC GIVE AWAY SALE 1946 WURLITZER #1015....\$289.50 1941 WURLITZER #850 117.50 1941 WURLITZER #750M ... 122.00 1946 ROCK-OLA #1422 199.50 1940 ROCK-OLA "MASTER" .. 72.50 1939 ROCK-OLA "DELUXE" .. 59.50 1940 ROCK-OLA "SUPER" ... 72.50 1942 SEEBURG #8800, R.C... 95.50 1942 SEEBURG #8200, Conv.. 72.50 1946 PACKARD MODEL #7 ... 167.50 **1947 Seeburg Wireless** Wallboxes 31.50 1949 Wurlitzer #3020 Wallboxes, 5c-10c-25c, wireless and three-wire combined ... 45.50 1948 Wurlitzer #3031 Wallboxes, 5c, 30-wire 22.50 1947 Personal Music Boxes, 4.00 1940 Rock-Ola Dialatune Wallboxes 1.85 1/3 Deposit, Balance C. O. D.

T&L DISTRIBUTING CO. 1321 CENTRAL PARKWAY CINCINNATI 14, OHIO PHONES MAIN 0477 & 8751

THE MIGHTY SENSATIONAL **NEW COUNTER GAME...** ATON 10c Play WRITE FOR

COIN MACHINDS

15 Years Ago This Week

CHICAGO, July 28, 1934 .- At an epoch-making conference in Saratoga Springs, N. Y., a State-wide association of operators of skill games was formed. The meeting was held in the Grand Union Hotel and resulted in the election of George R. Thayer, head of the Binghamton (N. Y.) firm bearing his name, as president. Other officers chosen by the conference included Bart Hartman, Brooklyn, vicepresident; John Fitzgibbons, New York, vice-president; Louis Goldberg, New York, vice-president; S. C. Ide, Buffalo, treasurer, and Baldwin C. Jaeger, secretary, Benjamin Haskill, New York, was appointed legal counsel. The group's board of governors was made up of one representative from each local association plus one additional representative for each 25 members in the local unit.

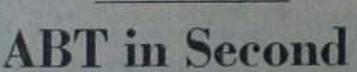
A digger case which had been closely watched by operators thruout New York State was decided in favor of operator Fred Beman, with the ruling that diggers were skill games. He had been fined by a Jamestown, N. Y., Justice of the Peace. Beman paid his fine under protest and then appealed. The charges originated under the terms of the Esquirol-Robinson law. One of the deciding factors in the case was a series of letters from Senator Esquirol and other State officials pointing out that they did not believe diggers were meant to be prohibited by the law, which was aimed at suppressing gambling.

Bally Manufacturing introduced Fleet, a seven-ball game which shot balls from guns. It was available in penny or nickel models and was advertised as a game which returned collections of from \$5 to \$15 daily. Other new games just coming on the market in the last week of July, 1934, included Exhibit Supply's Golden Gate, Genco's Step Up and Pacific Amusement's Major League. . . . Meanwhile, the following tunes were getting the most play on the networks: For All We Know; Love in Bloom; With My Eyes Wide Open; All I Do Is Dream of You and Sleepyhead. The National Automatic Distributors' Association, a 1934 version of a Monday (1), the firm's Skill Gun national game distributors' association, met in New York, Actually, the R. L. Budde announced this week, group was made up of distributors in Baltimore, Chicago, Philadelphia, produced approximately 1,000 Skill Boston and New York. Problems facing the association at the time were general business conditions, prices and legal trends.

The Billboard's Record Buying Guide listed Stairway to the Stars, Sunrise Screnade, White Sails and Wishing as the top tunes. It also predicted that My Last Good-Bye. Comes Love and The Star Maker would be hits before September, 1939. This prediction turned out 100 per cent correct. . . . Several firms came out with accessories and new type music machine fronts to step up juke play. Among them were the Economy Production Company, Philadelphia, which had a mike attachment for phonographs at \$10.85, and Gerber & Glass which had a grille and light-up combination for \$16.66.

The leading games in the last week of July, 1939 were selling at between \$89.50 and \$99.50. These included Exhibit Supply's Avalon, Bally's Champion, Genco's Bang, Chicago Coin's Sports, Gottlieb's Pyramid and Daval's High-Lite. . . J E. Cobb, president of the Kentucky Springless Scale Company, Louisville, celebrated his 20th anniversary in the music field. His firm handled the Wurlitzer line. . . . Ed Johnson, a pioneer music man, joined Rock-Ola Manufacturing, as district manager of the Chicago territory.

