

# The Billboard



THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

AUGUST 21, 1948



A steady tenant of The Billboard's most played and best selling folk-record charts is Cowboy Copas, flanked here by (left) Sydney Nathan, president of King Records (with which diskery the Cowboy has been associated since its inception), and Harry Stone, who for the past quarter century has been manager of WSM, Nashville, and the "Grand Ole Opry," top folk show. Pic was shot when Copas signed a pair of new ten-year contracts, one with King Records and the other with Stone for a decade more of work on the "Opry." That rope under Copas's hands, by the way, ain't no lariat. It's the backstage rope at the "Opry" theater, and it's an 80-year-old hunk of hemp, believe it or leave it.



Going Over  
Bigger Than Ever!

**SEND in Your Entry Pledge NOW!**  
... and Get To Work on  
Your Promotion Entry at Once!

# The Billboard's Eleventh Annual RADIO AND TELEVISION PROMOTION COMPETITION

## COMPETITION RULES

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

**Awards will be made in the following categories:**

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

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

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

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

### BROADCASTERS WILL COMPETE IN THE FOLLOWING DIVISIONS:

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

### FORM OF ENTRIES

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

### ELIGIBILITY DATES

Any promotion executed during any or all of the period from July 1, 1947, to November 1, 1948, is eligible.

### DEADLINE

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

### ADDRESS ENTRIES

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

**T**HE ANNUAL Competition, analyzing the promotion efforts of stations and networks in all phases of sound and sight broadcasting, is under way again. This is the one and only event which affords broadcasters the opportunity to present to advertising agencies and advertisers, in one single package, under proper auspices and ideal conditions, a story of their promotion efforts thruout the past year. This is the one event which permits broadcasters to tell their customers what they've been doing in behalf of those self-same customers—and their programs; what they've been doing to maintain radio's position as the world's number one advertising medium—and what

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

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

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

## BOARD OF JUDGES

### ADVERTISER PANEL

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

### ADVERTISING AGENCY PANEL

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

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

**ENTRY PLEDGE**

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

Gentlemen:

We are planning to submit an entry in the 11th Annual Radio and Television Promotion Competition. We will enter in the following category(ies) (check any or all):

- Sales Promotion;  Audience Promotion;  Public Service Promotion;  Audience-Sales Promotion. Our entry will be in the following division (check one):
- Network (national);  Network (regional);  Clear Channel Network Affiliate;  Regional Channel Network Affiliate;  Local Channel Network Affiliate;  Non-Network, 250-1,000 Watts;  Non-Network, 5,000-20,000 Watts;  Non-Network, 50,000 Watts;  FM;  Television;  New Station.

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

Name . . . . .

Title . . . . . Station . . . . .

Address . . . . .

City . . . . . State . . . . .



# POLITICOS TO SHOOT THE WORKS

## More Majors Join in Ban Defy Trend

### RCA Seems Sole Exception

By Hal Webman

NEW YORK, Aug. 14.—Individualized major label defiance of the Petrillo ban appeared to be brewing this week as the replacement for an earlier stratagem calling for a unified industry battle with the American Federation of Musicians' (AFM) prexy.

The one-by-one tactic has been forced by the determination of RCA Victor, biggest of the biggies, to avoid tussling with AFM under any circumstances. This is in opposition to the more militant attitudes of the remainder of the diskery branch of the Industry Music Committee (IMC).

#### Militant Diskeries

Despite the RCA Victor attitude, which holds no truck for non-Petrillo recordings, other jumbo wax firms are arrived at an attitude point which soon must bring a slew of side-cuttings with union tootlers who are willing to take their chances against detection by the union. Vic- (See DE FACTO BAN on page 16)

## BMI Shifts To Per-Plug Arrangements

### Cuts Yearly Advances

By Joe Carlton

NEW YORK, Aug. 14.—Of all the recent manifestations of retrenchment in the music biz, perhaps one of the most significant and revelatory has been the trend at Broadcast Music, Inc. (BMI), away from large guaranteed yearly advances to publishers toward flat per-plug payments. With money getting tighter all the time, BMI, like any other business, is looking for more value per dollar expended, and is swinging further and (See BMI'S PER PLUG on page 18)

## Ban's End Sept. 1

INDIANAPOLIS, Aug. 14.—If Petrillo's word can be accepted, the current recording ban will end September 1. Mr. Petrillo told a major record company exec that this week. Oh yeah, it wasn't James C. Petrillo, American Federation of Musicians' prexy, who said it. It was his young son who works for a local radio station and says that's what his dad told him.

## How Can a Soviet Lady Jump When N. W. Ayer Is Looking?

NEW YORK, Aug. 14.—One phase of the sensational case of the Soviet schoolteacher, Mrs. Oksana Kosenkina, who Thursday (12) jumped or was thrown from a third-floor window of the Soviet Consulate's office here, was muffed by local dailies, and involves the N. W. Ayer Agency. Red Stiffler, of Ayer, happened to have a meeting that day at 2 p.m. with several three-star U. S. Army generals concerning the recruiting program, which the Ayer agency handles for the army. Stiffler also had a cameraman present to take some pictures of the generals for publicity and promotion purposes. The meeting was being held in the Hotel Pierre across the street from the Russian consulate.

It had hardly got under way when the manager of the Pierre called the army meeting room and said that the

Russian consul had just phoned, wanting to know what such high army brass was doing in a room just across the street from the Consulate. The Red consul had also seen the photographer, said the Pierre manager, and demanded his immediate removal.

The general who had answered the manager's phone call was flabbergasted, and asked the rest of the conferees what he ought to tell the manager. "Tell him to tell them 'nuts,'" said Stiffler. Being more diplomatic, the generals did not heed Stiffler's advice. They dismissed the photographer and drew the blinds in the meeting room.

Approximately two hours later, Mrs. Kosenkina exited the Consulate via the third floor window.

## WJZ-TV Bow Emerges as Sock Video, Brings Tears To Lovers of Old Vaudeville

### Preem Starts Slowly; Acts on Show Click

By Sam Chase

NEW YORK, Aug. 14.—For two hours Tuesday night (10), the WJZ-TV opening bill seemed like the usual round of self-congratulations, showcasing of the station's talent and introduction of celebs and near-celebs for a few words. In addition, the station's remote crew aired a parade which was staged as much in the interests of New York's golden anniversary as for the station's debut. But at 9 p.m., all these routine efforts made way for the bill from the Palace stage, and the program took an electrifying turn. What had been quite flaccid tele fare made way for entertainment on the highest level. Despite some shortcomings, the pro- (See WJZ-TV PREMIERE, page 12)

By Bill Smith

NEW YORK, Aug. 14.—The Palace, the zenith of vaude, reopened for a night (10) amid a lot of drum thumping, police lines, klieg lights and admission "by invitation only," for the WJZ video preem.

For a time it looked like the old Palace on a Monday afternoon with a hot show inside. But once inside the illusion disappeared. No longer were the bookers in back of the house taking a look and making deals. Instead the standees (between intermissions) were gassing about frequencies, channels and Federal Communication Commission (FCC) edicts. The lads who were around when the Palace was the mecca felt senti- (See WJZ-TV Preem on page 38)

## Montreal Outdoor Music Shows Take Nosedive After Top Years

MONTREAL, Aug. 14. — Summer musical events, which during the previous six or seven years reached a new high in frequency and popularity, this year took the count in Montreal, a situation which is, on the face of it, surprising, since the city, with the huge Mount Royal mountain in the center is supposed to be a natural for these events.

This year there have been, thus far, less than half the events held during the summer of 1947. Furthermore, there does not seem to be any signs of attempts to improve the situation.

The reasons for this indefinite

hiatus of summer events, can, on the basis of a survey, be broken down into three main categories: weather, lack of proper production and lack of music with popular appeal.

Up until now, Montrealers and tourists had a choice of attending three types of events: Summer productions by professional promoters, outdoor opera and outdoor symphony. Now, however, the first is almost non-existent, with the latter two operating in a limited way.

#### Insurance Angles

As far as the first type of production is concerned, sponsored mostly (See Montreal Outdoor Music, page 4)

## Plan Greatest Use of Radio, TV in History

### Indie Groups To Air

WASHINGTON, Aug. 14. — The greatest use of radio and television in the history of American politics is being planned for the forthcoming national campaigns which will get under way formally around Labor Day.

While the Democratic National Committee's war chest is smaller than in previous election years, the Republicans are boasting of their biggest campaign chest, with the purse wide open for broadcast spending. Besides appropriating for radio and TV on a national basis, the two major parties and Henry Wallace's new third party are already employing the customary technique of opening the national coffers to State and local committees as well as to individual candidates for spending for radio broadcasting and newspaper advertising.

Besides the big money being earmarked by the national committees for broadcast cannonading, reports are coming in from the hinterland that local committees and individual candidates, particularly congressional candidates, are planning to spend record-breaking amounts for their radio drives. The record figures are described as necessary not only because of the importance of the upcoming campaigns, but also because of inflation which has hiked campaign costs all along the line.

#### Local Drives

In addition to the activity of the political committees, intensive air drives are being mapped by non-political powerhouses which customarily take important side-roles in (See Politicos To Shoot on page 9)

## Wallace's Air \$\$

NEW YORK, Aug. 14. — A substantial chunk of Henry Wallace's Progressive party air-time bankroll (\$45,000 to be exact) was raised during the Shibe Park session of the Progressive's recent convention. Televiewers, at that time, saw William S. Gaillmor do a fundraising pitch "in order to buy radio time" and to collect the 45G. Several showbiz and literati figures tossed loot into the pot that night, among them Lillian Hellman, Paul Draper and Yip Harburg. An interesting sidelight on the financial status of various parties and individual candidates is that while Progressives are admittedly going to have the toughest time trying to raise the kind of campaign loot the Republicans and Democrats will be tossing around, Wallace, himself, is reported to be the wealthiest (from standpoint of personal fortune) of the three candidates.



# Congress Org To Investigate AGVA Fuss

## Local 6 Brings Plaintiff

PHILADELPHIA, Aug. 14.—A congressional committee will start looking into the American Guild of Variety Artists (AGVA) controversy on charges brought to it about a year ago by Local No. 6 of the actors' union.

Rep. Carroll Kearns, who was just made chairman of the subcommittee of the House Education and Labor Committee, said that he would conduct hearings in Philadelphia, starting August 23. Rep. O. C. Fisher, Texas, will be the other member of the committee. The counsel will be Irving McCann.

Kearns, reached by phone at his home, said that while he hadn't all the papers before him, he understood that the investigation was called on charges made by Dick Jones (executive secretary Local 6, AGVA), against the National Actors' Union and the Associated Actors and Artists of America (Four A's). Subpoenas, Kearns said, were being prepared. (See Congress Org on page 38)

# Hollywood AFM Urges Tax Repeal

HOLLYWOOD, Aug. 14.—American Federation of Musicians (AFM) Local 47 prexy, J. K. (Spike) Wallace, last week wired local congressmen and senators urging the repeal of the 20 per cent federal amusement tax at the present special session of the 80th Congress. Taking the cue from AFM head James C. Petrillo, Wallace told solons that "retention of the tax has contributed to the current decline in the entertainment industry and is responsible for the loss of many job opportunities for union musicians."

Petrillo recently notified over 700 AFM locals of union's stand on the war-time levy adopted at recent Asbury, N. J., convention and asked all locals to pressure legislators for an end to the 20 per cent tax.

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# Montreal Outdoor Music Shows Take A Deep Nosedive

(Continued from page 3)

by such outfits as Canadian Concerts & Artist, La Societe Classique and private promoters, it must be admitted that the weather problem is insurmountable if insurance problems continue to harass the producers of these events. In other words, insurance rates are so high, and clauses so complex, that the promoters feel they have little protection if the event is rained out, which has happened on many occasions.

Also, bad production in the way of inferior acoustics, inadequate seating arrangements, bad timing and a host of other things have driven off many of the folks who used to attend these events religiously. Last summer, for instance, a concert with Lauritz Melchior scheduled at the Montreal Ball Park for 8:30 p.m. didn't start until 9:45 and, as a result, (See Montreal Music Shows, page 26)

# Det. Mulls Municipal Showbiz Admish Tax

DETROIT, Aug. 14.—The possibility of a municipal tax on amusement admissions was under consideration by city authorities here this week, as part of a move to find new sources of revenue to run the city government. The report on amusement taxes in other cities was turned over to a citizens tax study committee by John H. Witherspoon, assistant corporation counsel, and John N. Daley, city controller, was assigned to prepare an estimate of the revenue from various tax schedules.

No action is expected before a further committee meeting August 30.

# Nat'l TV Pic Org To Elect Officers

NEW YORK, Aug. 14.—The National Television Film Council, trade organization concerned mainly with the relationship of films and video, will hold election of permanent officers at its meeting Thursday (19). Sydney Kaye, veepee and general counsel of Broadcast Music, Inc., will speak on *The Right To Perform Music on Television*.

The dinner-meeting, which will begin at 7 p.m. at Sardi's, also will discuss the proposed standard film exhibitor contract with video stations.

# "Playhouse" Seg Renewed for Fall

HOLLYWOOD, Aug. 14.—Hallmark Playhouse, summer dramatic ailer starring James Hilton, has been renewed for the fall and will originate in Hollywood. The bankroller will drop the *Radio Reader's Digest* tag, retaining the present format which features famous plays, with Hilton as narrator. Bill Gay will produce, with Al Capstaff supervising. Show will remain in the Thursday night National Broadcasting Company slot.

Reason for the shift in format was the sponsor's dissatisfaction with the split in product identification, whereby the magazine shared plugs with Hallmark cards. Agency is Foote, Cone & Belding.

# 2 Jacksonville Orgs Get FCC Go-Ahead

WASHINGTON, Aug. 14. — Two more commercial television stations have Federal Communications Commission's go-ahead as the results of grants of construction permits (CP) this week (13). Recipients of the new CP's were Jacksonville Broadcasting Corporation, for a new TV station in Jacksonville, Fla., on Channel 9, and Metropolis Company, for a TV station on Channel 8 in Jacksonville.

Meanwhile, the FCC denied a petition by Television Productions, Inc., and denied a motion filed by Television California, which had asked the commission to set aside a May 13 memorandum opinion and order serving Don Lee Broadcasting System's application for a TV station in California from consolidated proceedings on applications for video stations in San Francisco.

Earle C. Anthony, Inc., of Los Angeles, was granted special temporary authority to commence TV operation, with activities specified in its CP and was granted a waiver to operate the minimum number of required hours for a period ending October 6.

# KTLA's "Hollywood" Sold To Admiral for 13 Weeks

HOLLYWOOD, Aug. 14.—Admiral this week starts footing the bill for a 13-week tele series tagged *So This Is Hollywood*, a man-in-the-street seg originating from in front of Earl Carroll's theater-restaurant.

Deal was set between KTLA's Klaus Landsberg and Admiral's Atkins-Gilbert Advertising Agency, with Ronnie Ames, Carroll's newly appointed exploitations-public relations chief, sitting in for the nitery.

# NUMBER ONE ACROSS THE MUSIC-DISK BOARD

- No. 1 On the Honor Roll of Hits  
**MY HAPPINESS**
- No. 1 Sheet Music Seller  
**MY HAPPINESS**
- No. 1 Most Played on Disk Jockey Shows  
**YOU CALL EVERYBODY DARLIN' by Al Trace, Regent 117**
- No. 1 Disk Via Dealer Sales  
**LOVE SOMEBODY by Doris Day-Buddy Clark, Columbia 38174**
- No. 1 Disk in the Nation's Juke Boxes  
**YOU CALL EVERYBODY DARLIN' by Al Trace, Regent 117**
- No. 1 Most Played Juke Box Folk Record  
**BOUQUET OF ROSES by Eddy Arnold and His Tennessee Plowboys, Victor 20-2806**
- No. 1 Best Selling Retail Folk Record  
**BOUQUET OF ROSES by Eddy Arnold and His Tennessee Plowboys, Victor 20-2806**
- No. 1 Most Played Juke Box Race Record  
**I CAN'T GO ON WITHOUT YOU by Bull Moose Jackson, King 4230**
- No. 1 Best Selling Retail Race Record  
**I CAN'T GO ON WITHOUT YOU by Bull Moose Jackson, King 4230**
- No. 1 Sheet Music Seller in England  
**GALWAY BAY**

Leading albums, classical disks, English and Canadian sheet sellers and full score on all music-disk popularity in Music Popularity Charts, pages 22 to 35 in Music Section.

# ABC May Sign Mosler as New Sponsor to Air

NEW YORK, Aug. 14.—A company which has never used broadcast advertising of any kind this week was reported ready to ink a contract as the first bankroller to sponsor a program series over the tele web of American Broadcasting Company (ABC). The firm, John H. Mosler Company, makers of safe deposit vaults, is virtually set to sponsor the novelty 30-minute quiz package, *Quizzing the News*, of which Allen Prescott is emcee. The day and hour are not set yet.

The plugs are likely to be institutional, tied up with the 100th anniversary of the sponsor. The program will be carried in five cities. Albert Frank-Guenther Law is the agency for Mosler, which has done so little advertising that it is not even listed in *Standard Advertising Register*.

# Philly Pro Basketball Games Go to Norge

PHILADELPHIA, Aug. 14.—For the second consecutive year the Norge company, refrigerator and household appliances manufacturers, will sponsor the home basketball games of the Philadelphia Warriors, pro team, at the Philadelphia Arena via WFIL-TV. Sponsorship will be thru the local Norge distributor, Trilling & Montague, with the Campbell-Ewald Agency, Detroit, representing the sponsor.

Starting November 4, WFIL-TV will pick up the Tuesday and Thursday night home games, 33 in all, with contract calling for the championship play-off if the local team figures in it. Last season marked the first time that Trilling & Montague made use of video as an advertising medium.

# The Billboard

The World's Foremost Amusement Weekly

Founded 1894 by W. H. Donaldson

Publishers

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William D. Littleford

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The Billboard also publishes:  
Turnover and Vend.





# LONG FIGHT ON GIVEAWAYS

## Schwimmer Heads Drive Vs. FCC Rule

### Shows in Jeopardy

CHICAGO, Aug. 14.—An attempt to organize the radio industry to fight the proposed FCC rules on giveaway shows is being conducted here by a group of industry figures spearheaded by Walt Schwimmer, president of Radio Features. Schwimmer plans a meeting to be held in New York next week to try to create a united front capable of marshalling forces to oppose the proposed ruling which would mean the end of two Radio Features productions, *Get Rich Quick*, recently sold to the American Broadcasting Company (ABC), and *Tello-Test*, syndicated thruout the country and carried on about 90 stations.

As part of its organizational attempts, Radio Features this week invited Lou Cowan, owner of *Stop the Music*, and execs of other production companies to attend the New York meeting. Also invited were representatives of the networks. In addition, invitations to the meeting and solicitation of support were sent to officials of various State broadcasters' association and independent stations. In an effort to arouse National Association of Broadcasters' (NAB) officials to what he terms the dangers of the proposed giveaway rulings, Schwimmer also made an appearance at the 9th district NAB meeting here Friday (13).

Regardless of what concerted action is taken, Radio Features undoubtedly will file a brief on the controversy with the FCC and seek an appearance before the commission. Schwimmer claims telephone money-giveaway shows are not lotteries because they lack the element of consideration.

Schwimmer also said, "I think it is unfair to criticize the kind of broadcasts that are served to the public as entertainment to specifically rule what can or cannot be aired. Or, in other words, for the FCC to set itself up as a censor of radio fare is something else again and touches upon our fundamental principles.

### Too Good

BRIDGEPORT, Conn., Aug. 14.—A radio program was nearly killed by reason of its popularity here this week. This frustrating turn of events occurred at WLIZ, where Wallie Dunlap does a daily disk jockey stint titled *Dial Dunlap*. The listeners dialed all right and their telephone calls anent favorite tunes reached such proportions that the Southern New England Telephone Company stepped in and yelled stop. Just when sponsors were lining up, too. The phone company explained the phone tie-up was getting out of hand. A check showed 2,171 people were trying to phone Dunlap and were getting a busy signal.

Dunlap now does his show sans telephones.

## NAB Sees FCC Overstepping Hearings, Plus Lawsuits To Delay Ruling

CHICAGO, Aug. 14.—"The Federal Communications Commission (FCC) is in for another bloody nose," stated Harold Fair, director of programs for the National Association of Broadcasters (NAB), during an airing of the giveaway controversy at the NAB's ninth district meeting here this week. Fair, outlining the NAB's position to Walter Schwimmer, Radio Features president and a leader of a concerted move to combat the proposed ruling prohibiting the airing of telephone quiz giveaways, stated that in the long run such programs would harm the industry in the eyes of advertisers. He added, however, that the NAB felt the FCC was beyond its province, and that only the Department of Justice and the courts had the right to rule on matters pertaining to alleged lotteries.

At the outset of the two-day sessions there was a noticeable reluctance to discuss the giveaway problem, and it appeared as tho the con-

## Frigidaire Ices "X"; "L&A" Due

HOLLYWOOD, Aug. 14.—Frigidaire this week-end canceled out *The Man Called X* to be replaced by a new ainer beginning October 3. Negotiations were pending at press time for the purchase of the new Lum 'n' Abner half-hour show to occupy *Man's* present 8:30-9:00 Sunday night time slot over Columbia Broadcasting System (CBS).

Lum 'n' Abner stanza will be essentially same as the current five-a-week stanza for Alka Seltzer, with addition of an ork and supporting cast of AFRA talent. Papers are expected to be inked early next week.

## Baker Planning New Air Show for Fall

HOLLYWOOD, Aug. 14.—Phil Baker will trek to New York next month to work out a deal for a new variety radio show being built for fall sponsorship. Baker will move his *Everybody Wins* ainer for Philip Morris to Gotham for the duration of the current pact which expires September 24. In New York he will talk an AM-tele tie-up with potential bank-rollers.

While in the East the comic-emsee will set up a series of one-nighters which will be combo vaude-concert dates. Baker will headline a variety show which so far includes comedians Shaw and Lee and probably Benny Baker. Sid Silvers may join the troupe, with other acts to be lined up in New York.

## Tums Buys Young To Replace "Judy"

NEW YORK, Aug. 14.—Tums has purchased Alan Young to replace *Date With Judy* over the National Broadcasting Company. The starting date will be either September 28 or January 11, Tuesday night, depending upon when the *Judy* show will be folded. *Judy's* contract runs to January 4.

The price for the Young package is \$8,500. *Judy* has cost \$4,700, but it is understood that a hike in price had been asked.

trovsky might be skirted entirely, were it not for the fact that some non-NAB members raised the matter Friday (13). Most members favored either the proposed rules or indicated a fear of meddling in the controversy. A few, in off-the-record comment, expressed fear that the FCC policies threatened rights of broadcasters.

Even at a meeting scheduled to discuss legal matters, Don Petty, NAB counsel, spoke of the problem only in most ambiguous terms. It was not until Schwimmer appeared at the question and answer session that the NAB, thru Fair, outlined its position pointedly. Petty later intimated that the NAB's formal stand would back up the position outlined by Fair, and that the NAB in September would file a brief with FCC documenting such a position.

After the session, some still maintained that the NAB attitude favored elimination of giveaways and that any legal NAB action might be in the nature of weak efforts disguising a willingness to have the proposed FCC rules made effective.

The NAB's district meeting was marked by disinterest and a lethargic attitude, broken only when such controversial issues as giveaways had the floor. Attendance was down from last year's mark of 150 to around 83 and Charles Caley, re-elected director of the district, took cognizance of this situation by announcing that next year's meeting would be held at a Wisconsin resort hotel, so that those attending could not wander away.

## Trade Surprised By Steinhauser's Blast Vs. Mullin

NEW YORK, Aug. 14.—Trade circles here were shocked this week by a letter circulated by Si Steinhauser, veteran radio editor of *The Pittsburgh Press*. The letter was addressed to Earl Mullin, press exec of the American Broadcasting Company (ABC) and lambasted the whiskers off of Mullin for allegedly having neglected to service Steinhauser on the purchase of the *Original Amateur Hour* by Old Gold Cigarettes on ABC.

Steinhauser apparently had the letter set in type and stated in its text that he was sending copies of it to Mark Woods, president of ABC, as well as execs of U. S. Steel, Old Gold; Lennen & Mitchell, Old Gold's ad agency, and Batten, Barton, Durstine & Osborn, Steel's agency.

Steinhauser said in his letter that Mullin broke the story so as to make the New York papers Wednesday (11), but that it did not reach "us 'in the sticks'" until Wednesday's last mail. He criticized Mullin for failing to send the story by wire or phone.

The position of network press top-pers in New York is that it is impossible to wire stories to out-of-town editors, except in rare instances, since to do it for one would mean that more than 100 such newspapermen would have to be serviced, and the costs would be prohibitive. They also feel that with wire service coverage out of New York, there is no need to go to such steps.

### ABC Leading Opposition

NEW YORK, Aug. 14.—Indications that the Federal Communications Commission's (FCC) proposed ruling prohibiting telephone giveaway programs is in for stiff opposition from the networks were strengthened this week. At the same time, it appeared certain that giveaway shows would continue on the air for a long time, since it is virtually certain that lengthy hearings—to be followed, if the FCC maintains its stand, by protracted legal action—will be necessary.

The frontrunner in opposition to the commission is the American Broadcasting Company (ABC), which would also be the chief victim, since its highly successful *Stop the Music* would be ruled off the air if the FCC proposal sticks. ABC is now preparing a brief, to be filed just before the September 10 deadline set by the FCC. ABC, it is understood, is going to ask the FCC for a hearing. This in itself will involve a considerable time factor in view of the FCC's terrifically overloaded docket.

ABC would not officially state the legal reasoning it will take in its brief, but it is likely that the web will claim that the FCC is overstepping its bounds by poaching on program control—i.e. censorship—and that it is interpreting the law with what one ABC exec stated was "unnatural rigidity." ABC will also contend that contrary to the FCC's interpretation, owning a telephone is not a consideration—one of the three elements involved in a lottery—but is a condition.

The network will also very likely point to a ruling made by the U. S. attorney general's office on *Pot o' Gold*, the ruling being that having a phone was not consideration. It is obvious that ABC will argue that people are not going to install telephones merely because of radio giveaways.

On another front, a report that Procter & Gamble was planning to file a brief with the FCC in behalf of its *Truth or Consequences* series was denied by an official of the soap concern. It was reported that P. & G. had considered such a move, to point out to the commission the public service aspects of the Ralph Edwards gimmicks, which were devised to bring funds into the coffers of service organizations. However, even tho P. & G. is not taking this step, Edwards or his agents, Music Corporation of America, could do so.

Meanwhile, the National Broadcasting Company (NBC) has advised Newell-Emmett, agency for Chesterfield Cigarettes, as well as all other agencies, that in light of the FCC's proposal, all summer replacements would be re-examined, if sponsors wanted to continue them into the new season, as to possible conflict with the FCC stand. Chesterfield has proposed keeping Sammy Kaye's *So You Want To Lead a Band* as part of its regular *Supper Club* winter series, but it appears now that the web will nix the show. NBC previously had announced it would accent no new giveaways.



# FCC Swamped by Heavy Work Load; 1,200 Bids Await Decish, Some Over 6 Months

## Upstairs TV, Giveaways Add Headaches

WASHINGTON, Aug. 14.—The Federal Communications Commission (FCC) is now snowed under by what is believed to be one of its heaviest work backlogs in history. In an atmosphere reminiscent of the work-load crisis that resulted in last year's unsuccessful three-month freeze on broadcast applications, the commission is wrestling with a backlog of over 1,200 bids for new and modified station permits in all classes—AM, FM and TV. This work load is less than 15 per cent below the crisis peak of last year, but current situation represents increasingly complex delays inasmuch as an unprecedented number of bids now involve protracted hearings. Besides, the FCC is coping with hearings and studies in fast-growing numbers on major issues such as upstairs video, giveaways, spot ad sales, clear channel, international communications and TV allocations.

The FCC's tremendous work load is forcing longer delays in processing bids, with the result that about a fourth of all applications now before the commission have been pending over six months. This condition, it was learned, is raising complaints from station applicants, engineers, lawyers and others, but FCC'ers can only explain that they are doing the best they can under what they describe as a limited budget for personnel. Gripes from delayed bidders are fast reaching a thunderous tone, with increasingly large numbers of the complaints reportedly pouring from applicants to their individual congressmen, who in turn have been harassing FCC with inquiries concerning the delays.

### Bids for Hearing

The crowded spectrum has forced FCC to designate over half of all pending bids for new stations for hearing. The proportion of bids in hearing is highest for television. Of the 304 pending bids for new stations, 194 have already been set for hearing. Of 591 bids for new AM outlets, the FCC has been forced to set 319 for hearing, and another 50 are certain to be so designated as soon as the commission gets around to them.

The FCC's chances to make a substantial reduction in its current backlog in the near future are slim. If anything, the situation is considered likely to get worse because of signs of virtually no let-up in the rush of hearings on challenged bids for fast-dwindling space in the air and because the commission cannot be expected to get increased outlays from Congress to hire additional help. Tho the FCC contends that a larger staff would be one solution, the economy-minded Congress has consistently held the strings tight on the commission's purse, and the House Appropriations Committee, which will begin staging departmental hearings late this year, seems certain to stick to its prevailing economy policy.

### Remedies Offered

Two remedies, which could be applied under the present appropriation, are known to be under consideration, but both are not deemed practicable since both were tried without great success before. In early 1946, when the number of standard bids in hearing totaled 271 (now 319), the FCC adopted a circuit-riding system in which four commissioners, each accompanied by a team of assistants, went into the field to stage hearings on the home grounds of applicants, while the remaining commissioners held hearings in Washington. Altho cases were cleared faster by this method, the tide of new applicants and challenged bids was undiminished.

A second remedy, which worked no better, was the freeze of February 7 to May 1 in 1947 when no new AM (See FCC SWAMPED on page 14)

## Naval Air Reserve To Get Free Plugs

CHICAGO, Aug. 14.—Naval Air Reserve Command, headquartered at Glenview, Ill., in a few weeks will begin distribution of a series of spot announcements to 540 stations to stimulate interest in the Naval Air Reserve program, it was announced this week.

Stations are going to air the spots without cost to the navy as public service programming. Forty-second spots will feature Hollywood stars Robert Montgomery, Robert Taylor, Gene Kelly and others as well as famed sports world figures. Six platters will be released per week.

## ARR Buys ABC Spot For Operetta Plans

NEW YORK, Aug. 14.—The Association of American Railroads (ARR) is reported to have purchased the 8-8:45 p.m. Monday time slot over the American Broadcasting Company for the ARR projected operetta series. The bankroller is negotiating for warbler talent, with Gordon MacRae considered a strong contender for the lead. Dick Haymes bowed out owing to contract difficulties.

The program is likely to start the first week in October.

## Reports Persist Coy Due To Quit; Cite "Ill Health"

WASHINGTON, Aug. 14.—A new twist was added this week to an unconfirmed rumor that Chairman Wayne Coy will resign from the Federal Communications Commission (FCC) if the White House is captured by the GOP (*The Billboard*, May 15). The talk now is that Coy might resign sooner, and the reason cited is "ill health."

Coy's office denies that a resignation is contemplated for either now or in future. It is held certain, however, that at least so far as the future is concerned, the election of Thomas E. Dewey to the presidency would make Coy's resignation politically expedient, since Dewey, as New York governor, has filled key executive jobs with his own appointees. While Dewey has made exceptions in the cases of a few independent Democrats, he has been unbending in his policy of ousting New Deal Democrats. Coy was among the late President Roosevelt's early brains-trusters, altho he appears to have considerable favor among Republicans on Capitol Hill.

### Two Dewey Outs

If Dewey is elected and Coy held on to his FCC post, Dewey would have two major alternative methods available to supplant Coy with a person of his own choosing. He could



Directs KLZ Music

## ART GOW

With 24 years of musical know-how, many years as pianist-arranger with name bands and five years as KLZ staff organist, Art Gow now wields the baton over all music originating at KLZ.

KLZ, Denver

## Lindsay, WSOY, To Head Ill. Casters

CHICAGO, Aug. 14.—Merrill Lindsay, WSOY, Decatur, was elected president of the Illinois Broadcasters' Association (IBA) here Thursday at a meeting held in conjunction with the ninth district National Association of Broadcasters confab. Other matters considered by the association, formed a few months ago, concerned the need for a membership drive, giveaway shows and regulations governing pick-ups of University of Illinois football games.

The membership drive achieved some success at the district meeting. Before the meeting the association had 30 members out of a potential Illinois AM roster of 61 stations. During the district meeting membership was increased to 42, with attempts to get all AM stations in the State represented in the near future.

The group by-passed the giveaway controversy by resolving not to take any action for or against the proposed Federal Communications Commission ruling which could prohibit this type of show, but to allow individual broadcasters to take any steps desired.

## NAB Warns Casters on T-H Law Violations

CHICAGO, Aug. 14.—A warning that many broadcasters are violating the Taft-Hartley Law by signing closed-shop agreements with the American Federation of Musicians (AFM) was sounded during the National Association of Broadcasters' (NAB) ninth district meeting here by Dick Doherty, labor relations director for the broadcasters' association.

In a speech on over-all labor policies in the industry, Doherty pointed out that most agreements with Petrillo were in essence closed-shop agreements and thus in violation of the law. He also said that even if they wanted to, AFM members could not hold a station election in order to get a National Labor Relations Board (NLRB) confirmed union shop, because Petrillo and other AFM executives have never signed the anti-Communist agreement which must be signed before the NLRB will allow jurisdictional elections. He stressed that the anti-Communist agreements were unsigned not because Petrillo had Communist leanings, but only because Petrillo hates the T-H Law so much he will not conform to any of its stipulations.

### Wage, Hour Violations

Doherty also stated that the executives of about 85 per cent of all stations were in violation of the wage and hour laws. This happened, he said, because most broadcasters had not thoroughly investigated wage and hour laws and were not paying overtime where it should be paid in many cases.

Referring again to the Taft-Hartley Law, Doherty said the International Brotherhood of Electrical Workers (IBEW) and the NAB engineers and technicians' headquarters have instructed all locals to go along with the letter of the law, and that the American Federation of Radio Artists (AFRA) goes along with the law when forced to, but then with a tongue-in-cheek attitude.

Doherty also warned the broadcasters to fight against talent fee arrangements in addition to staff salaries for union members. He claimed that dangerous precedents were established by acceptance of talent fee demands and that AFRA thinks so much of the advantage it gets over broadcasters by talent fee clauses that it will give in on just about any other labor negotiation request if it can win talent fee stipulations.

## Grossman Tops CBS Broadcast Operations

NEW YORK, Aug. 14.—Henry Grossman, director of technical and building operations, has been appointed director of broadcast operations for the Columbia Broadcasting System (CBS), including television, AM and FM technical operations. As a result of the appointment, announced by James M. Seward, web vice-president in charge of operations, Grossman becomes Seward's associate in several CBS departments, including copyright, mail and file, purchasing, traffic and construction. Grossman has been with the web since 1930.

NEW YORK, Aug. 14.—Robert G. Thompson has been appointed manager of network technical operations for the Columbia Broadcasting System and chief engineer of WCBS, web's New York outlet. John D. Gilbert has been named assistant to Thompson. Thompson, with the web since 1929, has been manager of network technical operations, Eastern division, since 1944.



## NBC Plans UN Week Pubservs; Regulars Tie in With Theme

NEW YORK, Aug. 14.—National Broadcasting Company (NBC) on October 17-24 will sponsor United Nations Week. Planned to coincide with United Nation Day, which President Truman will proclaim on October 17, the week's schedule represents a major public service effort planned by Ken Dyke, web vice-president and program chief. The theme will be the UN as a force for positive achievement in the direction of world understanding.

During the week, a flock of the network's regular programs will be devoted to the UN theme. These will include *Living, 1948*, *University of Chicago Round Table*, *Quiz Kids*, *Public Affairs*, *Pro and Con*, *America United* and various religious shows such as *Eternal Light* and *National Radio Pulpit*.

In Rockefeller Plaza, the week will be marked by folk festivals, with music by the Rockefeller Center Choristers. Dwight D. Eisenhower, president of Columbia University, is expected to emcee the opening ceremonies. With regard to air time, a portion of each day's festivities in the Plaza will be carried on the web. The Plaza festivities will be held from 2:30-5:30 p.m. daily.

Network stations will be asked to co-operate with the web in carrying the UN theme, and a closed-circuit talk to spur stations activity along such lines will be held prior to UN week. Niles Trammell, web president, and Ken Dyke will address the station managers.

Working under Dyke on the project are NBC pubserv execs Sterling Fisher, Jane Tiffany Wagner, Margaret Cuthbert and Doris Corwith.

## ABC Deal Near Set for Kyser Across - the - Board Daytimer

NEW YORK, Aug. 14.—Negotiations for the metamorphosis of Kay Kyser into a daytime mainstay for American Broadcasting Company (ABC) this week reached the stage of settling details, with the band leader-comic all but set to take the plunge. Music Corporation of America, handling Kyser's end, nixed ABC's request for a full hour, five days a week. Kyser also indicated that he was unsatisfied with the ABC suggestion that half of his shows be waxed. All shows will probably be transcribed, and will be 30 minutes long, to begin with.

ABC is said to have gained a favorable reaction from Pillsbury Mills,

at whom it has pitched the show. The possibility exists that if Pillsbury turns down an across-the-board sponsorship deal, it may pick up the tab for certain selected markets, with the show selling co-op in remaining cities.

The ABC deal with Kyser has not been iced, money-wise. It is known that ABC is willing to guarantee Kyser about \$5,000 weekly for his personal take should the deal be set on the co-op basis. All other talent and package costs would be borne by the web. At this stage no specific property is involved, and the deal shapes up as a straight contract arrangement between ABC and Kyser, with the web itself building the show by adding other personnel. However, one report has ABC interested in buying out the *Second Honeymoon* show which it now is airing sustaining and revamping it to fit Kyser's personality.

## 50G Suit Filed Over Organizing of WRMS

NORTHAMPTON, Mass., Aug. 14.—A \$50,000 suit, involving the establishment of Station WRMS in Ware, Mass. has been entered in Superior Court here.

Daniel J. Hyland names Donald W. Howe, owner of the station, as defendant, alleging Howe engaged him to investigate, develop and supervise the building of the new station, for which the defendant agreed to pay for and transfer to the plaintiff 20 per cent of the stock in a new corporation to be organized by the defendant for the purpose of owning and conducting the station.

The defendant, it is further alleged, has refused to organize the corporation or to pay for and transfer the stock. WRMS has been operating in Ware for about two months.

## Plans Are Formed For Ind. AM-FM Net

FRENCH LICK, Ind., Aug. 14.—Plans for the formation of a new Indiana State network of FM and AM stations took form here this week at a meeting concurrent with the session of the National Association of Broadcasters (NAB) district meeting. Among the plans is the use of FM stations as relay points, to reduce line charges. A September meeting will formally set up the new web.

A committee to complete plans and work out arrangements with interested stations include Graeme Zim-

## NBC Parade of Stars Bally To Plug Nights' Skeds and Not Shows

NEW YORK, Aug. 14.—National Broadcasting Company's (NBC) *Parade of Stars* ballyhoo for the fall program schedule features block promotion. That is, emphasis is on promoting each night of the week, rather than specific programs, altho the promotion kits are flexible so that stations can accent a specific program if they desire. Prepared by William E. Webb, audience promotion manager of radio and television, the first mailing was sent to the web's 167 stations this week.

The campaign will include 12 kits in all, one for each night of the week, and one kit each for morning programs, afternoon programs, Sunday afternoon, Saturdays and another for programs on the air more than one night weekly.

### Block Bally Decish

The decision to feature block promotion in this year's campaign stemmed from various factors. First, the station men attending NBC clinics indicated this type of promotion would be their choice. Secondly, the web itself during the past year conducted a few trial block promotion campaigns with notable results. A survey showed that in terms of time and space results achieved, this technique pays off best.

This year the web is junking the big kickoff program which inaugurated the campaign in recent years. Reason: Execs considered this an unwarranted expense when costs were measured against results.

mer, general manager of WCSI, Columbus, Ind.; John Englebrecht, manager of WIKY, Evansville, Ind., and George Losey, manager of WXLW, Indianapolis.