Southern Automatic Music Company, Louisville, enlarged its storage facilities in a move to improve its foreign sales service. . . . Dick Wiggins, designing engineer for O. D. Jennings, and Lydia Summerfield, secretary to Walter Baker, head of Baker Novelty, were married. . . . International Mutoscope moved into new quarters at 44-01 11th Street, Long Island City, New York. It consisted of a Mutoscope-owned fivestory building and consolidated all manufacturing formerly handled by three plants.





103

NEW LOW PRICE! BRAND NEW ROL-A-TOPS 5c-10c-25c PLAY FACTORY REBUILTS \$95 EACH Above Price F. O. S. Chicago WATLING MFG. CO. 4650 W. Fulton St. CHICAGO 44, ILL. Est. 1889-Tel.: Columbus 1-2772 Cable Address 'WATLINGITE," Chicago



SMALL AS A MITE . . . PROFITS BIG AS A GIANT! Cigarette Sales Booster. Line up 3 of a kind. win a carton of cigarettes. The best moneymaker you've ever had. Don't take our word for it-try it yourself.

· Available in 1g or combination 1-5. Cigarette or Fruit Reels. Weight: 6 lbs. s Size: 515"x515"x6"

GROETCHEN TOOL & MFG. CO. CHICAGO 6, ILL. 126 N. Union Ave. Phone: RAndwiph 6-2807

HEADQUARTERS for MACHINES We Offer Only the Best, Unconditionally Guaranteed! MILLS-All Models . CRISS CROSS . TIC-TAC-TOE OVER AND UNDER Complete Machines and Conversion Kits. Used Machines Taken in Trade. SAVE MONEY WITH NOVELTY

THICAGO 12, ILL.

FOR SALE

Mills original alots in excellent condition. Black Cherry Bells at \$90.00. Jewel Beils at \$125.00. Wurlitzer 1015's in excellent condition at \$300.00.

1/3 Deposit, Balance C.O.D.

WEST SIDE HOVELTY COMPANY 547 SWALLOW STREET EDWARDSVILLE, PENNSYLVANIA PHONE: KINGSTON 7-3041

10 Years Ago This Week

CHICAGO, July 29, 1939. - The Merchants' Amusement Association was formed by Omaha coinmen in an effort to improve operating conditions in Nebraska's largest city. Joe Rothcup was its first president, while Abe Vender, Tony Mangano, Jack O'Donnell and Fred White were named to the executive committee. . . . John Chrest, who later became executive vice-president and general manager at Exhibit Supply, joined the J & J Novelty Company, Detroit, as general sales manager. . . . U. S.-made coin music machines were just beginning to become a familiar sight on French locations.

RIO

ROCKET

STEP-UP

HONEY

HAVANA

READY FOR

SPECIAL

STATE FAIR BRONCHO LUCKY STAR FAST BALL

SHOW GIRL STARLIGHT SUPER SCORE

COOKEVILLE, TENNESSEE

AMBER

Skill Game Run

CHICAGO July 30,-When the ABT Manufacturing Corporation reopens its two-week plant vacation will start its second production run,

Thus far, Budde said, ABT has Guns and the second run is expected to be 2,000.

Of the 1,000 which moved out of the plant during the first production run, approximately one-third were financed thru the Walter Heller Company-the first time either ABT or Heller had financed equipment of this type:

Mason Distrib Moves

NEW YORK, July 30 .- The Mason Distributing Company, formerly at 602 10th Avenue, New York, has moved to 184 Paine Avenue, Irvington, N. J. According to Phil Mason, who heads the firm bearing his name, the move provides the company with considerably more space and gives him enlarged service capacity.

Phone: Day 125-Night 352-W



CHALLENGER WISCONSIN MONTERREY 69.50 69.50 THRILL -- --------------------99.50 99.50 MARDI GRAS MERRY WIDOW CAROLINA PADO VIRGINIA BALLY HOO 119.50 PARADISE GRAND AWARD 119.50 AS MAJORS 129.50 -----137.50

 FLAMINGO
 20.00
 REBOUND
 79.51

 MAJOR LEAGUE
 40.00
 ADVANCE ROLL NEW)
 100.00

 SONNY
 40.00
 BASKET BALL
 169.50

 CATALINA
 49.50
 MIDGET SKEEBALL
 199.50

 CATALINA
 49.50
 MIDGET SKEEBALL
 199.50

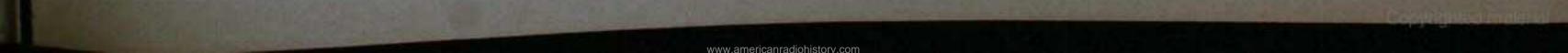
 TRINIDAD
 49.50
 WURLITZER WALL BOXES
 49.50

 BERMUDA
 49.50
 WATLING SCALES (used 3 months)
 125.00

 TENNESSEE
 59.50
 USED RECORDS (per hundred)
 10.90

 1/3 Deposit, Balance C.O.D.
 (Cash With Orders Less Than \$100.00)
 10.90

 F. & W. AMUSEMENT COMPANY



FRED BURKS, Mar.

104 COIN MACHINES

FIVE BALL GAMES

Black Gold	\$144.50	Tennessee \$ 39.50
Bally Hoo	37.50	Robin Hood . 59.50
Elmer	59.50	FloatingPower 114.50
Ramona	114.50	Sharp Shooter 149.50
Merry Widow	79.50	King Cole 74.50
Trinidad	59.50	Dew-Wa-Ditty 69.50
Singapore	37.50	Monterrey 54.50
Tropicana	37.50	Blue Skies 89.50
Barnacle Bill.	109.50	Bowl. Champ 154.50
Telecard	139.50	Telecard 144.50
DoubleShuffle	189.50	Round Up 124.50
Manhattan	35.00	Buttons &
Cinderella	69.50	Bows 159.50

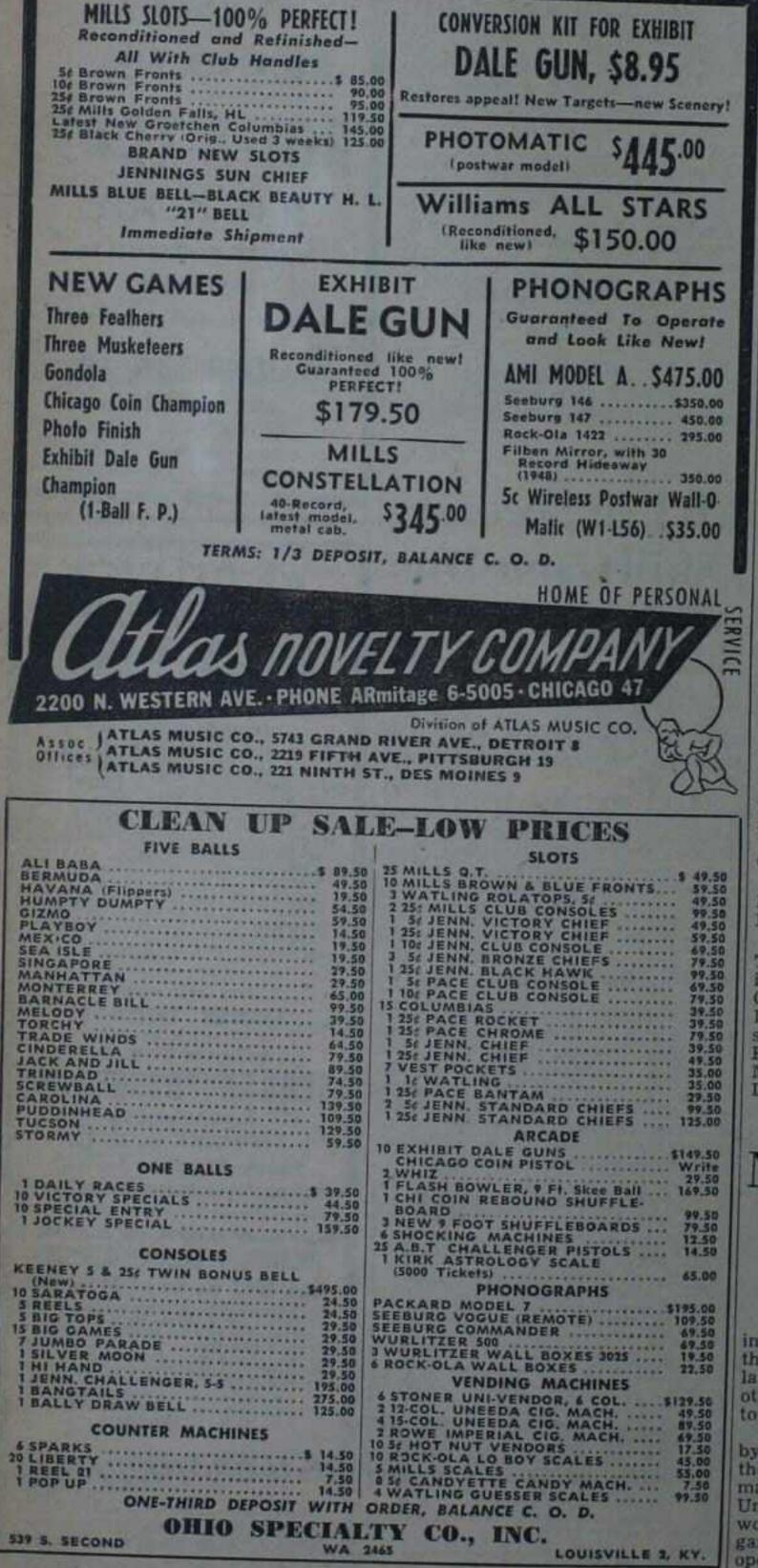
GENERAL DISTRIBUTING CO.