# W-I-N-D

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# WOR To Shoot the Works To Expand Daytime Shows

NEW YORK, Aug. 14.—WOR, the Mutual Broadcasting System's (MBS) New York flagship, will shoot the works in a move to expand and hypo its daytime programs during the rest of the year, Ted Streibert, president of the station and Mutual's vice-chairman, stated this week. The decision marks a switch from previous policy under which WOR had been working to bolster its nighttime status.

The daytime campaign, which will result in cancellation of weak sisters and sales drives to sell their replacements and contemporaries, is tied up with Mutual's own position with respect to other networks, Streibert explained this week. Two years ago WOR was running neck and neck in evening ratings with WJZ, the American Broadcasting Company's (ABC) New York outlet, and WOR set out to keep pace with it. This decision was based on the fact that Mutual's greatest strength was in daytime sales, with WOR figuring that until Mutual could sell stellar nighttime shows, it would be best if the New York station concentrated its programming efforts in nighttime sessions.

## Plans Hurdles

Two situations, tho, developed to hamper WOR's plans. One was the success of ABC in setting itself up as a strong evening contender, via Bing Crosby and other new shows, successful enough to make ABC about even up at night with the Columbia Broadcasting System (CBS). The other development was television, which started to cut in on New York evening ratings of all stations. As a result WOR decided recently to make its daytime push.

Mutual, in the meantime is also

## Goodman To Control Duke's Platter Show

NEW YORK, Aug. 14.—Harry S. Goodman has acquired complete control of the Duke Ellington disk show. The previous deal between Goodman and WMCA, New York, specified that Goodman would handle sales. Goodman now will supervise production, too. Joseph Gottlieb, formerly with WMCA, is now doing production and writing chores on the show, working under Goodman. All current station pacts on the Ellington show will remain in force.

Contrary to reports, WMCA will continue the Ellington program, at least until the end of the year when the pact expires. The station, however, will drop the Tommy Dorsey disk show in September.

Heretofore, the Ellington show has been sold only to stations. The new plan will pitch it to stations, agencies and sponsors.

Ellington, on his recent trip abroad, arranged with British artists for the use of their disks on his program here. In the meantime, Ellington has recorded sessions with Peggy Lee, and Goodman has lined up Billie Holiday, Count Basie and Dick Haymes for future dates.

## "Go for the House" May Get Bankroller

NEW YORK, Aug. 14.—Go for the House, the American Broadcasting Company (ABC) giveaway quiz which doles out a house and lot as top award, this week seemed on the verge of acquiring a bankroller. The Allied Chemical & Dye Corporation of New York took a two-week option on the show yesterday (13).

The program has been widely kudoed as a sustainer.

revamping its daytime structure, teeing off with a flock of new shows Monday (16). Included are a new disk jockey session across the board with Bob Poole; a new giveaway show, *Golden Hope Chest*; a revision of movie *Movie Matinees*, heretofore local on WOR, with Red Benson taking off the pilot's berth, and a new Gabe Heatter show to start Monday (30). The last mentioned will take the 12:45 p.m. spot, across the board, and will be sold co-operatively. WOR is dropping its daytime *Answer Man* series to take the show.

## Bowey's Drops Spot; CBS Switches Sat.

NEW YORK, Aug. 14.—Columbia Broadcasting System (CBS) revamps its Saturday afternoon schedule, effective September 18, as a result of Bowey's, Inc. (Dari Rich), dropping *Stars Over Hollywood*, 12:30-1 p.m. Here are the switches:

*Grand Central Station*, now 1-1:30 p.m., goes to the 12:30-1 p.m. slot.

*County Fair*, now Wednesday, 9-9:30 p.m., shifts to Saturday, 1-1:30 p.m.

*Give and Take*, originally scheduled or 2-2:30 p.m., Saturday, will retain its current 1:30-2 p.m. spot.

## G. E. Inks Neb. Univ. Football Over WOW

OMAHA, Aug. 14.—General Electric dealers this week signed to sponsor all Nebraska U. football games on WOW, with the deal including an option to air the same games next year via television.

The sale is partly the result of a campaign by the station to sell appliance distributors on using radio to sell television sets, with the Radio Corporation of America also sponsoring a Sunday afternoon hour on WOW for the same purpose.

## NAB's Rankin Appointment Cue To Tough Int'l Policy

WASHINGTON, Aug. 14.—In a bold move to improve the U. S. broadcast industry's bargaining power at forthcoming international radio conferences which will determine world allocations for years to come, the National Association of Broadcasters (NAB) has lured Forney Rankin from the State Department to a newly created top-drawer NAB post as staff director on international policy. NAB President Justin Miller will announce Rankin's appointment next week. Rankin, associate chief of the international broadcast division of the State Department, is an old hand in global communications parleys and is considered one of the most skilled tacticians in the striped-pants trade.

### Mexico City Confab

Seen as highly significant is the timing of Miller's appointment of Rankin, well in advance of the important Mexico City Telecommunications Conference October 22, which Rankin had originally been slated to attend as a kingpin in the State Department wing of the American delegation but which he now will attend as NAB's top diplomatic spokesman. The Mexico City conference, which

## Dixiecrat Rumba

CHARLESTON, S. C., Aug. 14.—One disk jock here mixed politics with prattle and came up with, "Let's dance that new Dixiecrat rumba. You know, the northern part of your body stands still while the southern part walks out!"

## Army Recruit Org To Cut Grid Game Backing to One Net

NEW YORK, Aug. 14.—The Army Recruiting Service, which last year sponsored the airing of football games over two networks, this year has decided to cut down to one, as a result of the passing of the draft act. The *Game of the Week* broadcast over the Mutual Broadcasting System (MBS) last year, will be heard over the American Broadcasting Company (ABC) this season. The broadcasts of West Point games, which ABC aired last year, will not be heard this season. The first contest of this year's series will be September 18 when Villa Nova meets Texas A. & M. at Philadelphia.

As consolation for losing the big chunk of Saturday afternoon business, MBS has received an order for a 15-minute Saturday night review of grid scores, which the army and air force will sponsor, also starting September 18. Mel Allen will be the sportscaster, with the Gardner Agency of St. Louis inking for Uncle Sam. The program will be heard on 270 MBS stations at 7:45 p.m., Eastern Time.

## O'Hanlon, Pic Comic, To Bow on Mutual

NEW YORK, Aug. 14.—George O'Hanlon, film comic who has appeared in 18 Warners shorts, debuts over the air Sunday night, October 11, on the Mutual Broadcasting System. The time slot has not yet been decided upon. The format will be situation comedy.

The O'Hanlon package is owned by Bernard L. Schubert, who is also priming the comic for television.

## FCC Sees Last Min. Replies on Giveaway Taboo

WASHINGTON, Aug. 14.—Federal Communications Commission (FCC) is anticipating a last-minute rush of filed industry statements to beat the September 10 deadline for comments from individual broadcasters and networks on FCC's recent anti-giveaways declaration. While industry members showed no tendency this week to put themselves on official record with the FCC on the commission's giveaway taboo, one of the first radio-owning newspapers to express itself editorially was *The Washington Post*, which FCC Chairman Wayne Coy had been associated with as assistant to the publisher and director of WINX prior to going on the commission. The *Post* gave FCC a hearty pat on the back for its stand on giveaways.

Meanwhile, the commission granted WARL, owned by Northern Virginia Broadcasters, Inc., an extension time to file exception to the commission's examiner's report which, made simultaneously with FCC's proposed anti-giveaway policy announcement, held that WARL's giveaway program constituted a lottery. WARL, in its petition, asked that its deadline for answering FCC be extended from August 25 to September 10, the same deadline assigned to the industry generally to respond to FCC's public statement. WARL cited the novel character of the commission's proposed ruling as necessitating extensive legal research before an answer can be filed.

## Rose, Bowles Buy KWIK, Hollywood

HOLLYWOOD, Aug. 14.—Controlling interest in KWIK, Burbank, Calif., indie, was purchased this week by Carl E. Rose, Chicago lawyer, and George H. Bowles, former owner of KGB, San Diego. New owners bought the stock of Sam Kerner, president of KWIK; Carl Aultman and Don Forbes, totaling 48½ per cent of station's ownership. Final sale price will total more than \$100,000.

Bowles will become general manager of the indie with Rose named president. Remaining stock, spread among several investors, will be sold to Rose and Bowles later, pending approval from the Federal Communications Commission.

Kerner sold to take over ownership of KCSB, San Bernardino, Calif., in partnership with John Ryder.

## Martin Ankles to WLCR

HARTFORD, Conn., Aug. 14.—Francis Martin, formerly with WOR, New York, has been named station manager of WLCR, independent ailer at near-by Torrington, Conn. In his new capacity he succeeds Fred Eiber, resigned.

## AFRA Show

NEW YORK, Aug. 14.—Sale of a program which would be a radio parallel to the Screen Actors' Guild (SAG) series is expected some time next week. The show will be aired as a tie-up with the American Federation of Radio Artists (AFRA), with the union getting a reported \$2,500 weekly to go into its health and insurance fund. The show will have a variety pattern.



# Eastern Merger Before National

## Politicos To Shoot Works On Radio and Television

(Continued from page 3)  
 the campaigns. These include the Congress of Industrial Organizations (CIO), the National Association of Manufacturers (NAM) and the American Federation of Labor (AFL). Besides these, the political byways are already resounding to a din of rapidly organizing independent committees such as "Small Businessmen for Dewey" and "Truman-Barkley Clubs," which will be staging radio drives of their own. While the Hatch Act limits national committees to yearly war chests of \$3,000,000 each, there is no limit to the number of independent committees which can lawfully spring into operation.

### Dem's Agency

WASHINGTON, Aug. 14. — The Democratic National Committee this week (13) announced that Warwick & Legler has been picked as the agency to handle the committee's account for radio and TV in the upcoming campaign. The Democratic account was previously handled by the Blow Company. Kenneth Fry, Democratic National Committee's radio chief, said Warwick & Legler is assigning Sam Youngheart, executive vicepres; Lester Malitz, vice-president in charge of media, and Donald Gibbs, head of the creative division, to handle the account.

In an unprecedentedly heavy concentration of planning so far in advance of the formal campaigns, public relations specialists in both major parties have been meeting almost daily at their national headquarters here. The Democratic National Committee, with radio activities directed by Kenneth Fry, picked its national ad agency this week for the coming campaign, and Republicans are completing arrangements. The network time to be bought by the Democrats

### Sherman Installs 100 Tele Receivers

CHICAGO, Aug. 14.—Installation of television sets in about 100 rooms of the Hotel Sherman, the first Chicago hotel to have video-equipped rooms, got under way this week.

Sets, coin operated, are being installed by Hotelevision, Inc., New York, in hotel's more expensive rooms.

In addition to installation of video sets, which is expected to be completed by September 15, hotel is also installing in all rooms a new radio speaker system which will allow guests to pick local, network and F.M. programs. Radio system will have an emergency alarm system which can alert all guests. Speaker system will also have one channel carrying music of floorshows originating in the hotel's College Inn nitery.

### MBS Near "Girls" Backer

NEW YORK, Aug. 14.—Mutual Broadcasting System expects to pick up a sponsor for its *Leave It to the Girls* series, with inking due next week. The account is Kyron, a reducing agent. The agency is Arthur Meyerhoff.

will be parcelled out chiefly to the top candidates, President Truman and Sen. Alben Barkley. Republicans have a number of spokesmen ready to be heard nationally in addition to presidential nominee Thomas E. Dewey and his running mate, Earl Warren. These include Sen. Robert A. Taft, House Speaker Joseph Martin, House Majority Leader Charles Halleck and Harold A. Stassen.

### Time Allotments

Altho final plans have not been completed, enough is known to indicate that the parties and independent groups will be buying time segments from spot announcements to 60-minute broadcasts. Broadcast and telecast gimmicks will include drama skits and jingles in addition to orthodox speech-making. TV hook-ups are being planned by both parties, altho only major speeches are expected to be telecast over inter-city systems, while local TV time will be purchased chiefly for use of congressional candidates who are expected to devote part of their air time to plugging the national ticket.

FM use by the parties is likely to be light because of the relatively lower number of receivers, compared with AM, according to present word from national headquarters of the majors here. However, FM use is included in the plans, with party fund stewards talking in terms of applying any such spending to rural FM stations where there is little or no AM competition.

### Mouths of Babes

NEW YORK, Aug. 14.—Harry Feeney, Columbia Broadcasting System (CBS) trade news editor, this week had to have three stitches taken in his noggin. That's because he couldn't resist displaying his baseball prowess before his youngster. The tot, four years old, batted one over senior's head. Feeney, who's about four feet tall, raced backward to snag it, and lacerated his conk on a lamp post.

Said Junior, not in the least awed: "I think it's very silly; I don't see how you did it."

### Blue Barron Files

#### "Stop Music" Suit

NEW YORK, Aug. 14.—*Stop the Music*, American Broadcasting Company (ABC) program already imperilled by the Federal Communications Commission (FCC) investigation of giveaway programs, ran into additional trouble this week when Blue Barron, band leader, instituted a suit in Supreme Court charging that the show was derived from a program in which he had a prior interest.

Barron, represented by James L. Fly, former chairman of the FCC, claims the show is similar to *Blue Barron's Mystery Melodies*. He seeks half the profits of *Stop the Music*. Named as defendants are ABC, Mark Goodson, Louis G. Cowan, Harry Salter and Howard Connell.

## Columbus Institute Poll Lauded By Feddersen, Northwestern U.

NEW YORK, Aug. 14.—Reaction to *The Billboard's* recent survey (issue of July 31) on the Institute for Education by Radio, held annually under auspices of Ohio State University at Columbus, has been highly favorable. In general the feeling is that the survey marked a constructive approach to the industry-educator problem represented by the Columbus meeting. Typical of the reaction is the following letter from D. F. Feddersen, chairman of the Department of Radio, Northwestern University, Evanston, Ill.

"Editors, *The Billboard*:

"I should like to congratulate *Billboard* for the excellent service which you rendered to the industry and education alike with your fine coverage of the Ohio State Institute problem in the last issue. It was one of the most constructive contributions to the old controversy that I have seen or heard anywhere. As one who went on record as a critic of the trade press coverage of Ohio State, I want to take this opportunity to give credit where credit is due.

"If *Billboard* in the past has been guilty of presenting the trade with a distorted view of Ohio State, it has more than compensated by its initiative in conducting this symposium and must now be given credit for one of the best services to the institute that has been rendered by anyone, including educators and broadcasters alike. I might add that your earlier record in the matter of reporting the Institute was never as bad as that of other trade papers and in the main I think you have done the best job all along.

"I still object to the tendency in

some parts of the industry and trade press worlds to the over-emphasis on the controversial nature of some of the Columbus sessions. Where the reporting has been reasonably fair (and I think yours has always attempted to be fair) I cannot properly criticize the press for highlighting what it considers to be news. My irritation, I suspect, is really directed at those who sit at home, read the reports and draw unjustified conclusions from them.

"I agree generally with the position you took in your editorial on 'Columbus and the Trade Press.' Certainly constructive criticism on constructive controversies have their values. The only demurrer that I would register would be with this question, 'Why not merely study the Institute yearbook rather than the expense of journeying to Columbus to hear the same stuff each year?' I have no figures to support this but I would be inclined to believe that a great many who attend Ohio State each year do so for the first or second time. There are veterans in education and radio broadcasting who may have attended all eighteen sessions; most of us, however, have been in attendance at no more than three or four sessions and every year there is an influx of new blood. These newcomers get a great deal out of sessions which, to oldtimers, may seem like repetition.

"In the main, however, your coverage was splendid. My congratulations!

Sincerely,  
 D. F. Feddersen, chairman,  
 Department of Radio."

## AFRA Drives For Over-All Unification

### SAG Favors East Set-Up

NEW YORK, Aug. 14.—Possibility that merger of the Eastern talent union branches of the Associated Actors and Artistes of America (4 A's) would precede the proposed nationwide merger appeared likely this week. At the same time it was learned that a strong drive to get a national merger thru will be launched by the New York local of the American Federation of Radio Artists (AFRA) at that union's convention in Boston August 26.

The chief proponent of the Eastern merger is the Screen Actors' Guild (SAG) located in Hollywood. SAG feels that it might be dangerous for that union to be governed by remote control from the East. Accordingly, it has suggested that the legit, radio and variety performers unify in the East first. Should this work out and the operation prove successful, SAG would presumably tie in later on.

The New York AFRA delegation caucused this week and passed two resolutions, the first concerning merger. The delegates agreed on an all-out campaign at the AFRA convention so as to expedite one big union. The New York delegates will propose a mass meeting of the 4 A's to explain the urgent need for merger and also will propose creation of a fund to further merger activities.

The chief argument of the New York delegation will be that the Taft-Hartley Law can only be met by merger. They point out that with individual unions as now exist, one union cannot support a striking sister union since this, under Taft-Hartley, constitutes a secondary boycott. This would no longer obtain if all performers were members of the same union.

The New York delegation also passed a resolution urging AFRA members to support, in the forthcoming elections, all candidates opposed to the Taft-Hartley Law.

Around 300 delegates will attend the AFRA convention at the Hotel Somerset in Boston August 26-29.

# WLW

700 ON YOUR DIAL

THE NATION'S

MOST

MERCHANDISE-ABLE

STATION

This One



7WOG-3N2-DLRT



## Hit the Jackpot

Reviewed August 10  
DESOTO-PLYMOUTH DEALERS OF  
AMERICA

Thru Batten, Barton, Durstine & Osborn,  
Inc.

Frank Mahoney, Acct. Exec.  
Via CBS

Tuesday, 9:30-10 p.m.

Estimated Talent Cost: \$4,000; producer-director, Mark Goodson and Bill Todman; announcer, George Bryan; emcee, Bill Cullen.

Current Hooperating of the program..... 6.3  
Average Hooperating of shows of this type  
(Audience Participation)..... 6.1  
Current Hooperating of show preceding  
("We, the People")..... 6.5  
Current Hooperating of show following  
(Sustaining)..... None

CURRENT HOOPERATING OF SHOWS ON  
OPPOSITION NETWORKS

ABC: Sustaining..... None  
MBS: Sustaining..... None  
NBC: "Call the Police"..... 4.0

Perhaps the outstanding element in this program is its crass recounting of the loot which may be yours if you just listen. The bundle of loot is really staggering and preposterous, indicating to what lengths radio will go to hold you to that mike. It's too bad the producers cannot, or will not, make this all-out attempt with more orthodox entertainment fare, but perhaps the individual is so constituted that his love of something for nothing proves irresistible. The latter is undoubtedly in the minds of the program makers, who offer some \$20,000 worth of assorted bait, including a \$5,000 cabin cruiser, a prefabricated house, a trailer, a DeSoto auto, a set of furniture and many other luxurious and costly items.

This haul can be carted away by someone who is astute enough to identify mystery words of an incomplete sentence. Part of this sentence is read over the air, and from where this reviewer was sitting, it sounded like the dialect of an Igorot. This reviewer, too, could get no lead from the so-called "talking typewriter," which tapped out the letters of the missing words. Before the program was done with, the strange linguistic hash was served up another time or two. I must brush up on my Swahili. That sergeant in Fort Benning who was contacted by phone probably feels the same way.

### Answers Challenged

For the rest, it may be said the Bill Cullen makes the most out of this program, raising the studio audience and listeners to a high pitch of anticipation. Much of the studio audience phase of the show hinges around a quiz wherein one person answers questions, said answers being challenged by a second person if the latter thinks the answers incorrect. One man walked off with \$900.

DeSoto-Plymouth dealers thruout the country sponsor this package. The commercial pitch is slanted for the most part on service rather than sale of cars. The point is made that "no matter what car you drive" it can be competently serviced by Plymouth-DeSoto branches. Tying in with this type of plug is another advocating periodic car check-ups.

Next week, it was announced, the loot will total some \$22,000.

Radix malorum est cupiditas.  
Paul Ackerman.

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MULSON STUDIO

Box 1941, Bridgeport 1, Conn.



# Radio and Television Program Reviews



Designates Radio Review



Designates Television Review

## Washington News-Views

Reviewed in Washington, Tuesday (10). Producer and sound technician, Harold Lassiter, Colonial Films; director, Alex Korn; cameraman, Dudley Spruille; narrator, Bill Coyle.