1225 N. Broad Ave.

120

New Orleans, La.

HI-ROLL		599.5	0 IPINE	Crati	ngi
ADVANCE POLL		99.5	0		
		45.00	3 35		
ARROW ROLL		19 51	1 15		
1/3 Deposit With	h Orde	r. Bat	ance C	0.0	
		SEM	I PINT	C	Ď.
512 Lexington	Sec.	h 1-37	levelar	1d, 0	hio



Trade Directory

The Billboard

New Equipment

Boston (five-ball)—Williams Manufacturing Company, Chicago. Solder tape—Proved Products Manufacturing Company, San Fernando, Calif.

Three Musketeers (five-ball)-D. Gottlieb & Company, Chicago.

"21" bell-Bell-O-Matic Corporation, Chicago.

Change of Address

Williams Manufacturing Company moving to 4242 W. Fillmore Street, Chicago, August 1.

Purchases

Horton Manufacturing Company, Detroit, purchased the Launderall division of the F. L. Jacobs Company, Detroit.

Personals

ABC Vending Corporation named. Bert Sanford as general sales manager, Chicago.

Dixie Cup Company appointed Craig Moore as assistant to S. M. Sawyer to supervise Dixie's vending sales.

Felix Garnier appointed to sales staff of Koffee Vendors, Inc., Chicago.

Aaron Goldman, president of the G. B. Macke Corporation, named chairman of the Washington small business and professional campaign in the Community Chest drive.

R. H. Grismer named sales co-ordinator at Johnson Fare Box Company, Chicago.

Spacarb New York Distributors, Inc., New York, officials: William Juster, president; Albert Minkow, executive vice-president and treasurer; Larry Elman, secretary.

Herman Spero appointed publicity director of the Ohio Advertising Agency, Inc., Cleveland.

Walter H. Strauss, New York, appointed sales and service engineer for the American Coin Changer Corporation's New York district.

Monty West appointed to the sales and service staff of World Wide Distributors, Chicago.

Yale & Towne Manufacturing Company, Stamford, Conn., announced the following changes: Mark A. Miller sales representative of the Stamford division in the States of Virginia, West Virginia and Kentucky; Leo J. Pantas works manager of the Salem Specialties Division.

Distributors

Deran Confectionery Company, Cambridge, Mass., appointed John F. Brown, Charlotte, N. C., to cover Virginia, West Virginia, North and South Carolina; Hubert Brokerage Company, Atlanta, to cover Alabama, Georgia and Florida; H. L. Baker Company, Louisville, for Kentucky, Tennessee and Arkansas, and the J. J. Bond Company, Fort Worth, for the Texas and Oklahoma areas. National Shuffleboard Company, Orange, N. J., appointed National Shuffleboard Sales of Mount Carmel to cover Southeastern Illinois and part of Kentucky. J. P. Seeburg Corporation, Chicago. appointed the Shafer Music Company. Columbus, O., Wheeling and Charleston, W. Va., and S. L. Stiebel Company, with offices in Louisville, Evansville, Ind., and Nashville, to cover territory formerly covered by Southern Automatic Music Company, Inc.

August To See Mutoscope in New Building

August 6, 1949

NEW YORK, July 30.—The International Mutoscope Corporation, producers of an extensive line of arcade equipment, is now moving its production department to 4402 11th Street, Queens, across the street from the plant it has occupied for many years. The move is scheduled for completion during the latter part of August.

With the expiration of the lease to their present building, Herb Klein, sales manager, stated the decision to move was made in order to consolidate all operations under one roof. The firm had had space in its new location for storage and some production. The new plant will enable Mutoscope to increase its production efficiency, he said.

Klein stated that the firm is now completing engineering work on several new pieces of equipment. However, details of the new games are not yet ready for release, the sales manager declared.



Valley Shuffleboard, Inc., Bay City, Mich., appointed A. P. Sauve & Son, Detroit, to cover the Michigan area.

Rudolph Wurlitzer Company, North Tonawanda, N. Y., appointed following Western distributors: Darco Sales Company, Denver, for Denver area: Maestro Music, Inc., Tucson, for Tucson area; Walker Sales Company, El Paso, for El Paso area, and Knudsen Music Company, Inc., for the Salt Lake City area.

New Ala. Bill Proposes Okay On Club Bells

MOBILE, Ala., July 30.—If a bill introduced in the present session of the Alabama Legislature becomes a law, fraternal, veteran, social and other organizations will be permitted to operate all kinds of coin machines.

The bill introduced Tuesday (26) by Rep. J. Emmett Wood will permit those organizations to operate the machines strictly for their own use. Under Wood's bill the machines would have to be located on the organization's premises and could be operated by members only.

The Billboard

COIN MACHINES 105

-**D**

Mugust 6, 1949 **Record Reviews** (Continued from page 31) RATINGS 90-100 TOPS . 80-89 EXCELLENT . 70-79 GOOD (100 Point 40-69 SATISFACTORY . 0-39 POOR Maximum) CONTRACT DISTRICT. A REVEALED ADDRESS & ADDRESS RATINGS ARTIST ARTIST RATINGS 0 \odot 6. 158 VE 0 TUNES e 0 TUNES 10 ISK < 111 100 11 51 m 221 R 35 LOCKE LABEL AND NO. LABEL AND NO. 70 JOCKE' 20 22 T -51 -1 1 EB 215 0 Þ -COMMENT COMMENT 211 0 -POPULAR POPULAR IACK TETER TRIO BILL JACOBY-TOOTSIE (Sharp 8 2) MAC DUFF (Johnny Back of the Yards 63--65--60--65 White Trio) The fidle gets a going-over by Teter's vocal, (Castle 1421) Dance, Ballerina, Dance 73 -- 78 -- 70 -- 70 plane, guitar and organ, mut it's all a hit too thin. This one's a burleague of hill-style burlesquing of Johnson Rag 63--65--60--65 pop tunes. No real yock bait here, however. Ditto. Don't Let Me Have To VAUGHN MONROE ORK Read You (Victor 20-3510) Jacoby takes this one Someday 90--90--90--90 alone. Not too much Looks like another win-ner as Monroe and the Moon Maids polish off the ballad in top form expected by the fans. here. DON GRIMES ORK (Bullet 1051) And It Still Coes 81--81--81--81 It Had To Be You Stept-Toblas ballad in the best Tin Pan Alley Intimate-style vocal and clipped unison responses tradition gets the full treatment from Monroe by the Trio help slong a satisfying dancey rendi-tion of the oldie. and group. When an Old Flame KITTY KALLEN (Mitch Dies Miller Ork) A fairly feeble effort, (Mercury 5318) with fem vocal featured. 77--78--78--76 Milwaukee HORACE HEIDT & HIS Eitty gets good support from the Four Chicks MUSICAL KNIGHTS and Chuck on the Alec. (Magnolia MS 1012) Wilder "that's my town" tune. Extra good fare Let's Take an Old 78--78--78--78 Fashioned Walk for Wisconsin. (The Pepperettes-The Fellow in Yellowstone Harold Parr) Park 79--79--79--79 Heidt's promising young

stars do a mighty pleas-

ant job on the lilling "Mina Liberty" number.

PHENOMENAL EVANS' WINTER BOOK 53--54--52--52 74--75--72--74 40--40--40--40

EVER BUILT!

HERE'S WHY WINTER BOOK OPERATORS PROFIT:

GREATEST CONSOLE MONEY MAKER

· Faster Action! Steady Play! Stabilized Territory! Location Security! Mechanical Reliability PLUS . Sensational Winter Book Odds: Provide up to \$25.00 High Jackpot on Sc Play . Odds range from 10 for 1 up to 500 for 1 with only a single coin played . No build-up necessary . Nonpareil 7-Coin Head, history-making improvement! . Takes in up to 7 coins every game . Don't be satisfied with less! . Precision engineered! . Custom Built Cabinet! . 5c or 25c Play.