The first in a weekly film video series on 16mm. produced by Colonial Films, of Washington, this show packed a lot of good Washington into 10 minutes. Subject of this first in the series was the recent special session of Congress. Designed as a semi-documentary Washington news feature, the show opened with rather stereotyped but nevertheless dramatic shots of President Truman addressing the recent special session of Congress. Colonial's cameraman showed a bit more curiosity than newsreel cameramen at the spectacle, and as a result got some rather novel results in shots of congressmen in the corridors after the message. By use of animated drawings and off-stage narrator, key points of special session and Truman message were stressed. The follow-up interviews with individual congressmen gave non-partisan treatment to major issues—housing, inflation and civil rights. A satisfying tone of reportorial objectivity prevailed. Obviously handicapped in wrestling congressmen away from the compressed session long enough to explain the issues, the camera work was nevertheless good and resourceful.

### Technical Mistakes

The technical mistakes were plentiful in this opener, errors appeared due to time pressure and could easily be overcome in the future. Poor sound in the President's message gave a sour note to the start, and some jerkiness in continuity spoiled the effect of transplanting the scene from the House chamber to the corridors and eventually to congressional offices and studio. The use of a single camera obviously limited the amount of action and variety in shots during the off-stage narrator's interview with such leaders as Sen. Joseph C. O'Mahoney, Rep. Helen Gahagan Douglas, Rep. Clarence J. Brown and Rep. John C. Kunkel. The dramatic value was obtained by some fortuitous stammering by O'Mahoney. Also, photogenic Representative Douglas's breathlessness in expounding on housing livened up her scene. With some advance planning and with lifting of time pressure, this could develop into a bang-up series.

Ben Atlas.

## Paul Winchell Calling

Reviewed August 13  
Sustaining Via WOR

Mondays-Fridays, 1:30-1:45 p.m.

Estimated Talent Cost: \$500. Producer-announcer, Jack Curtis. Cast: Paul Winchell.

Whatever novelty there might have been in the idea of a listener being quizzed both by a ventriloquist and his dummy is dissipated in the execution of this show, which features Paul Winchell and his wooden alter ego, Jerry Mahoney. The gimmick is to play a phonograph record and then ask the listener to identify it. Progressive awards go from one to five dollars. Needless to say, it's a sustainer.

Winchell usually stages an amusing in-person show, via vaude or niteries, but apparently the burden of a five-time-a-week show is too

## Candid Microphone

Reviewed Tuesday (10), 8 to 8:30 p.m. Sustaining via American Broadcasting Company television network. Producer, Nat Fowler. Emcee, Allen Funt. Style, Interview.

Man's inhumanity to man is nowhere better illustrated than on the tele version of *Candid Microphone*, which had its premiere as part of the opening night bill of WJZ-TV. For the sadistic of heart, who dote on watching an unsuspecting subject being edged on to a state of hypertension, this show probably supplies the perfect outlet. For the general public, that section which enjoys practical jokes should buy *Candid Mike* with no qualifications. The remainder will find portions to be hilarious, and other parts which smack of bad taste.

The 30-minute program is a counterpart of the radio version, with a hidden camera tossed in. As a result, the efforts of emcee Allen Funt to goad five selected victims into a reaction were captured, not merely on a platter for sound but on film, as a visual record. Some of the film was shot silent, with Funt commenting on the developments.

The only sequence which did not follow the usual victim-baiting pattern was shot silent in a spaghetti emporium. Here the camera showed the techniques of spaghetti slinging as practiced by lovers of the pasta. It proved quite amusing, altho it was a trifle long.

In each of the other episodes, somebody suffered. In the case of a gal in a reducing salon who was put thru some extra-curricular exercises, or in the instance of a man in a tailor's booth who was informed his trousers had a huge rip, not much sympathy was aroused, and one could enjoy the gag for its own sake. But the other two were hard on the soft-hearted.

In one case, a man checking a bag at a railway terminal was told everything must be examined, and the contents were gone over one item at a time, with the feminine apparel therein causing more than a modicum of embarrassment. Later, with Funt in the role of a still photographer, a schmoe-type character who wanted to pose with his fiddle was needled almost to the busting point, with Funt insisting that the poor devil didn't look serious enough. The sympathy here was all with the victim.

It's unlikely that any of this is done with the intent to injure. But the result is likely to be hard on sensitive viewers. What the show can get away with on radio may become too rough for video, where the impact is far greater. However, should great care and selectivity be employed in gathering material, the format and the idea provide good possibilities for a genuinely humorous program.

Sam Chase.

The material on the program caught was simply atrocious; not a laugh thruout, with the saddest stuff coming from the dummy in take-offs on newspaper want ads.

Even if the show were better, however, it would seem to be doomed because of another reason, notably the Federal Communications Commission proposed ruling prohibiting the use of telephones and other gims in such shows. For WOR, in this case, it would be no loss.

Jerry Franken.

## Miss Rheingold Candidates

Reviewed Thursday (12), 7:45-7:50 p.m. Style—Film. Sponsor, Leibman Breweries, Inc. (Rheingold Beer), thru Foote, Cone & Belding, Inc., via the Columbia Broadcasting System television network. Film by Caravel Studios.

Rheingold's five-minute film, tying in with its Rheingold beauty contest promotion now being carried on via balloting in taverns and stores, has production skill and commercial impact—and is commercial from beginning to end. Most of the time is devoted to a series of interviews of lovely models, conducted by Tom Shirley. The girls are first flashed on the screen in a block picture—similar to so many stills. Then each individual picture becomes animated and each of the girls tells about her interests, hobbies and, of course, her intense desire to be chosen Miss Rheingold of 1949. Technically, it is done with considerable aplomb.

When one considers that only five minutes is allotted to the film, the tight script job is all the more noteworthy. After all, some six girls were interviewed. Also noteworthy—and expected—is the fact that each girl was a looker and, therefore, an attention-getter. This fact, of course, is calculated to hold the male audience for the duration of the film.

### Worthy Ideas

Two other factors were worthy of note. The script, in its verbiage, referred to the current "election year," thereby subtly—if ridiculously—tying in the Rheingold balloting with the general idea of elections now dominant in people's minds. Secondly, the film included a lively military parade of Rheingold Beer cans. This could be construed as deriving from, or having a kinship with, the Lucky Strike commercials, wherein the cigarettes do military routines. Notwithstanding, it was catchy stuff adding to the over-all impact.

The film is having a four-week run over four outlets, WCBS-TV, WABD (DuMont), WJZ-TV and WPIX. The schedule calls for 52 showings.

Paul Ackerman.

## Criminal Casebook

Reviewed August 12

Sustaining Via ABC

Thursdays, 8:30-9 p.m.

Narrator, Nelson Case; producer, Robert Maxwell; director, Jessica Maxwell; music director, John Gart; editorial continuity, Edwin J. Lucas (exec. dir. of Society for Prevention of Crime); announcer, Jimmie Blaine; writer, Bud Fishel. Cast: Edwin Bruce, Mason Adams, Cecil Roy, Bill Griffis, Mary Patton, Ben Cooper, Bill Keene and James McAllion.

Current Hooperating of the program  
(Started August 12)..... None  
Average Hooperating of shows of this type  
(Sustaining)..... None  
Current Hooperating of show preceding  
(Sustaining)..... None  
Current Hooperating of show following  
(Sustaining)..... None

CURRENT HOOPERATING OF PROGRAMS  
ON OPPOSITION NETWORKS

CBS: "Mr. Keen"..... 6.9  
MBS: Sustaining..... None  
NBC: "New Faces of 1948"..... 8.8

The Society for the Prevention of Crime recently returned to the air with this new moral-pointing series, a successor to its old *I Was a Criminal* programs. As in the former show, *Casebook* has Edwin J. Lukas, the society's executive director, interview the ex-con whose case was dramatized. These interviews, and the dramas that precede them, push the premise that society must prevent the making of the criminal rather than the crime. Lukas also made the point, in summation, that crime is the result of an emotional illness and cannot be cured by imprisoning the patient.

The story on the show caught con-  
(See *Criminal Casebook* on page 14)



# WAX BAN BACK AT IMPASSE

## Native Pa. Showbiz Stars To Line Up For State Promosh

NEW YORK, Aug. 14.—State of Pennsylvania will break with a vast and decorous Keystone-boosting celebration in September which may uncover the greatest galaxy of showbiz stars yet seen in the Quaker area.

Signed by Gov. James H. Duff, bids have gone out to native Pennsylvanian showbiz stars to join in a "return home" promotion. Incentives galore are promised by an ambitious Chamber of Commerce program which has headline support promised from Philly's leading papers, the *Inquirer*, *Bulletin* and *News*, as well as tabs all thru the State. The star roster will be asked to pitch in on an extended party-tour covering three days, September 21, 29 and October 1. The tri-stop gala affair comes off in Philly, Pittsburgh and Hershey.

Among those due to attend are Jimmy Stewart, Gene Kelly, Fred Waring and His Pennsylvanians, Helen Jepson, Oscar Levant and Perry Como. Waring has been corraling the talent stable, with an assist from Philly's Manie Sacks, veepee of Columbia Records, Inc.

## RCA To Offer Outlets Kidisk Line, Scripts

CAMDEN, N. J. Beginning sometime in September RCA Victor, in a new push of its kidisk line, will supply approximately 100 radio stations with a full basic children's record library (one each of every moppet platter in the Victor catalog) as well as with five 15-minute and one half-hour scripts per week. Platters and scripts will be supplied to the stations without charge, but the station must agree to put on at least three shows per week and follow the RCA Victor script.

Show must be put on sustaining and may not be sold by the station until at least after the first of the year. Several weeks ago the major waxery wrote a selected list of stations and asked them whether they would be interested in such a deal. Response was good and out of the close to 200 stations who said yes, the record company will select a few more than a hundred to carry the show. Stations are in all power categories, ranging from 250 watters to 50 kw. outlets.

RCA has been doing the same kind of stunt with its Red Seal (classical) line for close to 10 years now, and is currently supplying some 60 stations with the longhair etchings and script for a show called *Music You Want*.

## Block To Quit Coast, Deactivate Pubbery

NEW YORK, Aug. 14.—Disk Jockey Martin Block has forsaken California once and for all to move back here within the next few weeks. In addition, Block is deactivating his music pubbery, Martin Block Music, dropping Murray Lazar, who operated his Coast office, from the payroll as of September 1.

All of Block's air activities will henceforth originate from here.

## Taft Sees Kapp Plan Okay But AFM Proposal N. G., Six-Month Royalties Test?

### Banking System Plan Rejected; NLRB Stays Clear

By Joe Carlton

NEW YORK, Aug. 14.—Refined by several weeks of intriguing new wrinkles including:

A new union proposal for settling the recording ban.  
An opinion by Sen. Robert Taft (co-author of the Taft-Hartley Act) concerning both the union plan and the earlier Jack Kapp institute for music plan.  
The gathering imminence of the problem of paying or not paying royalties to Petrillo for the first six months of 1948.  
The RCA decision to no-fight Petrillo (see story on following page) . . .

The inside story of the ban maneuvering these past few weeks shapes up as follows:

A meeting of record company lawyers with Senator Taft in Washington last week evinced the belief from the Taft office that the Kapp institute plan would get by the government, that there was nothing in it "inconsistent with the law."

### Banking System

At the same time, reportedly, the senator dismissed as illegal a suggestion allegedly proffered by Milton Diamond, counsel for the American Federation of Musicians, that ban peace could be found by a banking system. Diamond's blueprint roughly was said to call for the diskeries to pay regular royalties into a bank fund. The bank in turn would pay the money over to various musicians upon certification from the union. This, the senator felt, would directly contravene the T-H law.

The disclosure of the Diamond plan brought out the news that the federal mediation service here has been interested in the Diamond proposal as a possible wedge for reaching a disk peace. The National Labor Relations Board, it is understood, has avoided a direct part in the settlement proposals on the grounds that it is currently investigating a "secondary boycott" charge being pressed against Petrillo by the electrical transcription charges and couldn't very well consider settlement negotiations when it was checking on claimed violations of the law.

Taft's sour reaction to the Diamond plan has convinced legalists for the diskeries that matters have been brought back to the gates of impasse. Some express belief that Diamond might have expected such reaction and was merely pressing for time, but this would appear unsubstantiated by any obvious evidence.

### Test Case Possible

Meanwhile, the biggest issue of the moment was the near possibility that a test case may be shaping up around the problem of paying or not paying royalties on records sold from January to July of this year.

This week, the AFM office reaffirmed its claim to such royalties by sending out a form letter to all record companies demanding payment.

The major companies, Decca, Columbia and Capitol, reportedly have answered Petrillo stating that the T-H law forbids such payment, hence they will make no payments. The legal grounds for these claims are traced to the T-H law clause which says, "This section restricting welfare funds shall not apply to any contract in force on the date of enactment of this act, until the expiration of such contract, or until July 1, 1948, whichever first occurs." The waxers' legal contention follows the line that even if they agreed in their pre-December contracts with Petrillo to pay royalties on records sold at any time in the future but made from masters cut prior to December 31, these contractual agreements would be definitely suspended by July 1, 1948, in accordance with the wording of the T-H law.

### AFM Insists on Pay

That the AFM is insisting on payment of the royalties for the six-month period is construed in some quarters as meaning that the union is prepared to go to court and assert its alleged rights. Some legalists see a possibility that the AFM is ready to use this "limitation of existing contracts" as clause grounds for challenging the constitutionality of the T-H law. In the problems created by the winning of such a decision and a conceivable rewriting of that clause, it is conjectured that the union could hope to benefit from a mitigation of all royalty restrictions. Some legalists, not all of them pro-labor, are not unmindful of the AFM's chances, many of them stating the union may have a good case, since the ex post facto charge seems partially admissible. The defense of the record companies would be a simple matter of laying the law down before the court; if it's unconstitutional, then the diskeries would be content to consider the next step; if it were not, then Petrillo would resign himself to the fact that no change in the law could be secured until another year has passed or later, if then.

Actually, when summed up by the lawyers and the record companies, the ban seems to be staying put. Unless some unforeseen welcome develops for the Kapp institute plan, the word is that the ban will drag on.

## Sid Kornheiser Back To Morris Confirmed

NEW YORK, Aug. 14.—Sidney Kornheiser, after some four months departure from the Edwin H. (Buddy) Morris pub empire (during which time he unsuccessfully tried to peddle

the Burke & Van Heusen (BVH) catalog affiliation to the highest bidder), was set to return this week to the home lot along with the BVH copyrights, confirming reports in *The Billboard* last week. Kornheiser, it is understood, will handle both the BVH and Buddy Morris activities on the West Coast, with Morris coming east to handle affairs here.

## Dodgers Football Team Buys Brass Band for Games

NEW YORK, Aug. 14.—The Brooklyn Dodgers football team is hopping on a musical bandwagon in a big way this year, having just signed a 20-piece brass outfit to play at games both at home and on the road. Booking was set up by Tony Cabot and Dave Michlen, who have just formed an ork booking office under supervision of Meyer Davis.

According to Cabot, former writer and producer of floorshows at the Hotel Pierre's Cotillion Room, the 20-piece aggregation has been designed to perform its music as an integral part of the game. Cabot also claims that he has been approached by the New York Yankee football team heads to assemble a similar ork, but whether or not he can fill the order is problematical, with Dodger boss Branch Rickey said to prefer having that type band as an exclusive.

## Majors Sell 7" Tot Wax At 25c Level

### Columbia, RCA Pitch

NEW YORK, Aug. 14.—Columbia Records, Inc. (CRI), new seven-inch kiddie *Playtime Series* will be tagged at the 25 cents retail sales figure starting Monday (16). The platters, made of unbreakable vinyl compound, will consist in the main of nursery rhymes, tot bedtime stories, singing games and fairy tales.

Meanwhile, RCA Victor's seven-inch plastic kiddie offering, the *Spinner Series*, also has been tabbed at the 25-cent mark. Victor's distribution of its abbreviated kiddie biscuits is handled direct, with the series on sale aimed at chain, department and variety stores.

Victor also is supplementing its regular 10-inch kiddie shellac line with plastic compound platters featuring name talent from the pic, radio and pop music fields. Material used on these will be similar to the label's Minidisks, in that the accent will be on nursery rhymes and the like. In addition, the diskery is putting emphasis on flicker tie-ins in cases where movies are aimed at kiddie appeal, such as the Walt Disney offerings.

### Artists Slated

Among talent slated for the new 10-inch unbreakables are Vaughn Monroe, Sammy Kaye, Dennis Day, Roy Rogers, Sons of the Pioneers, Shirley Temple, Jack Arthur and David Wayne. Initial releases are skedded for dealer delivery before September 15.

Columbia, also aware of the magic appeal of vinyls, is issuing several of its 10-inch shellac tot albums on the unbreakable material. Included is Gene Kelly's first album of *Nursery Songs*, *The Shoemaker and the Elves*, *Peter Rabbit*, *Little Red Riding Hood* and *The Eager Piano*. In addition, under direction of Ben Selvin, newly appointed head of CRI's kidisk division, the waxery is planning a lofty expansion into all corners of the juvenile platter world.



# DE FACTO BAN DEFIANCE

## Platter Giveaways Featured in Auto Dealer-Maker Bally

DETROIT, Aug. 14.—A new type of auto manufacturer-dealer promotional tie-up, with record albums a continuing giveaway feature, is being instituted here by Car Tunes, Inc. According to F. H. Bourke, head of the company, a deal co-sponsored by almost all local car manufacturers, offers automobile dealers two-record albums to be used either as a premium for their customers or such other promotion as they may individually select. Each album will have the car's insignia on outside covers, with front and back liners devoted to pictures, dealer's imprint and text.

The albums will be brought out four times a year, with standard tunes predominating. The initial release, for Lincoln-Mercury, has four sides obtained from Decca, and is due out in the early fall. Subsequent deals with other waxeries, both major and indie, are on the fire.

The price to dealers is said to be the equivalent to that of a good promotion piece, with the additional advantage that the package is virtually certain to be kept instead of thrown away.

## Copas Inks Pact With King, WSM

CHICAGO, Aug. 14.—Lloyd (Cowboy) Copas, whose waxings of *Signed, Sealed and Delivered* and *Tennessee Waltz* are among folk music toppers, this week inked two contracts that are probably the longest in recording and radio history. Copas Hancocked a 10-year paper with his present wax affiliation, King Records, which calls for an increase in his yearly releases and royalties. In addition, he signed a 10-year pact with WSM, Nashville. Continuing the link with King is important, for Copas had been approached by a number of other waxeries for his services.

Copas's new radio schedule calls for him to do a new show, *The Cowboy and the Duke* (6 p.m., CDST), co-starring Whitey Ford, plus an additional 15-minute sponsored shot over WSM and his regular half-hour sponsored shot. Deals were made thru Copas's p. m., Les Hutchens, Nashville.

## Williamson Music Becomes Inactive

NEW YORK, Aug. 14.—Williamson Music, a subsidiary of the Chappell pubbing holdings, this week went into its annual state of inactivity. The firm, which last year reactivated primarily to handle the Rodgers-Hammerstein output, will probably remain shuttered until the composing team completes and puts on the boards their forthcoming *Tales of the South Pacific*. The firm last worked on the team's score for *Allegro*.

Meanwhile, the Williamson plugging corps was split and moved into other of the Chappell holdings. Stan Stanley and Lenny Mysels were shifted into the T. B. Harms firm, while Freddy Beanstock is now in the Crawford Music org.

## Decca Waxes With Musicians On 'No Comment' Basis; RCA, However, Firm on No Flouting

Individual Defy To Spread? AFM Men Available on Q. T.

(Continued from page 3)

tor, however, has indicated to the remainder of the disk industry that it intends to maintain a status quo in the recording ban. In other words, the firm will not record here except with non-union instruments or in other countries in open defiance of the ban. This stand was reiterated (at a recent meeting in Brig. Gen. David Sarnoff's office) by the RCA boss man to representatives of other waxworks. Altho no open expression has been brought forth, observers see in the discrepancy between RCA sentiment and that of other labels a resentment developing by purely record firms against RCA's apparent primary concern for its multifold business—labor problems rather than the record branch proper. The diskers are seen as re-awakening the complaint that RCA's lack of fight is not based on any pro-American musician or pro-labor attitude, but on simple fear for its relations with other unions. Those record firms which must rely on record sales to survive, find it less simple to be patient (so the other diskers see it), hence the separation between RCA and other waxers.

### Decca Plans Defiance

As it stands, an individualized defiance already bids fair to be paced by the Decca waxery. The firm last week cut a pair of sides with warbler Bob Eberly, accompanied by an ork which will receive label credit as the Sunshine Serenaders. It was reliably learned that this date was held in New York with what was described as a "hillbilly" band.

The Decca firm, apparently setting a keynote, maintained a "no comment" attitude as to the union question, with the explanation that it did not intend to make a public issue out of such dates. It's believed that Decca feels it has waited and tried long enough for a break in the ban. With no such break in sight at the moment, the diskery is moving ahead on the thesis that adequate salable coverage of new and rising pop material can be accomplished only with adequate instrumental aid.

### Columbia May Join

Tho it has not committed itself, Columbia Records, Inc., may soon share Decca's "we're recording, not talking" attitude of resistance. Altho Columbia has not conceived a ban-flouting program, it is believed that the firm is looking more kindly on the possibility of using studio musicians to cover itself on new hit material. This, despite the fact that Columbia, like Victor, is a segment of a larger entity involved with other labor unions. Unlike Victor, apparently, Columbia seems more confident of a tangle with AFM and less disturbed about dealings with many other unions. RCA, of course, with its many products and plants, probably deals with some 39 other unions, far more than those with whom the Columbia Broadcasting System (CBS) and CRI must negotiate.

### Cap's Foreign Source

Meanwhile, Capitol Records this week issued a press release heralding the discovery of "an endless source for foreign music" for its transcription subsid. The release states that these platters will be etched by union musicians in foreign countries at a source which was uncovered by Jim Conklin, the diskery's artists and repertoire chieftain.

Other Capitol execs have for the past few weeks indicated that if the necessity would arise to use American tootlers, the firm would go ahead and cut such wax. They also revealed that there are many tootlers who are willing to slice wax.

Meanwhile, ban-flouting practices continue to be employed by Mercury Records via the foreign-cut background route. Altho Mercury execs vow that they can provide invoices to cover every ban-made musical etching made in Europe, trade gossipers have been of the opinion that the diskery has been cutting musical sides over here.

MGM, along with Columbia, has been counting on English-made etchings to fill in on the fast-breaking new-hit material.

It also is well known in the trade that there has been a steady procession of small record company dates from the very day the ban began. A number of the smallies are waxing union tootler sides just as steadily as if there were no ban at all.

From all this individualized defiance, it is probable that a test of the Petrillo ban will result. To date the union has taken no action against tootlers who have recorded. In fact, the AFM has stated that it is not aware of any cases where union tootlers have made recordings. In some legal quarters it is believed that if the AFM takes action against any recording tootler, then Petrillo will, in fact, be admitting that the ban actually is a strike. If this occurs, then diskery legal eagles may be able to force Petrillo's hand via the strike provisions of the Taft-Hartley Act.

## Signature To Release New Red-Black Label

NEW YORK, Aug. 14.—Signature Records next week will inaugurate a new red and black label, the 32,000 series, which will encompass the firm's race, blues and spiritual wax.

The first releases on the new series will include sides by the Sons of Harmony and Georgia Peach and Her Gospel Singers.

The 1,000 series, which formerly contained the label's race line, will now consist solely of hillbilly, Western and country music releases. The label color in this series remains black and gold.

## Carle's Northern Calif. Junket Set

HOLLYWOOD, Aug. 14.—Frankie Carle will take his aggregation on a tour of Northern California prior to swinging eastward on a series of one-nighter and theater stands. Carle and crew will hit the road following a 12-day vacation after closing at Casino Gardens, Ocean Park, Calif. Carle opens in Stockton Friday (20) and follows with dates in Sacramento (21) and Edgewater Ballroom, San Francisco (24-29).

September dates set include 1-7, Lakeside Park, Denver; 10-16, Orpheum Theater, Omaha; 18, Ballroom, St. Joseph, Mo.; 19, Ballroom, Sioux City, Ia.; 21, Ballroom, Oelwein, Ia.; 22, Ballroom, Kaukauna, Wis.; 23-29, Riverside Theater, Milwaukee.

During October the band will play ballrooms in Davenport, Ia., 1; Fruitport, Ill., 2; Peoria, Ill., 3; plus the following theater dates: Palace, Toledo, 7-10; Palace, Youngstown, O., 11-14; Shea's, Buffalo, 15-21.

Carle is still seeking a girl vocalist to replace his daughter, Marjorie Hughes, who will remain in California. In the meantime Carle will bolster his vocal corps featuring Billy Williams, in addition to Gregg Lawrence and Chris Weston.

## Signature Buys Haven Masters

NEW YORK, Aug. 14.—Signature Records this week completed purchase of over 100 masters from the Haven and Lee diskeries. Terms of the purchase were not revealed. Signature plans to issue these newly acquired masters, which are mainly in the race and spiritual field, on its new 32,000 red and black label (see other story this section).

Meanwhile, the Signature diskery this week week officially was extricated from its status under Chapter XI of the Chandler Act. The firm was sending out checks in payment of its accrued debts under terms of its agreement with creditors over the week-end.

## Weems, Snyder Ink Co-Operative Deal

CHICAGO, Aug. 14.—Bob Weems, who severed his connection with General Artists Corporation two weeks ago after the booking firm dissolved its short-lived concert department, this week joined with W. Carl Snyder, ex-Frederick Bros. exec, for the past three years engaged in private ice show promotion, in a co-operative partnership deal. Working out of offices at 333 N. Michigan, Weems and Snyder will maintain separate businesses but will co-operate on certain factors.

Weems will concentrate on concert promotions in the Midwest, while Snyder will continue his connections with *Holiday on Ice* and *Ice Vogues*, together with his hotel ice show production chores. Weems and Snyder were previously associated about eight years ago when Snyder was an FB exec in Chi, while Weems had charge of the FB band department here.

Weems will continue his previously announced affiliation with Sid Page and Art Goldsmith, of Chicago, and Pat Hayes, Washington, who are block-booking concert tours on Spike Jones, Jose Iturbi and Fred Waring for the fall and winter season.



# The RH Plug Sheet

For the third consecutive week *The Billboard* publishes the RH (Richard Himber) logging system of current tunes. It must be understood that there is a distinct difference between this charting of tunes and the Songs With Greatest Radio Audiences (Peatman Audience Coverage Index) as published in the music popularity charts each week. Songs With Greatest Radio Audiences (Peatman Audience Coverage Index) indicates the songs which have been heard by the greatest number of people (substantially on commercial programs, which are the only one on which accepted ratings—Hooperatings—are available). The RH system is frankly "predicated on the importance of the New York, Chicago and California plugs to the music publisher." It maintains that a plug heard in New York or Chicago is of equal value to a plug heard in California.

### The Rating System

It gives a song one point if heard as an instrumental on a sustaining program in any of these three territories; two points for a sustaining vocal heard in any of these three territories; three points for a commercial instrumental heard in any of these three territories, and four points for a commercial vocal heard in any of these three territories. The total points for each song are determined by the number of performances of the types outlined above the songs have had. The RH system, as far as *The Billboard* has been able to determine, does not differentiate at all between the number of stations which carry a program on which any given song is performed, either sustaining or commercial, nor does it take into consideration the number of people who may have heard any given song on any given program. On the other hand, it must be pointed out that Songs With Greatest Radio Audience (the Peatman Audience Coverage Index) does not differentiate between songs done vocally and songs done instrumentally. Until *The Billboard* is able to satisfactorily determine which of the two systems (if either) is most useful to its readers and the industry, it will probably continue to publish both listings.

### Week of August 6-12

	Plugs Heard In	Sust. Inst.	Sust. Voc.	Comm. Inst.	Comm. Voc.	Total Points
1. A TREE IN THE MEADOW (Shapiro)	N.Y. CHI. CALIF.	2 2 8	17 11 15	1 7 1	10 9 8	233
2. IT'S MAGIC "Romance on High Seas" (Witmark)	N.Y. CHI. CALIF.	0 2 15	18 15 16	2 6 2	7 6 6	221
3. DOLORES (Famous)	N.Y. CHI. CALIF.	8 15 13	16 16 12	0 5 0	8 8 4	211
4. PUT 'EM IN BOX "Romance on High Seas" (Remick)	N.Y. CHI. CALIF.	0 7 9	9 9 15	0 2 0	9 6 6	168
5. BLUE SHADOWS ON TRAIL "Melody Time" (Santly)	N.Y. CHI. CALIF.	1 1 6	11 1 7	0 0 0	8 8 7	138
6. P.S.: I LOVE YOU (La Salle)	N.Y. CHI. CALIF.	4 7 4	7 1 11	0 1 0	7 8 5	128
7. WOODY WOODPECKER (Leeds)	N.Y. CHI. CALIF.	0 0 0	5 1 2	0 2 0	9 8 8	122
8. LITTLE WHITE LIES (B. V. C.)	N.Y. CHI. CALIF.	5 6 7	4 7 3	0 3 1	5 5 5	118
9. LOVE SOMEBODY (Kramer-W)	N.Y. CHI. CALIF.	0 1 0	6 2 7	0 0 0	7 7 6	111
10. FELLA WITH UMBRELLA "Easter Parade" (Feist)	N.Y. CHI. CALIF.	3 2 7	4 2 3	1 3 0	6 6 5	110
11. CONFESS (Oxford)	N.Y. CHI. CALIF.	0 0 5	11 4 3	0 0 0	7 6 4	109
12. EVERY DAY I LOVE YOU "Two Guys From Texas" (Harms)	N.Y. CHI. CALIF.	0 1 14	10 3 5	0 1 0	4 4 4	102
13. BLUEBIRD OF HAPPINESS (T. B. Harms)	N.Y. CHI. CALIF.	1 3 6	11 6 5	0 1 0	3 4 4	101
14. ONLY HAPPENS DANCE WITH YOU "Easter Parade" (Berlin)	N.Y. CHI. CALIF.	2 3 10	7 7 5	0 2 0	4 3 3	99
15. HIGHWAY TO LOVE (B. M. I.)	N.Y. CHI. CALIF.	0 3 4	3 2 12	0 0 1	4 5 4	96
16. YOU CAN'T BE TRUE, DEAR (Biltmore)	N.Y. CHI. CALIF.	0 0 2	5 1 1	0 2 0	6 6 6	94
17. JUST FOR NOW (Advanced)	N.Y. CHI. CALIF.	0 2 15	7 8 7	0 1 1	1 3 1	87
18. YOU CALL EVERYBODY DARLIN' (Mayfair)	N.Y. CHI. CALIF.	0 1 6	5 1 8	0 0 0	4 4 4	83
19. MY HAPPINESS (Blasno)	N.Y. CHI. CALIF.	0 0 4	2 1 2	0 0 0	7 5 5	82
20. A MOST UNUSUAL DAY "Date With Judy" (Robbins)	N.Y. CHI. CALIF.	1 7 1	5 4 5	0 3 0	3 3 3	82
21. RAMBLING ROSE (Larrel)	N.Y. CHI. CALIF.	1 1 5	7 3 8	0 0 0	3 3 3	79
22. BABY, DON'T BE MAD (Paramount)	N.Y. CHI. CALIF.	1 1 3	10 5 6	0 0 0	4 2 2	79
23. A BOY FROM TEXAS (Shapiro)	N.Y. CHI. CALIF.	0 2 10	8 3 7	0 2 0	2 2 2	78
24. RHODE ISLAND FAMOUS FOR YOU "Inside U. S. A." (Crawford)	N.Y. CHI. CALIF.	2 3 0	3 5 4	1 2 0	3 3 3	74

(Continued on page 36)



## Do You Remember Mama?

Mama Hanson is the central character of a book, a play, and a recent movie starring Irene Dunne.

The wonderful thing about the Hanson family was the way they faced the future with confidence. That confidence was all due to Mama. "If anything goes wrong," she'd say, "there's always my Bank Account to pull us through."

Things worked out fine for the Hansons. And they never realized that Mama's Bank Account was Mama's own myth.

"I Remember Mama" proves something. It proves that, with a reserve fund in the present, you face the future with a confidence and faith that helps you *get results*.

But the average family doesn't have a Mama Hanson to give them that faith with a fable. The average family needs to know that there are *real* savings, *real* security protecting them, good times and bad.

That's why so many families have begun to save the automatic, worryless way—with U. S. Savings Bonds.

Savings Bonds are government-guaranteed to pay back four dollars for every three, and in just ten years. It's an investment that's *safe*—it's an investment that *grows*.

And to make it simpler still, your government offers you two fine plans for their purchase: (1) The Payroll Savings Plan at your firm. (2) For those not on a payroll, the Bond-A-Month Plan at your bank.

## AUTOMATIC SAVING IS SURE SAVING - U.S. SAVINGS BONDS



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# BMI'S PER-PLUG RETURN

## Firm Tightens Free Hand On Yearly Advances; Some Established Affils Excepted

### Temporary Pay Scales Set Up; May Outdo ASCAP

(Continued from page 3)

further away from the free-handed *modus operandi* of its early years. In those lush early 1940's, in order to get a foothold, it acquired pubbers and writers with heavy honey and light discretion. Now, having acquired seniority and more savvy, the firm is disinheriting some of the idle and unproductive and operating c.o.d. where possible. With the exception, of course, of the favored few continuously active pubber affiliates who receive yearly emoluments, BMI firms now and in the near future are and will be paid periodically (monthly or weekly) on the basis of plugs delivered.

#### Temporary Scales

While BMI spokesmen admit that a per-air-play fee scale is being utilized in the case of more and more pubbers, they have not yet divulged the criteria for payment. According to some sources, however, the scale is reputed to be roughly averaged as follows: For network commercials, after 6 p.m., \$60. For network commercials, before 6 p.m., \$30. For sustainers, after 6 p.m., \$30. For sustainers before 6 p.m., \$18. For local recorded shows, \$3.50. BMI Veepee Robert Burton, however, maintains that the firm's logging and statistical departments are currently working out a payment system on an actuarial basis.

It is interesting to note that BMI's former plug fee, \$48, which was quietly dropped some time back, compared almost identically with the about 19-cents-per-performance-average-over-the-years payment maintained by the American Society of Composers, Authors and Publishers (ASCAP). When computed on the representative basis of 250 stations per performance, such ASCAP payment comes to \$47.50. The similarity, it is felt in the trade, can hardly be attributed to coincidence, and is an indication that BMI wanted to meet ASCAP prices.

#### May Outdo ASCAP

Now, with the reported \$60 stipend for evening network commercials, it appears that BMI is gearing itself to do better than ASCAP. One explanation for BMI's willingness to increase their per-plug nut has it that the current unresolved television-music licensing situation (involving both performance and synchro fees) presents an opportune moment for increased live BMI plugs. The reasoning is as follows: With ASCAP now dickering with video, it can be expected that one of the bargaining points of the television people will be, "Why should we pay that much when we have BMI music to fall back on?" ASCAP then would come back with the stock anti-BMI rejoinder, to the effect that BMI's live music performances are next to nil, relying as it does so heavily on records. Therefore, if BMI can show at this time a sudden spurt in plug activity, and get more appearances on the survey sheets, video will have a more solid ground to meet ASCAP's asking price. For the BMI

affiliates on a per-plug basis, the \$60 per commercial fee is an attractive incentive indeed, and this is the type plug that will be most ambitiously worked toward. And this is the type plug, also, that is most productive, by virtually unanimous music biz standards.

#### Scales Withheld

BMI's reluctance to reveal its payment scale can be attributed to one of two pertinent reasons, depending on which side of the fence the situation is viewed from. The BMI thesis is that publicizing of plug rates might act as a legitimate incentive to the capable, professional and experienced pubbers, but it also would attract the marginal, the incapable, the shoestringers, who will reason that if a plug can bring in \$60, then \$59 can be used to buy it—a type of operation which leads inevitably to 77B and bad checkitis. The other view is that BMI is chary of announcing any given payment plan because in actual practice, it is believed in some trade quarters, BMI's plug payments vary considerably from pubber to pubber.

As to the BMI affiliates who get yearly guarantees against royalties, it must be pointed out that they, too, have to deliver. In some cases, firms are required to match the advance with an equal amount of their own, to be used in exploitation and development—alho this requirement has been somewhat in abeyance of late. In any case, plugs have to be delivered in the expected number if renewal is to be made.

#### Steady Affils

It is reported that BMI has in the vicinity of two dozen consistently active firms, each receiving annual emoluments ranging from about

## Barton Music Liquidation in Wind-Up Stage

NEW YORK, Aug. 14. — Barton Music's liquidation muddle which has been dragging on for some six months now, has entered its final stage, with only Ben Barton's signature on the papers needed to turn the catalog over to Herb Levine's Encore-Jewel pubbery. Papers have been placed in the hands of Barton's lawyer, Mike Halpern, by Attorney Bill Berkson, who represents Levine.

As previously outlined, the Levine offer of \$20,000 will be put into a pool with some \$30,000. The 30G represents assets collected by a creditor's committee which has been gathering outstanding Barton pub money for the past couple of months. The total 50G will then be doled out percentage-wise, with songwriter creditors coming first and receiving 75 per cent of their claims. General creditors of the pub then step up to collect up to 50 per cent of money owed them. If there is any dough left in the pot, it will then be divided 50-50 by all creditors.

Ben Barton, who returned here last week, has been rumored to be readying a counter proposal to the Levine offer in order to retain his catalog. Attorney Bill Berkson, however, claims that no official offer has been made as yet by Barton and as matters stand the Levine proposition will be accepted."

In addition to Halpern, copies of the agreement have been sent to John Shulman, attorney representing the Songwriters' Protective Association, and lawyer Hyman Salmonson, acting for other general creditors.

\$6,000 to about \$70,000. Of these, a half-dozen fall into the \$30,000-and-up range — firms like Pemora, Republic, London, Fre-Mart, Mellin, and Hill & Range. (This does not take into account the Peer and Marks firms, whose large standard catalogs warrant very substantial long-term deals.)

Six such firms probably garner \$250,000 yearly.

## ASCAP Fee Levies Top MBOA Meet

### Survey To Determine Hikes

CHICAGO, Aug. 14.—The American Society of Composers, Authors and Publishers (ASCAP) and its system of levying fees upon ballroom operators will be spotlighted at the September 21-22 convention here of the Midwest Ballroom Operators' Association.

Otto Weber, secretary of MBOA, reported that chairman Tom Archer, Des Moines, who heads the music licensing committee, is compiling results of a nationwide survey undertaken to determine current rates and average hikes over the last five years. Questionnaires have been mailed by MBOA, seeking information as to rates being charged dancery ops, in an attempt to find a basis for negotiation with not only ASCAP, but also Broadcast Music, Inc., (BMI). The study is similar to a survey recently completed by the Industrial Recreation Association (IRA), which polled industrial music users so that negotiations might be started with ASCAP for a more agreeable licensing fee system.

Weber said that thus far reaction to the questionnaire has been good, and MBOA will probably formulate a plan for negotiations during the convention. ASCAP and BMI reps who attended the 1947 convention in Des Moines were told that MBOA hoped some conferences between the music licensing bodies and MBOA might be started within a year.

Tom Roberts, Des Moines, legal counsel for MBOA, is also expected to elaborate on Federal Judge Vincent Leibell's recent anti-trust ruling against ASCAP (*The Billboard*, July 31) and its application to ballroom operators' problems.

Art Talmadge, chief of Mercury Records' slack department and formerly with Music Corporation of America's publicity department, this week accepted an invitation to speak at the confab on record promotion and its benefits to dancery owners.

## Capitol's Income for First Half of 1948 Tops \$725,000

HOLLYWOOD, Aug. 14.—Further evidence of its contention last week that there's nothing wrong with the record biz is seen in Capitol's quarterly report to its stockholders for the six months ended June 30. Cap's net income for the first half of this year is given as \$725,489.45 as compared to last year's \$18,881.32.

Earnings per common share (430,000 shares outstanding) is reported as \$1.60 as against naught for the similar period in 1947. Gross profit on sales are given as \$3,124,129.39 for 1948's first six months as compared with \$1,849,918.08 for the first half of 1947.