ORDER FROM YOUR DISTRIBUTOR OR WRITE DIRECT

Delivery also on: One Rol-Hi, Black Diamond, Casino Bell, Bang Tails,

Galloping Dominoes

H. C. EVANS & CO.

1528 W. Adams St.

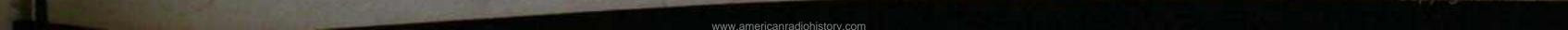
Chicago 7, Illinoin

SEE EVANS' CONSTELLATION AD ON PAGE 94

IRVING FIELDS'S TRIO

Nice tune, nice treatment,

Invine 838383 That Wonderful Girl of 838383 Mine 838383 Pields's tinkling plano 838383 and soft-rumba beat gives 83858183 the Ralph Young vocal a 83858183 hefty lift. Well done. 83858183 Scalawag 83858183 It's the Pields plano that 83858183 itsk. Vocal group keeps the light, airy feeling.	(The Pepperettes) There's a touch of satire in the gals' fresh young style. They'll have tough competition on this "Lib- erty" entry, but could click in towns where they've appeared. JOHNNY HARTMAN (Jimmy Carroll Ork) (Mercury 8149) Everything Depends on	Wurlitzer 1015 Wurlitzer 1017	I IBWIZON I	Seeburg 148ML 5519
DINAH SHORE (Columnia 38530) I'm Yours Dinah does a fine job of selling the Harburg- Green ballad of some years ago. Through a Long and Sleepless Night "Come to the Stable" pictune gets a top rendi- tion by Dinah, ork and	You 69 Good Eckstyling of an attractive oldie, but incits something in the way of intensity Good-Bye 71 The Gordon Jankins tune, made famous as Good- man's theme, is well warbled here, but it's un- likely to crowd Mr. B.'s version.	06868 Rock-Ola 1426 Rock-Ola 1422 Mills Constellatio	Dhanamha	1475 5389 146M 5339 146M 5339 146M 5279 1146M 5250 NTEED
choir. One of her finest disks. ALICE O'CONNELL- GLENN HARDMAN (Hardman 4015) Stardust 686868 Vocal with organ accom- paniment and whistling chorus doesn't arouse much interest, tho it's munical enuf	The plug ditty is already on the way via Dick Haymes' waxing, and this version won't have to inke a back seat. It's typical Howard styling at its best, with Eddy, Trio and that perfect tempo. Tell Me Why 87	878889 WURLITZE 800 500 600K 600K 600K 600K We Will Con 888688	R \$169,00 119,00 70,00 70,000 70	SEEBURG 1941 R.C. Special \$179.00 Envoy, R.C. 129.00 Hightone, R.C. 119.00 Hightone, E.S. \$9.00 Colonel-Malor 109.00 Classic-Vogue 79.00 ditionally Guarantee These
I Guess I'll Have To Change My Plan 686868 Bans whistle, same com- ment. MILT HERTH TRIO	Eddy's in fine form on	RN S REBUILDING	2. Worn parts replaced 5.	Speaker inspected Tone Head ranewed Cabinet professionally refinished
(Cora' 60087) Alt Wien In easy waits tempo, the organist does a full, col- erful Job with the Go- dowsky standard. Two Hearts in 3/4 Time 68676769	DICKENS (Columbia 30598) My Heart's Bouquet 84 The currently hot coun- try stylist is in his finest heart-warming form here with a strong piece of	848485 Seeburg WB-1Z, Baromatic Seeburg DSB-1Z, Baromatic	5/10/25 Wireless 3/10/25 Wireless 3/10/25 3-Wire Wurlitzer 1 Wurlitzer 1 Wurlitzer 1	20-12-30 Wire \$ 3.50 a-Mar 19.00 20
Ditte for another, more sepular walts eldie. LADY SYBIL SMYTHE & BILL JACOBY (Johnny White Trio) (Castle 1423) 12.70 70-70	I'll Be Back A-Sunday 83 The veratile Dickens turns to down-to-earth country humor for an- other side packed with fiavot.	848383	WE SPECIALIZE IN EXPORT 1	
Baby, It's Cold Outside Gagger, co., comic-voice version of the smash is mildly entertaining. Who Walks in When I Walk Out? Some may construe this as a take-off on Frankle	Texas Moonlight Waltz 65 There's nothing new or exciting about this sentle hunk of sentiment. It's adequate for waltzers. 50	656468	o, Rochester, Albony 738 E	BUTING CORP. RIE BLVD. EAST N.YPHONE 5-5194
tains, but it's unlikely to see much action.	Nothing apecial here.			



106 **COIN MACHINES**

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The Billboard

August 6, 1949

WIININTER BIT		
Complete stock	RIBUTORS IN OHIO	The Greatest Console Ever
USED CONSOLES	NEW COUNTER GAMES	
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St Chrome Boll 85.00 St War Eagle	Panorams 195.00 Quizzers 225.00 Heavy Hitters 65.00 Knot Holes 49.00	Write for Prices on This Terrific Money-Maker.
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SPECIAL	Chicago Coin Pistol Write	12 Col. SE AN
Exhibit Rolary,	Williams All Stars. 175.00 Exhibit Magic Heart 175.00 Evans Bat-a-Score 295.00	Uneeda-Pak Monarch 8 Col. 100.00 PX, 8 Col. 95.00
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MISCELLANEOUS	Ball Venders 6.50 25 Victor Te Venders 7.50 25 National 5: 9 Col.	TERMS:
POP CORN SEZ Pop Corn Vendors \$ 89.50 Wurlitzer Skee Balls as is \$100.	Candy Venders 95.00 1 National 5/ 7 Col. Candy Venders	Deposit,
Seven Hi 10r Pool Tables 135.00	Factory distributors for Vic- tor-Silver King-Advance. All above nut and gum venders are postwar models.	Balance C. O. D.
	ND-CON	N
ACHINE EXC	CHANGE, INC	C.