Capitol Records, Inc., quarterly letter to stockholders for the six months ended June 30, 1948 reads as follows:

Comparative Statement of Consolidated Income.	1948	1947
Gross sales, less discounts, returns and allowances (including charges to customers for excise tax).....	\$8,013,659.20	\$6,794,884.30
Cost of goods sold .....	4,889,829.81	4,944,966.22
Gross profit on sales.....	3,124,129.39	1,849,918.08
Selling, general and administrative expenses.....	1,945,118.41	1,814,580.16
Net operating profits.....	1,179,010.98	35,337.92
Income credits—Cash discounts, interests, etc.....	1,018.48	10,040.39
<b>TOTAL .....</b>	<b>\$1,180,029.46</b>	<b>\$ 45,378.31</b>
Income charge—Interest.....	\$ 18,040.01	\$ 19,222.91
Net income before provision for federal income taxes.....	1,161,989.45	26,156.10
Provision for federal income taxes—current year.....	436,500.00	7,274.78
Net income.....	725,489.45	18,881.32
Times \$2.60 convertible preferred dividends earned (30,000 shares outstanding).....	18.00	.48
Earnings per common share (430,000 shares outstanding)...	1.60	.00

## Capitol Diskery Launches Sales Incentive Race

HOLLYWOOD, August 14.—Capitol Records, enjoying the top sales in its history (*The Billboard*, August 14), last week launched a "sales incentive" contest for its more than 140 salesmen in the field. In addition to each salesman's salary and expense account, he will be paid anywhere from a quarter of 1 per cent to 1½ per cent commission on fall and Christmas sales, according to how he meets his sales quota. Quota depends upon previous sales.

Grand prize of the contest is a free trip to Hollywood for the branch manager and salesman who achieve the top sales mark. Cap's gimmick applies only to company-owned branches.



# Top Man on The Folk Records!

## EDDY ARNOLD

The Tennessee Plowboy and his Guitar

NOT JUST ONE HIT AT A TIME...  
BUT TWO RECORDS WITH ALL FOUR  
SIDES RIDING WAY UP THERE ON TOP!

Month after month, week after week, Eddy leads all others on THE BILLBOARD'S Folk Charts—not just one, but two, three, four—sometimes all five of the first five! Yes, you can always count on Eddy Arnold for a sure hit—every time he comes out with a new RCA Victor record!



Texarkana  
Baby

and

Bouquet  
of  
Roses

RCA Victor 20-2806

### MOST-PLAYED JUKE BOX FOLK RECORDS

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

Weeks to date	POSITION		This Week	Record	Label
	Last Week	This Week			
9	1	1	1	BOUQUET OF ROSES	Eddy Arnold and His Tennessee Plowboys Victor 20-2806
11	2	2	2	TEXARKANA BABY	Eddy Arnold and His Tennessee Plowboys Victor 20-2806
19	3	3	3	ANYTIME	Eddy Arnold and His Tennessee Plowboys Victor 20-2700
26	5	4	4	HUMPTY DUMPTY HEART	Eddy Arnold and His Tennessee Plowboys Victor 20-2700
13	9	5	5	TENNESSEE WALTZ	Pee Wee King and His Golden West Cowboys Victor 20-2680
18	6	6	6	WHAT A FOOL I WAS	Eddy Arnold and His Tennessee Plowboys Victor 20-2700

### BEST SELLING RETAIL FOLK RECORDS

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

Weeks to date	POSITION		This Week	Record	Label
	Last Week	This Week			
11	1	1	1	BOUQUET OF ROSES	Eddy Arnold and His Tennessee Plowboys Victor 20-2806
3	2	2	2	ANYTIME	Eddy Arnold and His Tennessee Plowboys Victor 20-2700
11	4	3	3	HUMPTY DUMPTY HEART	Hank Thompson and His Brazos Valley Boys Capitol Americana 40065
11	5	4	4	TENNESSEE WALTZ	Pee Wee King and His Golden West Cowboys Victor 20-2680
11	3	5	5	TEXARKANA BABY	Eddy Arnold and His Tennessee Plowboys Victor 20-2806
11	8	6	6	SWEETER THAN THE FLOWERS	Moon Mullican King 673
7	9	7	7	TENNESSEE WALTZ	Cowboy Copas King 696
3	7	8	8	ROCK AND RYE	Tex Ritter Capitol 15119
3	—	9	9	TENNESSEE MOON	Cowboy Copas King 714
11	14	10	10	SUSPICION	Tex Williams Western Caravan Capitol Americana 40109
9	5	11	11	SEAMAN BLUES	Ernest Tubbs Decca 46119
3	11	12	12	WHO? ME?	Tex Williams Western Caravan Capitol 15118
—	—	13	13	WHAT A FOOL I WAS	Eddy Arnold and His Tennessee Plowboys Victor 20-2700

Anytime

and

What a  
Fool  
I Was

RCA Victor 20-2700

The stars who make the hits are on

# RCA VICTOR RECORDS





# Lubinsky Tries 37½-Cent Wax

## One Race, One Pop a Week; But Only COD

### New Label Titled Franklin

NEW YORK, Aug. 14.—Herman Lubinsky, joining the ranks of Eli Oberstein and Donald Gabor, next week will debut with a new label in the direct-selling, low-priced disk field. Under a Franklin label the mentor of the Savoy and Regent diskeries will peddle his wax on a direct C. O. D. basis at 22½ cents to dealers, thus establishing a list price of approximately 37½ cents plus tax which would make the Lubinsky wax the cheapest available 10-inch records on the market.

Lubinsky intends to issue two disks per week under the Franklin label, one each in the pop and race fields. These sides will be drawn mainly from a group of some 600 masters owned by Lubinsky but which the exec claims are not part of the 4,000 masters he bought several weeks ago from the Sonora waxworks. The race items will consist for the main part of original material.

#### New Slant on Wax

Lubinsky's cheap wax biz differs from the other two enterprises pri-

## Petrillo Nixes H'w'd Demand For Voice in Pic Negotiations

HOLLYWOOD, Aug. 14.—American Federation of Musicians' (AFM) prexy, James C. Petrillo, this weekend turned down demands of Local 47 members for a voice in film studio contract negotiations which begin Tuesday (18) in New York. Petrillo, thru Local 47 prexy, J. K. (Spike) Wallace, notified membership by letter that studio negotiations were a matter for national federation and that no local officers need attend negotiations. Petrillo furthermore said he had cooked up "an excellent

set of proposals" to present to studios, but refused to disclose details beforehand.

Local pressure campaign is being waged by some 440 studio musicians. Beef will be aired at special meeting Wednesday (18) at which time following resolutions will be introduced: (1) Demand to discuss pending negotiations and make recommendations to J. W. Gillette, International Studio representative; (2) opposition to practice of pooling musicians, hours and orks in major studios on grounds that practice tends to monopolize work and restrict free-lance musicians; (3) demand for election of a local business agent to work with and advise Gillette on studio matters.

Sore spot now is that local studio boys have nothing whatever to say regarding their work. Gillette has final say over officers of Local 47, and subject to review by Petrillo's board only. Gillette was asked to appear at a special meeting to answer questions, but left this weekend to attend confabs in New York.

Film studios meanwhile served cancellation notices on bulk of studio musicians this week. In some cases film producers declared studio intentions not to rehire particular sidemen; other dismissal notices were merely precautionary steps taken pending outcome of new contract negotiations.

## Anderson-Jox Concerts To Resume in Fall

NEW YORK, Aug. 14.—Ernie Anderson, one-nighter concert and Carnegie Pops promoter, currently is lining up jazz and Western talent for fall and winter one-night stands staged thru disk jockey tie-ins here. Anderson claims the shows will start in early October and will be produced in conjunction with deejays Fred Robbins and Dave Miller, at both Carnegie and Town Hall.

The talent for the first session hasn't been definitely set, but negotiations are reportedly under way, with Dizzy Gillespie to headline the program. As last year, the jazz presentations will be promoted by Robbins, while Dave Miller will push the Western and hillbilly offerings, both working on a percentage deal.

Anderson, leery of current one-nighter biz, is hand-picking his talent this year, not grabbing up just anyone available in order to put a show on stage. The promoter also stated that Stan Kenton's commitment: with Norman Granz will prevent the orkster from doing a return stand this year at Carnegie under Anderson's auspices. Kenton, who did a record-breaking date at the hall for Anderson, has some 40 odd one-nighters already skedded for his tour this fall.

### Geiringer Back to U. S. A.

NEW YORK, Aug. 14.—Jean H. Geiringer, in charge of Broadcast Music's foreign department, returned from Europe Tuesday (10) after visiting the Berne conference in Brussels and pubbers in France, Switzerland and Italy. He returned with tentative arrangements for acquisitions of several foreign catalogs.

## Thanks, Joe Grady and Ed Hurst



JOE GRADY



ED HURST

for helping to put over Jerry Cooper's recording of  
"Get a Pin-Up Girl" in the Philadelphia territory.

## Thornton's Pin-Up Girls



# MUSIC—AS WRITTEN

## New York:

Duke Ellington tendered a welcome home party August 10 by Johnny Hodges at the Apollo Cafe. Duke currently reassembling the ork for an August 24 opening in Canada. . . . Frank Foster Agency, Hollywood, cracked the Edgewater Beach Hotel, Chicago, with the signing of Will Osborn, opening September 10. . . . John Paris re-signed by Victor's international department. . . . Harry Romm due back from Hollywood next week after finishing production on *Ladies of the Chorus* flick. . . . Leeds Music dispatching Bazooka Bubble Gum to 1,000 disk jockeys along with copies of the Toni Harper *Candy Store Blues* platter.

John Firman, manager of the B. Feldman & Company London pubbery, due here on a business trip the second week in September. . . . Mary Ellen Quartet returns to the Town Casino, Buffalo, September 11, for their fourth stand there. . . . Glen Gray expected in town this week to organize an ork prior to a projected fall opening. . . . Gene Autry skedded for the Riverside Theater, Milwaukee, Thursday (26). . . . Tommy Dorsey has renewed waxyler Denny Dennis for six months beginning October 1.

Idessa Malone distribri handling Blue Note line in Detroit. . . . First Lenox label disks due next week, with eight platters, including the Sarah Vaughn-Dizzy Gillespie *Mean To Me—What More Can a Woman Do?* skedded. . . . Chappell pubbing four Jay Gorney tunes from the *Heaven on Earth* musical set for a Boston debut September 16. . . . BMI-backed United Music clubs for neophyte tunesmiths now having members' songs played on KDKA's weekly *Tune Tester* show. . . . Dot Keely, vocalist with local Virginia Beach bands for the last several years, signed by Louis Prima.

Capitol Records biz holding up well enough for the diskery to put new pressing plant shifts in on Saturday and Sunday at the firm's Scranton, Pa., factory. . . . Dell Trio skedded to go into the Piccadilly Hotel's Circus Bar August 17 for an indefinite stay. . . . William Morris one-night booker Phil Brown off for a 10-day vacation. . . . Chirp Jane Harvey into Felix Young's *Le Papillon* on the Coast beginning September 14. . . . Vocal on the Ray McKinley dinking of *All the Way From San Jose* was done by Artie Malvin, in a guest singer slot; label credits were given to McKinley.

Dave Blum has taken over professional manager duties for Encore Music, filling spot vacated by Jack Osfeld's recent departure from pubbery. . . . Milt Deutsch to the Coast last week to start setting up California office for Joe Glaser's Associated Booking firm. . . . Rumba ork booker Leonard Green planes back here from Puerto Rico this week. . . . Lou Siegel has joined Eli Oberstein's Varsity label as firm's Boston rep. . . . Buddy Morris and Sidney Kornheiser in from California. . . . Guy Lombardo goes into Statler Hotel, Washington, September 15-25. Booking was arranged so orkster could compete in president's cup speedboat race in that city

September 18-19. . . . Larry Gore, formerly with Art Franklin's publicity office, has opened up his own firm with Lee Solters, Gore-Solters Associates. . . . Sammy Kaye's World Music tune, *Peek-a-Boo*, is penned by Lorenzo Pack, ex-boxer, who fought both Joe Louis and Joe Walcott.

Music pubber George Simon planing here from the Coast Sunday (22). . . . Sonny Dunham's ork moves into the Roosevelt Hotel, New Orleans, for five weeks starting September 29. . . . Shedd McWilliams has taken over as personal manager for thrush Claire Hogan. . . . Lawrence Welk's ork headlines stage show for the annual Corn Palace event held at Mitchell, S. D., September 20-25. . . . Ballen diskery has added the Specialty Distributing Company of Pittsburgh and the Seaboard Distributing Company in Hartford, Conn., to its list of distrib outlets.

Peggy Lee was given a party at the Royal Roost August 12, with a slew of showbiz celebs attending . . . Helmy Kresa, editor and arranger for the Irving Berlin pubbery, now doubling as a contact man. . . . Korn Kobblers signed for Morey Amsterdam's *Hilarities of 1949*, doubling in the pit and on the stage. . . . Local 802 meets with the New York League of Theaters August 19 at the Astor to discuss contract renewal for musicians working legit shows. . . . Don Pablo currently at the Samoa Ballroom, Flint, Mich.

Charles Grean, assistant to RCA Victor's hillbilly topper, Steve Sholes, recovering from an emergency appendectomy August 12. . . . Joey Sasso now heading promotion for Exclusive Records. . . . Milton Rackmil, Decca executive veepee, leaving for the Coast and Honolulu on vacation till September 13.

Vaughn Monroe skedded to go into the Strand Theater October 29 for three weeks. This, plus a one-week vacation, will fill in four of the six weeks lost by the orkster when the Commodore Hotel decided to drop its name ork policy. . . . Dizzy Gillespie's ork, which has been bowling 'em over on the Coast, moves from the Cricket Club in Los Angeles into Billy Berg's Hollywood bistro for a couple of weeks beginning next week.

## Chicago:

W. W. Maloney, chief of Chicago Music, BMI affiliate, bowed with his Life Record label, with the first platter featuring the Three Kings and a Queen, Michigan cocktail combo, doing Maloney's *Baby and Old Rendezvous*, first of a backlog of masters on Maloney's original tunes. . . . Jack Kapp is profiled by Paul Gallico in the September issue of *Argosy*. . . . Herb Pauley left Chicago last week to return to his Turnpike Casino, Lincoln, Neb., ballroom after two years with Frederick Bros., as manager of the Chicago office. . . . Buddy DeVito, ex-Harry James singer who organized his own band two months ago, has inked a pact with McConkey Music.

Jack Amling, Texas territory ork, has been inked by Chic Scoggin, McConkey Music's Dallas rep, to a management paper and goes into the (See *Music As Written* on page 36)



Famous Original  
"MY HAPPINESS"  
Team

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EVERYBODY  
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*Order Today!*

**DECCA RECORDS**

The  
Billboard

MUSIC POPULARITY CHARTS

PART  
I

## The Nation's Top Tunes

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

Week Ending  
August 13

TRADE  
SERVICE  
FEATURE

### HONOR ROLL OF HITS

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

- | This Week |  | Last Week |
|-----------|--|-----------|
| 1.        | <b>MY HAPPINESS</b><br>By Betty Peterson and Borney Bergentine<br>Published by Blasco (ASCAP)<br>Records available: R. Deauville-Novelle Harmonica Trio, Bullet 1032; the Marlin Sisters, Columbia 38127; the Pied Pipers, Capitol 15094; P. Sheridan, Palda 1004V; J. & S. Steele, Damon D-1133; E. Fitzgerald, Decca 24446; A. Dale, Signature 15206; J. Laurenz, Mercury 5144; The McKay Trio, Continental C-1241; A. and J. Nelson, Bandwagon 504; Anne Vincent, Dana 20-17; Dorothy Morrow Ensemble, Victor 20-2965; Tyler Duo and Ork, Varsity 101.<br>(No information on electrical transcription libraries available as The Billboard goes to press.)                                | 1         |
| 2.        | <b>YOU CALL EVERYBODY DARLIN'</b><br>By Sam Martin, Ben Trace and Clem Watts<br>Published by Mayfair (ASCAP)<br>Records available: B. Hayes, De Luxe 1178; A. Trace, Starling 3023; A. Trace, Regent 117; A. Vincent, Mercury 5155; Tennessee (Slim) King, Apollo 181; Jack Smith-The Clark Sisters, Capitol 15155; J. Wayne, Columbia 38286; Frank and the Boys Ork, Varsity 103; Art Lund-Crew Chiefs & the Harmonica Gentlemen, MGM 10258; Jack Lathrop and the Drugstore Cowboys, Victor 20-3109; Andrews Sisters, Decca 24490; Texas Jim Lewis & His Lone Star Cowboys, Decca 46138.<br>Electrical transcription libraries: Al Trace, Lang-Worth.                                       | 4         |
| 3.        | <b>WOODY WOODPECKER</b><br>By Tibbles and Idriss<br>Published by Leeds (ASCAP)<br>Records available: Kay Kyser, Columbia 38197; the Honey Dreamers, Mercury 5154; M. Blanc-The Sportsmen, Capitol 15145; Gene Carroll, Animal 170; Danny Kay-Andrews Sisters, Decca 24462; G. Carroll's Originals, Animal 170; Philip Green and Ork, MGM 10247; Varsity Ork-Barbara, Varsity 101; Dorothy Howe, Bandwagon 508.<br>(No information on electrical transcription libraries available as The Billboard goes to press.)   | 2         |
| 4.        | <b>IT'S MAGIC</b><br>By Sammy Cahn and Jule Styne<br>Published by Witmark (ASCAP)<br>From Warner Bros.' "Romance on the High Seas."<br>Records available: Vic Damone, Mercury 5138; Doris Day, Columbia 38188; Dick Haymes, Decca 23826; Buddy Kaye Quintet, MGM 10187; Gordon MacRae, Capitol 15072; Tony Martin, Victor 20-2862; Sarah Vaughan, Musicraft 557.<br>(No information on electrical transcription libraries available as The Billboard goes to press.)   | 5         |
| 5.        | <b>YOU CAN'T BE TRUE, DEAR</b><br>Based on a composition by Hans Otten and Gerhard Ebeler<br>Published by Biltmore (ASCAP)<br>Records available: Ken Griffin, Broadcast G-4006; Ken Griffin, Rondo R-128; Ziggy Lane, De Luxe 1171; V. Lynn, London 202; Jerry Wayne-Ken Griffin, Rondo R-228; F. Wilson, Grand G-25004; R. Deauville-Novelle Harmonica Trio, Bullet 1032; Colonial Ork, Standard T-136; N. Emmett, Apollo 1121; The Sportsmen, Capitol 15077; Dick Haymes-The Song Spinners, Decca 24439; The Martin Sisters, Columbia 38211; R. Brooks, Musicraft 568; D. James, Victor 20-2844; L. Stewart, Bandwagon 501.<br>Electrical transcription libraries: Jack White Ork, London. | 3         |
| 6.        | <b>A TREE IN THE MEADOW</b><br>By Billy Reid<br>Published by Shapiro-Bernstein (ASCAP)<br>Records available: S. Browne, London 123; P. Fennelly Ork, MGM 10211; J. Laurenz, Mercury 5148; Monica Lewis-Ames Brothers, Decca 24411; J. Less Ork, Victor 20-2965; Margaret Whiting, Capitol 15122; B. Johnson, Columbia 38279; B. Lester, Rainbow 70015.<br>Electrical transcription libraries: Cyril Stapleton Ork, London.   | 6         |
| 7.        | <b>LOVE SOMEBODY</b><br>By Kramer and Whitney<br>Published by Kramer-Whitney (ASCAP)<br>Records available: Doris Day-Buddy Clark, Columbia 38174; Barbara and Frank with Ork, Varsity 102.<br>(No information on electrical transcription libraries available as The Billboard goes to press.)   | 7         |
| 8.        | <b>LITTLE WHITE LIES</b><br>By Walter Donaldson<br>Published by Bregman-Vocco-Conn (ASCAP)<br>Records available: Dick Haymes-Gordon Jenkins Ork, Decca 24280; Dinah Shore, Columbia 38114; Mel Torme, Musicraft 558; M. Davis, Jewel ON-2002; S. Gibson, Mercury 8085; Tommy Dorsey, Victor 27521; Dick Haymes, Decca 24480.<br>Electrical transcription libraries: Les Brown, World; Hugh Waddell, Lang-Worth, Manhattan Nighthawks, NBC Thesaurus; Ike Carpenter, Standard.  | 8         |
| 9.        | <b>TWELFTH STREET RAG</b><br>By Al Bowman and James S. Sumner<br>Published by Shapiro-Bernstein (ASCAP)<br>Records available: M. Herth Trio, Decca 24450; Pee Wee Hunt Ork, Capitol 15105; N. Simons, Rego 1016; Jack Pina & Ork, MGM 10251; Eddie (Gtn) Miller, Rainbow 70033.<br>(No information on electrical transcription libraries available as The Billboard goes to press.)  | 9         |
| 10.       | <b>MAYBE YOU'LL BE THERE</b><br>By Sammy Gallop and Rube Bloom<br>Published by Triangle (ASCAP)<br>Records available: J. Pina Ork, Mercury 5180; G. Jenkins Ork, Decca 24403; Varsity Ork-Frank and Chorus, Varsity 102; Jack Carroll-David Rhodes Ork, National 9033.<br>(No information on electrical transcription libraries available as The Billboard goes to press.)   | 10        |



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

**RCA VICTOR STARS**

On The  
**Billboard**

**"HONOR ROLL OF HITS"**

- 1. **MY HAPPINESS**  
DOROTHY MORROW ENSEMBLE  
RCA Victor 20-2965
- 2. **YOU CALL EVERYBODY DARLIN'**  
JACK LATHROP AND THE DRUGSTORE COWBOYS  
RCA Victor 20-3109
- 4. **IT'S MAGIC**  
TONY MARTIN  
RCA Victor 20-2862
- 5. **YOU CAN'T BE TRUE, DEAR**  
DICK JAMES  
RCA Victor 20-2944
- 6. **A TREE IN THE MEADOW**  
J. LOSS ORCHESTRA  
RCA Victor 20-2965
- 8. **LITTLE WHITE LIES**  
TOMMY DORSEY  
RCA Victor 27521
- 9. **TWELFTH STREET RAG**  
SIDNEY BECHET AND HIS NEW ORLEANS FEETWARMERS  
RCA Victor 20-3120

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**POPULAR**

**UNTIL**—greater than "There are Such Things"!

- After Hour Stuff  
TOMMY DORSEY  
RCA Victor 20-3061
- Lazy Lady Boogie  
As Time Goes By  
THE PHIL MOORE FOUR  
RCA Victor 20-3046
- All of Me  
Sweet Nothings  
LOUIS PRIMA  
RCA Victor 20-3034

**FOLK**

- Sad Heart  
When I Was Young and Handsome  
TEXAS JIM ROBERTSON  
RCA Victor 20-3039
- Come to The Saviour  
I'll Take My Saviour by The Hand  
THE BLUE SKY BOYS  
RCA Victor 20-3055
- Midnight Train  
The Tramp's Mother  
MONTANA SLIM  
RCA Victor 20-3038

**RHYTHM & BLUES**

- 12th Street Rag  
Suey  
SIDNEY BECHET and his New Orleans Feetwarmers  
RCA Victor 20-3120
- Rub A Dub  
Stop Breaking Down  
SONNY BOY WILLIAMSON  
RCA Victor 20-3047

**INTERNATIONAL NOVELTIES**

- She Told Me—Polka  
Dancer's Waltz  
JOHNNY VADNAL  
RCA Victor 25-1126
- Las Pilanderas—Porro  
El Bananero—Pregón  
(The Banana Vendor)  
ORQUESTA BILLOS  
CARACAS BOYS  
RCA Victor 23-0962

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With T. Dorsey, Trombone; S. Bose, Trumpet; J. Dixon, Clarinet; S. Block, Tenor Sax; B. Schaeffer, Guitar; G. Traxler, String Bass; D. Jones, Piano; D. Tough, Drums. Vocals by Edythe Wright and Jack Leonard.  
Album P-220
- The Music Goes 'Round and 'Round and Sailing at Midnight  
RCA Victor 20-3030
- At the Codfish Ball and Josephine  
RCA Victor 20-3031
- The Lady Is a Tramp and The Sheik of Araby  
RCA Victor 20-3032
- Allá en El Rancho Grande and Chinatown, My Chinatown  
RCA Victor 20-3033

*Riding High... Climbing Fast*

- Hair of Gold  
JACK LATHROP with the Drugstore Cowboys  
RCA Victor 20-3109
- Just For Now  
THE THREE SUNS  
RCA Victor 20-2946
- Every Day I Love You  
(Just a Little Bit More)  
VAUGHN MONROE  
RCA Victor 20-2957
- Just a Little Lovin'  
EDDY ARNOLD  
RCA Victor 20-3013
- High as a Georgia Pine  
ROOSEVELT SYKES  
RCA Victor 20-3014




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The **Billboard** MUSIC POPULARITY CHARTS  
**Sheet Music**  
 PART II  
 Week Ending August 13  
 TRACE SERVICE FEATURE

**BEST-SELLING SHEET MUSIC**

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

Weeks to date	POSITION	This Week	Publisher
16	1	1. MY HAPPINESS (R)	Blasco
6	2	2. A TREE IN THE MEADOW (R)	Shapiro-Bernstein
19	3	3. YOU CAN'T BE TRUE, DEAR (R)	Biltmore
10	4	4. IT'S MAGIC (F) (R)	Witmark
7	5	5. YOU CALL EVERYBODY DARLIN' (R)	Mayfair
6	6	6. LOVE SOMEBODY (R)	Kramer-Whitney
12	7	7. WOODY WOODPECKER (R)	Leeds
17	8	8. LITTLE WHITE LIES (R)	Bregman-Vocco-Conn
7	9	9. PUT 'EM IN A BOX, TIE 'EM WITH A RIBBON (R)	Remick
9	10	10. MAYBE YOU'LL BE THERE (R)	Triangle
4	11	11. IT ONLY HAPPENS WHEN I DANCE WITH YOU (F) (R)	Berlin
3	12	12. BLUEBIRD OF HAPPINESS (R)	T. B. Harms
19	13	13. TOOLIE OOLIE DOOLIE (The Yodel Polka) (R)	Chas. K. Harris
1	14	14. CONFESS (R)	Santly-Joy
1	15	15. RAMBLING ROSE (R)	Laurel

**ENGLAND'S TOP TWENTY**

Weeks to date	POSITION	This Week	English	American
16	1	1. GALWAY BAY	Box and Cox	Leeds
10	2	2. BALLERINA	Peter Maurice	Jefferson
3	3	3. WOODY WOODPECKER	Leeds	Leeds
11	4	4. HEARTBREAKER	Leeds	Leeds
14	5	5. TIME MAY CHANGE	Campbell-Connelly	Shapiro-Bernstein
8	6	6. I'M LOOKING OVER A FOUR LEAF CLOVER	Francis Day	Remick
22	7	7. GOLDEN EARRINGS	Victoria	Paramount
14	8	8. DREAM OF OLWEN	Lawrence Wright	Mills
1	9	9. YOU CAN'T BE TRUE, DEAR	Chappell	Biltmore Music
10	10	10. NATURE BOY	Edwin Morris	Burke-Van Heusen
4	11	11. I'D GIVE A MILLION TOMORROWS (For Just One Yesterday)	Campbell-Connelly	Oxford Music Corp.
7	12	12. TOOLIE OOLIE DOOLIE (The Yodel Polka)	Southern	Charles K. Harris
11	13	13. AFTER ALL	Cinephonic	*
4	14	14. THERE OUGHT TO BE A SOCIETY	Kassner	Dreyer
31	15	15. NEAR YOU	Bradbury Wood	Supreme
2	16	16. RAMBLING ROSE	Irwin Dash	Laurel Music Co.
27	17	17. SERENADE OF THE BELLS	Edwin Morris	Melrose
33	18	18. A TREE IN THE MEADOW	Campbell-Connelly	Shapiro-Bernstein
12	19	19. LAROO, LAROO, LILLI BOLERO	Irwin Dash	Shapiro-Bernstein
25	20	20. CIVILIZATION	Edwin Morris	E. H. Morris

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

**CANADA'S TOP TUNES**

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

Weeks to date	POSITION	This Week
10	1	1. MY HAPPINESS
14	2	2. YOU CAN'T BE TRUE, DEAR
8	3	3. WOODY WOODPECKER
5	4	4. A TREE IN THE MEADOW
15	5	5. NOW IS THE HOUR
4	6	6. LOVE SOMEBODY
18	7	7. TOOLIE OOLIE DOOLIE (THE YODEL POLKA)
3	8	8. YOU CALL EVERYBODY DARLIN'
12	9	9. LITTLE WHITE LIES
5	10	10. IT'S MAGIC
15	11	11. YOU WERE MEANT FOR ME
20	12	12. THE DICKEY-BIRD SONG
15	13	13. NATURE BOY
11	14	14. HEARTBREAKER
3	15	15. BLUE SHADOWS ON THE TRAIL



**The Billboard**  
**MUSIC POPULARITY CHARTS**  
**PART III**  
**Radio Popularity**  
 Week Ending August 13



**RECORDS MOST PLAYED BY DISK JOCKEYS**

Records listed here in numerical order are those played over the greatest number of record shows. List is based on replies from weekly survey among 1,200 disk jockeys throughout the country. Unless shown in this chart, other available records of tunes listed here will be found in the Honor Roll of Hits, Music Popularity Chart, Part I. (F) Indicates tune is from a film; (M) indicates tune is from a legit musical.

Weeks to date	Position	Last Week	This Week	Title	Artist	Lic. By
13	1	1	1	LOVE SOMEBODY	Doris Day-Buddy Clark	Columbia 38174-ASCAP
6	2	2	2	WOODY WOODPECKER	The Sportsmen-Mel Blanc	Capitol 15145-ASCAP
6	7	3	3	YOU CALL EVERYBODY DARLIN'	Al Trace	Regent 117-ASCAP
11	5	4	4	MY HAPPINESS	Pied Pipers	Capitol 15094-ASCAP
4	6	5	5	A TREE IN THE MEADOW	Margaret Whiting	Capitol 15122-ASCAP
15	4	6	6	MY HAPPINESS	J. & S. Steele	Damon D-11133-ASCAP
3	11	7	7	IT'S MAGIC	Doris Day	Columbia 38188-ASCAP
3	10	8	8	YOU CALL EVERYBODY DARLIN'	A. Vincent	Mercury 5155-ASCAP
11	3	9	9	WOODY WOODPECKER	Kay Kyser	Columbia 38197-ASCAP
3	13	10	10	TWELFTH STREET RAG	Pee Wee Hunt	Capitol 15105-ASCAP
7	12	11	11	MY HAPPINESS	Ella Fitzgerald	Decca 24446-ASCAP
16	8	12	12	LITTLE WHITE LIES	Dick Haymes	Decca 24280-ASCAP
3	17	13	13	IT'S MAGIC	Gordon MacRae	Capitol 15072-ASCAP
3	27	14	14	MAYBE YOU'LL BE THERE	Gordon Jenkins	Decca 24403-ASCAP
7	9	15	15	YOU CAN'T BE TRUE, DEAR	Ken Griffin	Rondo R-128-ASCAP
2	19	16	16	IT'S MAGIC	Sarah Vaughan	Musicraft 557-ASCAP
2	26	17	17	IT'S MAGIC	Tony Martin	Victor 20-2862-ASCAP
10	14	18	18	YOU CAN'T BE TRUE, DEAR	Dick Haymes-Song Spinners	Decca 24439-ASCAP
17	15	19	19	YOU CAN'T BE TRUE, DEAR	Ken Griffin-Jerry Wayne	Rondo R-228-ASCAP
8	17	20	20	WILLIAM TELL OVERTURE	Spike Jones	Victor 20-2861-ASCAP
12	16	21	21	YOU CAN'T BE TRUE, DEAR	The Sportsmen	Capitol 15077-ASCAP
7	21	22	22	CONFESS	Patti Page	Mercury 5129-ASCAP
1	—	23	23	YOU CALL EVERYBODY DARLIN'	Jack Smith	Capitol 15155-ASCAP
1	—	24	24	SAXA-BOOGIE	Sam Donahue	Capitol 15081
4	23	25	25	BLUEBIRD OF HAPPINESS	Art Mooney	MGM 10207-ASCAP
3	25	26	26	THE MAHARAJAH OF MAGADOR	Vaughn Monroe	Victor 20-2851-ASCAP
1	—	27	27	A TREE IN THE MEADOW	John Laurenz	Mercury 5148-ASCAP
2	—	27	27	COOL WATER	Vaughn Monroe-Sons of the Pioneers	Victor 20-2923-BMI
1	—	29	29	JUST FOR NOW	Frank Sinatra	Columbia 38225-ASCAP
2	30	29	29	YOU CALL EVERYBODY DARLIN'	B. Hayes	De Luxe 1178-ASCAP

**SONGS WITH GREATEST RADIO AUDIENCES**

(Beginning Friday, August 6, 8 a.m., and ending Friday, August 13, 8 a.m.)

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

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

Title	Publishers	Lic. By
A Boy From Texas—A Girl From Tennessee (R)	Shapiro-Bernstein	ASCAP
A Fella With an Umbrella (F) (R)	Feist	ASCAP
A Tree in the Meadow (R)	Shapiro-Bernstein	ASCAP
Baby, Don't Be Mad at Me (R)	Paramount	ASCAP
Beyond the Sea (R)	Chappell	ASCAP
Blue Bird of Happiness (R)	T. B. Harms	ASCAP
Blue Shadows on the Trail (F) (R)	Santly-Joy	ASCAP
Confess (R)	Oxford	ASCAP
Cumana (R)	Martin	ASCAP
Dolores (R)	Famous	ASCAP
Ev'ry Day I Love You (R)	Harms, Inc.	ASCAP
Haunted Heart (M) (R)	Williamson	ASCAP
Highway to Love (R)	BMI	BMI
I'm Looking Over a Four Leaf Clover (R)	Remick	ASCAP
It Only Happens When I Dance With You (R)	Berlin	ASCAP
It's a Most Unusual Day (R)	Robbins	ASCAP
It's Magic (F) (R)	Witmark	ASCAP
Judaline (R)	Robbins	ASCAP
Little Girl (R)	Leeds	ASCAP
Little White Lies (R)	Bregman-Vocco-Conn	ASCAP
Love Somebody (R)	Kramer-Whitney	ASCAP
My Happiness (R)	Blasco	ASCAP
P. S.: I Love You (R)	La Salle	ASCAP
Put 'Em in a Box, Tie 'Em With a Ribbon (R)	Remick	ASCAP
Rambling Rose (R)	Laurel	ASCAP

(Continued on page 28)

**CRUISING GROONER**  
 of  
**DON McNEILL'S**  
**BREAKFAST CLUB** on ABC

**WILL YOU BE MY DARLIN'**

**TOWER RECORD #1288**

**ANOTHER OWENS HIT**

**JACK OWENS**  
 and his  
**DAUGHTER MARY ANN**

**FIRST WEEK'S REPORT!**  
 Immediately Upon Release Eastern Seaboard Sold . . . 10,000 Copies. Orders Pouring in! Jimmy Martin Says: "25,000 Sold Like Hotcakes . . . Expect Sales To Top 'How Soon' by Tremendous Margin."

Personal Manager **AL BORDE** 203 N. WABASH CHICAGO 1, ILL







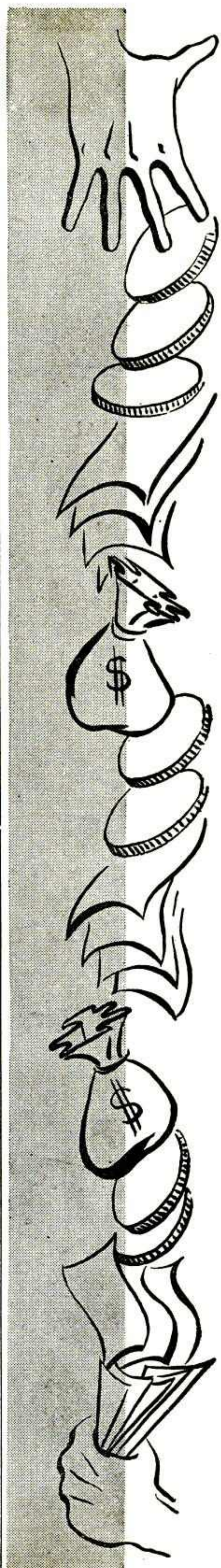
**The Billboard**  
**MUSIC POPULARITY CHARTS**  
**PART IV**  
**Retail Record Sales**  
 Week Ending August 18



**BEST-SELLING POPULAR RETAIL RECORDS**

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

Weeks to date	POSITION	Record Title	Label
9	Last Week	This Week	
9	1	1. YOU CALL EVERYBODY DARLIN' <i>Linger Awhile</i>	Al Trace .....Regent 117
9	7	2. TWELFTH STREET RAG. <i>Somebody Else, Not Me</i>	Pee Wee Hunt.....Capitol 15105
6	9	3. IT'S MAGIC <i>Put 'Em in a Box</i>	Doris Day.....Columbia 38188
12	4	4. MY HAPPINESS <i>Highway to Love</i>	Pied Pipers .....Capitol 15094
15	3	5. MY HAPPINESS <i>They All Recorded to Beat the Ban</i>	J. & S. Steels .....Damon D-11133
4	8	6. A TREE IN THE MEADOW. <i>I'm Sorry But I'm Glad</i>	Margaret Whiting....Capitol 15122
7	2	7. YOU CAN'T BE TRUE, DEAR <i>The Cuckoo Waltz</i>	Ken Griffin.....Rondo R-128
12	10	8. LOVE SOMEBODY <i>Confess</i>	Doris Day-Buddy Clark.....Columbia 38174
6	5	9. WOODY WOODPECKER. <i>I'd Love to Live in Loveland</i>	The Sportsmen-Mel Blanc.....Capitol 15145
12	6	10. WOODY WOODPECKER. <i>When Veronica Plays the Harmonica</i>	Kay Kyser .....Columbia 38197
10	12	11. MY HAPPINESS <i>Tea Leaves</i>	Ella Fitzgerald.....Decca 24446
10	14	12. MAYBE YOU'LL BE THERE <i>Dark Eyes</i>	Gordon Jenkins.....Decca 24403
13	13	13. WILLIAM TELL OVERTURE <i>The Man on the Flying Trapeze</i>	Spike Jones.....Victor 20-2861
20	15	13. YOU CAN'T BE TRUE, DEAR <i>Doodle Doo Doo</i>	Ken Griffin-Jerry Wayne.....Rondo R-228
20	11	15. LITTLE WHITE LIES. <i>The Treasure of Sierra Madre</i>	Dick Haymes .....Decca 24280
8	24	16. CONFESS <i>Love Somebody</i>	Doris Day-Buddy Clark.....Columbia 38072
8	20	17. BLUEBIRD OF HAPPINESS <i>Sunset to Sunrise</i>	Art Mooney .....MGM 10207
8	17	18. IT'S MAGIC <i>It's You or No One</i>	Dick Haymes-Gordon Jenkins....Decca 23826
1	—	19. YOU CALL EVERYBODY DARLIN' <i>Cuckoo Waltz</i>	Jack Smith .....Capitol 15185
1	—	20. UNDERNEATH THE ARCHES <i>Side by Side</i>	P. Scala's Banjo and Accordion Ork-The Keynotes...London 238
1	—	21. AH, BUT IT HAPPENS... <i>Hold Me</i>	Frankie Laine.....Mercury 5158
1	—	22. A TREE IN THE MEADOW. <i>On the Street of Regret</i>	Monica Lewis-Ames Brothers....Decca 24411
2	18	23. COOL WATER <i>The Legend of Tiahi</i>	Vaughn Monroe-Sons of the Pioneers.....Victor 20-2923
4	21	24. YOU CALL EVERYBODY DARLIN' <i>Bluebird Polka</i>	A. Vincent.....Mercury 5155
12	19	25. YOU CAN'T BE TRUE, DEAR <i>Toolie Oolie Doolie</i>	The Sportsmen.....Capitol 15077
2	—	26. IT'S MAGIC <i>Spring in December</i>	Gordon MacRae.....Capitol 15072
4	23	27. RAMBLING ROSE <i>There Must Be a Way</i>	Perry Como-The Satisfiers.....Victor 20-2947
3	25	28. IT'S MAGIC <i>It's You or No One</i>	Tony Martin.....Victor 20-2863
12	16	29. YOU CAN'T BE TRUE, DEAR <i>Nature Boy</i>	Dick Haymes-Song Spinners....Decca 24439
2	27	30. HAIR OF GOLD. <i>Harmonical Blues</i>	The Harmoncats..Universal U-121



Everybody's  
 Going to  
 Want

"I  
 WANT  
 SOME  
 MONEY"

Primo Scala accordion  
 and banjo orchestra  
 with the Keynotes

backed by  
 "HOMETOWN"  
 No. 275  
 75¢ plus tax



IMPORTED

**LONDON  
 RECORDS**

FULL RANGE RECORDING





33x

THE ORIGINAL

**DOYE O'DELL** 'Dear Okie'

A SMASH HIT!