Basing-Point Bill Stymied In Washington

WASHINGTON, July 30 .- The bill to legalize "good faith" basing point practices has run into a snag which may delay action until next year. Tho passed by both the House and Senate and backed by many coin machine suppliers, new opposition has arisen in both houses and the bill is presently bottled up in the Senate.

When the House passed the Senate bill, it made some amendments, necessitating either Senate concurrence or a conference to compromise the differences. However, when the bill was sent back to the Senate by the House, the upper chamber took no action and tabled the legislation.

Several senators have announced during the past 10 days that they were unaware of the possible effects of the bill when they voted to approve it. Opponents of the basing point bill have been busy pointing out that no hearings were ever held on it in its present form.

While the bill is in abeyance, Federal Trade Commission (FTC) has said that it will continue its policy of considering freight absorption and delivered prices in violation of antitrust laws. The commission has refused to dismiss charges of pricefixing pending against 19 manufacturers of corn products. The firms had requested dismissal for several reasons, among them the fact that the basing point policies of FTC were being questioned by Congress.

FTC replied that until a bill clarifying the situation is actually enacted, the agency must continue in its usual lashion.



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ANNOUNCEMENT TO OUR OPERATOR FRIENDS

Southern Automatic Music Company is relinquishing its franchise with the J. P. Seeburg Corp. This means that we are discontinuing the distribution of all new and used music equipment.

Because this announcement will come as a surprise to our many friends in the industry, we feel that we should make clear why we are taking this step.

Be assured that this decision was not made easily. Our 14½ years of association with the J. P. Seeburg Corp. has been pleasant and satisfactory in every way.

We were one of the pioneers in the music business. We always felt that we sold a good product and gave good service, and we were always concerned about the operator's welfare.

In this world of ever-increasing specialization and changing trends, we found it more and more difficult to do justice to our customers and friends by continuing to handle both music and games. Our chief aim has always been to maintain the high level of service for which we are known and upon which our reputation and business has been built.

For these reasons, and after a very thorough analysis of conditions in the music field generally and its trend, we decided to step out of the music picture entirely and center all of our efforts, knowledge and resources on the sales and service of games and other amusement equipment. What does this change in policy mean to you? It is our earnest belief that, as exclusive distributors of games and other amusement equipment, we can now serve you better than ever. Now we can concentrate our efforts in this field, without other interests, and so be even more alert to new ideas and values upon which you depend to keep your business a live and growing thing.

Now we can give you even more personal attention, proving our products before we offer them for sale, and advising you whenever you feel the need of our long and varied experince. Now we can do an even better service job. We will continue to work with manufacturers on new things to come, not only ideas, but also promotion work which will interest the public in playing your machines.

We are not youngsters in the coin machine field, having to date spent over 25 years in it. During this quarter of a century we have enjoyed a measure of success, but more than that is the joy and satisfaction we have received from having started many hundreds of operators on the road to success. We have also lent a helping hand to many others who seemed at times to falter.

We have enjoyed many wonderful friendships. It is our intent and desire to spend many more years of activity in the coin machine field with the same Southern Automatic policy. You can count on our continued sincere co-operation and the best in products and values.

May we hope to retain your friendship and business co-operation.

Joe Weinberger

Leo Weinberger

Sam Weinberger

and all your friends at

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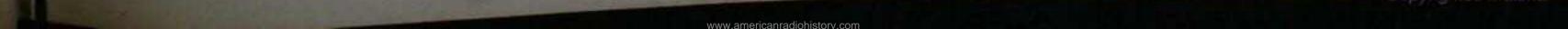
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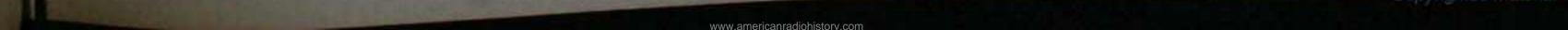
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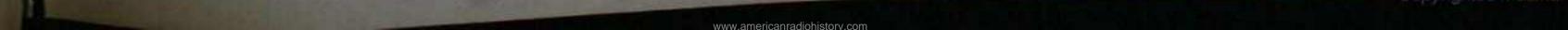
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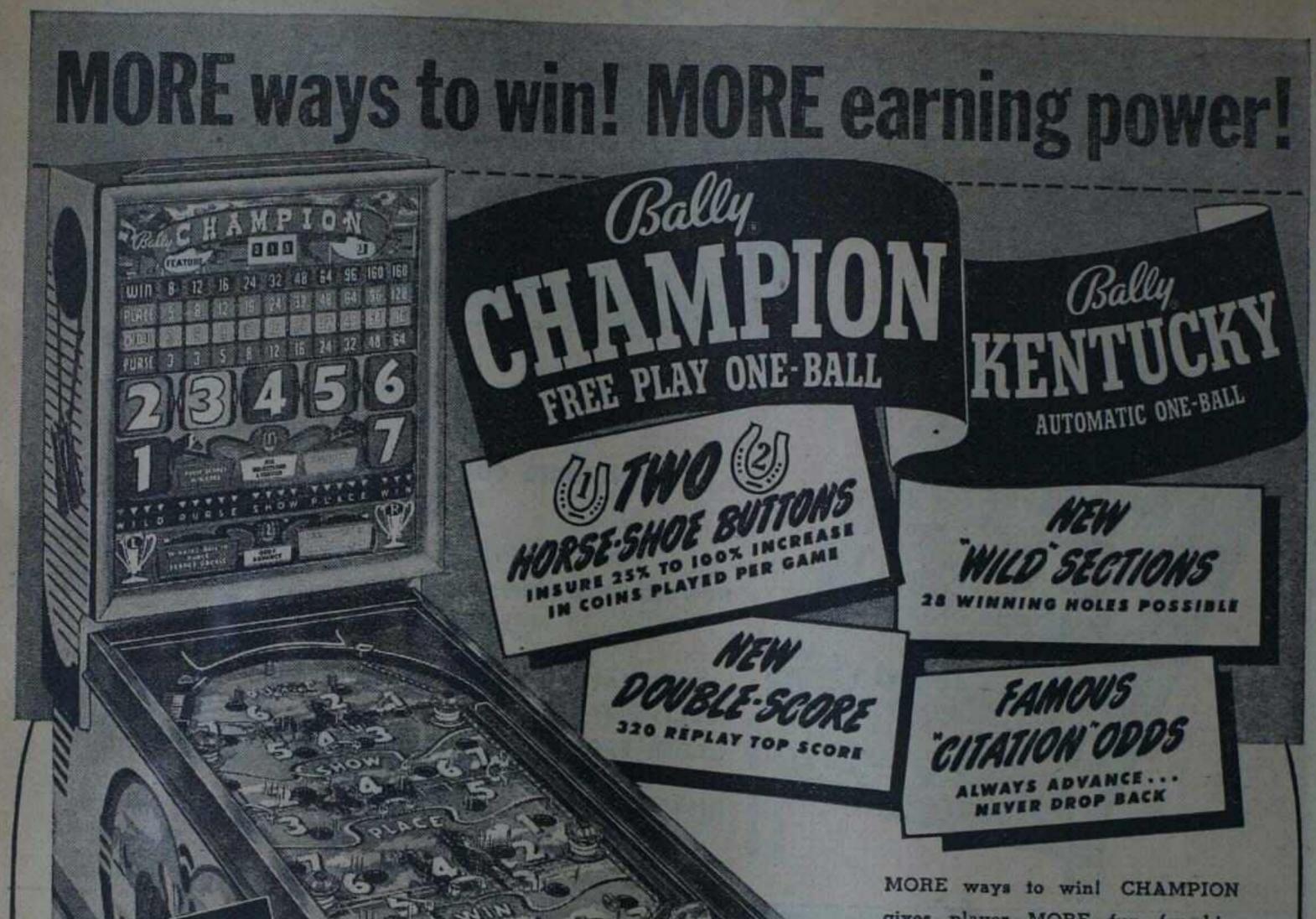
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August 6, 1949



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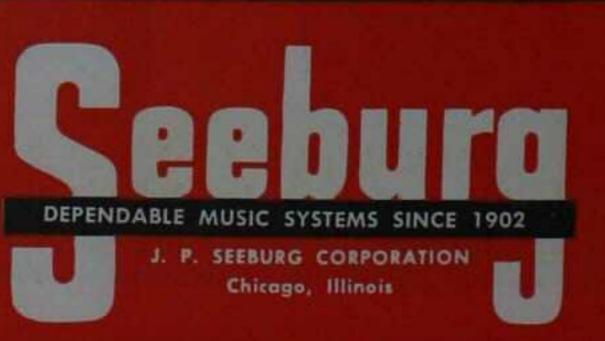
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