**TEXAS JIM**

45x

**LEWIS**

'ONE HAS MY NAME'

(The Other Has My Heart)

Appearing on The Grand Ole Opry  
August 21

'I HATE TO

46x

LOSE YOU'

ALL EXCLUSIVE RECORDS NOW . . .  
75c PLUS TAX

Exclusive records

The Billboard MUSIC POPULARITY CHARTS  
PART V  
Juke Box Record Plays

Week Ending August 13



MOST-PLAYED JUKE BOX RECORDS

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

Weeks to date	Last Week	Position This Week	Record Title	Label
10	2	1	YOU CALL EVERYBODY DARLIN'	Al Trace...Regent 117
7	3	2	YOU CAN'T BE TRUE, DEAR	Ken Griffin...Rondo R-128
5	4	3	MY HAPPINESS	J. & S. Steele...Damon D-11133
11	1	4	WOODY WOODPECKER	Kay Kyser...Columbia 38197
11	7	5	MY HAPPINESS	Pied Pipers...Capitol 15094
4	13	6	A TREE IN THE MEADOW	Margaret Whiting...Capitol 15122
8	5	7	LOVE SOMEBODY	Doris Day-Buddy Clark...Columbia 38174
4	14	8	IT'S MAGIC	Doris Day...Columbia 38188
9	9	9	MY HAPPINESS	Ella Fitzgerald...Decca 24446
6	8	10	TWELFTH STREET RAG	Pee Wee Hunt...Capitol 15105
6	6	11	WOODY WOODPECKER	The Sportsmen-Mel Blanc...Capitol 15145
15	10	12	LITTLE WHITE LIES	Dick Haymes...Decca 24280
4	11	13	YOU CALL EVERYBODY DARLIN'	A. Vincent...Mercury 5155
8	20	14	COOL WATER	Vaughn Monroe-Sons of the Pioneers...Victor 20-2923
19	12	15	YOU CAN'T BE TRUE, DEAR	Ken Griffin-Jerry Wayne...Rondo R-228
9	15	16	BOUQUET OF ROSES	Eddy Arnold and His Tennessee Plowboys...Victor 20-2808
4	18	16	IT'S MAGIC	Dick Haymes-Gordon Jenkins...Decca 23826
5	29	18	YOU CALL EVERYBODY DARLIN'	B. Hayes...De Luxe 1178
2	—	19	IT'S MAGIC	Gordon MacRae...Capitol 15072
9	26	19	WILLIAM TELL OVERTURE	Spike Jones...Victor 20-2861
2	22	21	CONFESS	Doris Day-Buddy Clark...Columbia 38174
3	—	22	BLUEBIRD OF HAPPINESS	Art Mooney...MGM 10207
3	19	23	RAMBLING ROSE	Perry Como-The Satisfiers...Victor 20-2947
1	—	23	UNDERNEATH THE ARCHES	P. Scala's Banjo and Accordion Ork-The Keynotes...London 238
1	—	23	YOU CALL EVERYBODY DARLIN'	Jack Smith...Capitol 15155
6	30	26	WOODY WOODPECKER	Andrews Sisters-Danny Kaye...Decca 24462
1	—	27	HAIR OF GOLD	J. Emerson...Metrotone 2018
4	26	27	MY HAPPINESS	Marlin Sisters...Columbia 38211
13	21	27	YOU CAN'T BE TRUE, DEAR	The Sportsmen...Capitol 15077
3	—	30	YOU WERE ONLY FOOLIN'	Blue Barron...MGM 10185

SONGS WITH GREATEST RADIO AUDIENCES

(Continued from page 25)

Steppin' Out With My Baby (F) (R)	Berlin-ASCAP
Takin' Miss Mary to the Ball (F) (R)	Miller-ASCAP
When the Red, Red, Robbin Comes Bob, Bob, Bobbin' Along (R)	Bourne-ASCAP
Whisper a Word of Love (R)	Leeds-ASCAP
Woody Woodpecker (R)	Leeds-ASCAP
You Call Everybody Darlin' (R)	Mayfair-ASCAP
You Can't Be True, Dear (R)	Biltmore-ASCAP

The Remaining 26 Songs of the Week

Always You (R)	Sam Fox-ASCAP
Better Luck Next Time (F) (R)	Feist-ASCAP
Caramba! It's the Samba (R)	Martin-ASCAP
Chillicothe, Ohio (R)	Mellin-BMI
Cuckoo Bird Waltz (R)	Lutz Bros.-BMI
Don't Blame Me (R)	Harry Warren-ASCAP
I May Be Wrong (But I Think You're Wonderful) (R)	Advanced-ASCAP
I Went Down to Virginia (R)	Jefferson-ASCAP
I'd Love to Live in Loveland (With a Girl Like You) (R)	Bregman-Vocco-Conn-ASCAP
It's So Peaceful in the Country (R)	Regent-BMI
It's You or No One (R)	Remick-ASCAP
Just For Now (R)	Advanced-ASCAP
Lonesome (R)	Republic-BMI
Maybe You'll Be There (R)	Triangle-ASCAP
Nobody But You (R)	Duchess-BMI
Rhode Island Is Famous for You (M) (R)	Crawford-ASCAP
Take It Away (R)	Pemora-BMI
Tea Leaves (R)	E. H. Morris-ASCAP
The Best Things in Life Are Free (F) (R)	Crawford-ASCAP
The Night Has a Thousand Eyes (R) (F)	Paramount-ASCAP
These Are the Things I Love (R)	Campbell-BMI
This Is the Moment (R)	Robbins-ASCAP
We Just Couldn't Say Goodbye (R)	Words & Music-ASCAP
You Came a Long Way From St. Louis (R)	Jewel-ASCAP
You Were Meant for Me (R) (F)	Miller-ASCAP
Yours (R)	E. B. Marks-BMI



**The Billboard**  
**MUSIC POPULARITY CHARTS**  
**Race Records**  
**PART VI**  
 Week Ending August 13

**BEST SELLING RETAIL RACE RECORDS**

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

Weeks to date	Last week	This Week	
6	1	1.	I CAN'T GO ON WITHOUT YOU ..... Bull Moose Jackson.....King 4230
11	3	2.	PRETTY MAMA BLUES..... Ivory Joe Hunter.....4 Star 1254
10	6	3.	MY HEART BELONGS TO YOU ..... Arbee Stidham.....Victor 20-2572
8	8	4.	SEND FOR ME IF YOU NEED ME ..... The Ravens.....National 9045
14	4	5.	LONG GONE ..... Sonny Thompson.....Miracle M-126
9	9	6.	RUN, JOE ..... Louis Jordan.....Decca 24448
14	5	7.	MESSIN' AROUND ..... Memphis Slim.....Miracle 125
14	2	8.	GOOD ROCKIN' TONIGHT..... Wynonie Harris.....King 4210
14	6	9.	TOMORROW NIGHT..... Lonnie Johnson.....King 4201
1	—	10.	COOL WATER ..... Nellie Lutcher.....Capitol 15148
2	—	11.	I WANT TO CRY ..... Dinah Washington.....Mercury 8082
1	—	11.	BYE, BYE BABY BLUES..... The Ravens.....King 4234
5	11	13.	LOLLYPOP MAMA ..... Wynonie Harris.....King 4226
14	12	14.	KING SIZE PAPA ..... Julia Lee and Her Boy Friends .....Capitol Americana 40082
1	—	15.	ELEVATOR BOOGIE ..... M. Scott.....Exclusive 35X

**MOST-PLAYED JUKE BOX RACE RECORDS**

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

Weeks to date	Last week	This Week	
5	2	1.	I CAN'T GO ON WITH-OUT YOU ..... Bull Moose Jackson.....King 4230
17	6	2.	GOOD ROCKIN' TONIGHT..... Wynonie Harris.....King 4210
11	4	3.	PRETTY MAMA BLUES..... Ivory Joe Hunter.....4 Star 1254
9	3	4.	RUN, JOE ..... Louis Jordan.....Decca 24448
14	1	5.	LONG GONE ..... Sonny Thompson.....Miracle M-126
8	11	6.	MY HEART BELONGS TO YOU ..... Arbee Stidham.....Victor 20-2572
11	5	7.	MESSIN' AROUND..... Memphis Slim.....Miracle 125
25	8	7.	TOMORROW NIGHT..... Lonnie Johnson.....King 4201
7	—	9.	SEND FOR ME IF YOU NEED ME ..... The Ravens.....National 9045
2	—	10.	TELL ME, DADDY..... Julia Lee and Her Boy Friends .....Capitol 15144
8	—	11.	DON'T FALL IN LOVE WITH ME ..... Ivory Joe Hunter.....King 4220
1	—	11.	MIDNIGHT BLUES ..... T. Bone Walker.....Black & White 127
2	13	13.	LOLLYPOP MAMA ..... Wynonie Harris.....King 4226
3	11	13.	MY HAPPINESS..... Ella Fitzgerald.....Decca 24446

**ADVANCE RACE RECORD RELEASES**

**Across the Hall Blues**  
 Dr. Claytons Buddy (Sunnyland Slim) & His Ork (Broke and) Victor 20-3085

**Alexander's Ragtime Band**  
 Nellie Lutcher (My Little) Capitol 15180

**Bad Luck Man**  
 Big Bill (Flat Foot) Columbia 30135

**Baltimore Breakdown**  
 Albert Ammons and His Rhythm Kings (In a Little) Mercury 8100

**Broke and Hungry**  
 Dr. Claytons Buddy (Sunnyland Slim) & His Ork (Across the) Victor 20-3085

**Carlos**  
 Jack McVea & His Ork (Fightin' Mama) Exclusive 48X

**Fightin' Mama Blues**  
 Jack McVea & Ork (Carlos) Exclusive 48X

**Flat Foot Susie With Her Flat Yes, Yes**  
 Big Bill (Bad Luck) Columbia 30135

**He's a Bad Man, But He Treats Me Good**  
 Vicki Zimmer (Take Another) Bullet 286

**Huggin' Bug**  
 Johnny Moore's Three Blazers (I'm Looking) Exclusive 47X

**I Found a New Baby**  
 The Dexter Gordon Quintet (Sweet Lorraine) Mercury 15003

**I'm Looking for Love**  
 Johnny Moore's Three Blazers (Huggin' Bug) Exclusive 47X

**In a Little Spanish Town**  
 Albert Ammons and His Rhythm Kings (Baltimore Breakdown) Mercury 1800

**My Little Boy**  
 Nellie Lutcher (Alexander's Ragtime) Capitol 15180

**Near To You**  
 The Basin Street Boys—Lucky Thompson's Ork (You're Mine) Exclusive 21X

**Not So Bop Blues**  
 The Willie Smith Quintet (Tea For) Mercury 8103

**Spooks Holiday**  
 Joe Liggins & His Honeydrippers (The Darktown) Exclusive 49X

**Sweet Lorraine**  
 The Dexter Gordon Quintet (I Found) Mercury 15003

**Take Another Guess**  
 Vicki Zimmer (He's a) Bullet 286

**Tea For Two**  
 The Willie Smith Quintet (Not So) Mercury 8103

**The Darktown Strutters' Ball**  
 Joe Liggins & His Honeydrippers (Spook's Holiday) Exclusive 49X

**Western Union**  
 Memphis Minnie (You Got) Columbia 30134

**You Got To Get Out of Here**  
 Memphis Minnie (Western Union) Columbia 30134

**You're Mine Forever**  
 The Basin Street Boys—Lucky Thompson's Ork (Near to) Exclusive 21X

**Crowd collector!**  
**DORIS DAY**  
 Singing "IT'S MAGIC"  
 "PUT 'EM IN A BOX, TIE 'EM WITH A RIBBON"  
 (And Throw 'Em In The Deep Blue Sea)  
 (Both from "Romance on The High Seas")  
 Columbia 38188

**COLUMBIA'S TUNE TIPSTER**

**BEST BETS**

**Buddy Clark and Doris Day**  
 SURE FIRE  
 "Love Somebody"  
 "Confess"  
 Orchestra under direction of George Siravo  
 Columbia 38174

**Arthur Godfrey**  
 COMING UP FAST  
 "Turkish Delight"  
 "The Trail of the Lonesome Pine"  
 With The Mariners  
 Orchestra under the direction of Archie Bleyer  
 Columbia 38246

**Jerry Wayne and The Doll Trio**  
 WATCH THIS ONE  
 "I'd Love To Live In Loveland"  
 "Your Heart And Mine"  
 Columbia 38251

**HEAR THE GREAT ARTISTS AT THEIR BEST ON**  
**COLUMBIA RECORDS**  
 Trade-marks "Columbia" and Reg. U. S. Pat. Off. Marcas Registradas



# YOU CAN'T STOP THE KING STEAMROLLER!

## BEST SELLING RETAIL FOLK RECORDS

AS LISTED IN AUGUST 14<sup>TH</sup> ISSUE OF *The Billboard*

WEEKS TO DATE	POSITION		RECORD
	LAST WEEK	THIS WEEK	
14	3	4	SWEETER THAN THE FLOWERS... MOON MULLICAN... KING 673
8	-	6	TENNESSEE WALTZ... COWBOY COPAS... KING 696
1	-	8	RED ROSES TIED IN BLUE... CLYDE MOODY... KING 706
6	9	11	TENNESSEE MOON... COWBOY COPAS... KING 714

## BEST SELLING RETAIL RACE RECORDS

AS LISTED IN AUGUST 14<sup>TH</sup> ISSUE OF *The Billboard*

WEEKS TO DATE	POSITION		RECORD
	LAST WEEK	THIS WEEK	
5	1	1	I CAN'T GO ON WITHOUT YOU... BULL MOOSE JACKSON... KING 4239
13	2	2	GOOD ROCKIN' TONIGHT... WYNONIE HARRIS... KING 4210
13	6	6	TOMORROW NIGHT... LONNIE JOHNSON... KING 4201
4	10	11	LOLLIPOP MAMA... WYNONIE HARRIS... KING 4226
5	-	13	DON'T FALL IN LOVE WITH ME... IVORY JOE HUNTER... KING 4220
13	11	15	ALL MY LOVE BELONGS TO YOU... BULL MOOSE JACKSON... KING 4189

# KING Records

1540 BREWSTER AVE. CINCINNATI 7, OHIO

### SENSATIONAL CLOSEOUT OFFER

\$1.50 PER ALBUM

- P 35—ROBIN HOOD
  - P 40—ORGAN ENCORES
  - P 69—8 TO THE BAR
  - P 154—TWO GRAND
- (Whittemore & Lowe)

Shipments of \$100.00 net or over shipped free. (U.S.A.)  
(Free delivery on all orders in Metropolitan New York area.)

Also we can supply all your popular current needs in Victor at 50 cents each — Columbia at 51 cents each — Decca and Capitol at 54 cents each. In any quantity desired. ALL albums prices at 70% of retail price.

We Buy Complete Inventories, Closeouts and Surplus Stocks.

Excellotone Ruby Point Needle, \$3.00 list; Closeout Special, 75c each; Sample, \$1.00.

**RAYMAR SALES** 84-32 164TH STREET JAMAICA, L. I., N. Y.  
Telephone: Republic 9-7908, Jamaica 3-9560

## The Billboard MUSIC POPULARITY CHARTS PART VII

### Folk Record Section

Week Ending August 13



### MOST PLAYED JUKE BOX FOLK RECORDS

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

WEEKS TO DATE	POSITION		RECORD
	LAST WEEK	THIS WEEK	
13	1	1	BOUQUET OF ROSES... Eddy Arnold and His Tennessee Plowboys... Victor 20-2806
23	5	2	ANYTIME... Eddy Arnold and His Tennessee Plowboys... Victor 20-2700
15	3	3	TEXARKANA BABY... Eddy Arnold and His Tennessee Plowboys... Victor 20-2806
30	2	4	HUMPTY DUMPTY HEART... Hank Thompson and His Brazos Valley Boys... Capitol Americana 40065
17	4	4	TENNESSEE WALTZ... Pee Wee King and His Golden West Cowboys... Victor 20-2680
11	6	6	SWEETER THAN THE FLOWERS... Moon Mullican... King 673
4	12	7	TENNESSEE MOON... Cowboy Copas... King 714
3	7	8	FOREVER IS ENDING TODAY... Ernest Tubb... Decca 46134
45	12	9	I'LL HOLD YOU IN MY HEART... Eddy Arnold and His Tennessee Plowboys... Victor 20-2332
11	10	9	SEAMAN BLUES... Ernest Tubb... Decca 46119
4	12	11	WHO? ME?... Tex Williams Western Caravan... Capitol 15113
1	-	11	TUMBLING TUMBLE-WEEDS... Sons of the Pioneers... Victor 20-1904
9	-	13	BANJO POLKA... Tex Williams... Decca 46027
2	-	14	LONG GONE DADDY... Hank Williams... MGM 10212
1	-	15	COCAINE BLUES... H. Hogsed... Capitol Americana 40120
1	-	15	DOG HOUSE BOOGIE... Hawkshaw Hawkins... King 720

### ADVANCE FOLK RECORD RELEASES

- A "Kute-Te-Kue" Loyd Weaver (Too Many) Bullet 663
- A Lie Can't Mend a Broken Heart A. Parker and the Plainsmen (She's So) Capitol 15182
- A Tiny Baby Bonnet Wiley and Gene (Give Me) Columbia 20465
- Autumn Rose Waltz Rudy Plocar and His Ork (Country Girl) Mercury 6126
- Bartender's Blues Johnny Bond (I Can't) Columbia 20467
- Cigarettes and Whiskey and Wild, Wild Women Ace Dinning and the Dude Ranch Boys (Mountain Dew) Tri-State 101
- Cindy Dick Dyson and His Musical Texans (Square Dance) Tri-State 103
- Cocaine Blues Dick Dyson and His Musical Texans (Hell's Fire) Tri-State 11
- Country Girl Polka Rudy Plocar and His Ork (Autumn Rose) Mercury 6126
- Eddie's Steel Guitar Boogie Eddie McMullen's Sleepy Valley Five (Wabash Cannonball) Rainbow 50001
- Give Me Your Heart Wiley and Gene (A Tiny) Columbia 20465
- Give Them the Roses Now The Masters Family (I Found) Mercury 6131
- Heartaches, Sadness and Tears Dewey Groom and His Texans (I'm So) Mercury 6127
- Hell's Fire Dick Dyson and His Musical Texans (Cocaine Blues) Tri-State 113
- Honeymoon Polka The Polka Rascals (Sophie Polka) De Luxe 9152
- I Can't Hide the Tears Johnny Bond (Bartender's Blues) Columbia 20467
- I Found It in Mother's Bible The Masters Family (Give Them) Mercury 6131
- I'm a Fool To Care B. Manning and Riders of the Purple Sage (Reading Your) Bullet 659
- I'm Sending My Heart in This Letter Charles Lundy and the Virginia Valley Boys (Lover's Farewell) Mercury 6129
- I'm So Lonesome Dewey Groom and His Texans (Heartaches, Sadness) Mercury 6127
- In My Heart Bob Atcher—R. Atcher and His Swingin' Cowboys (Time Will) Columbia 20468
- Love Me Now or Never E. Lee and His Midwesterners (My Mother's) Victor 20-3084
- Lover's Farewell Charles Lundy and the Virginia Valley Boys (I'm Sending) Mercury 6129
- Mountain Dew Ace Dinning and the Dude Ranch Boys (Cigarettes and) Tri-State 101
- My Feet Takes Me Away Sons of the Pioneers (The Missouri) Victor 20-3082
- My Mother's Smile E. Lee and His Midwesterners (Love Me) Victor 20-3084
- Please Don't Make Me Cry Carl Sauceman and His Hillbilly Ramblers (Your Trouble) Mercury 6130
- Reading Your Letter With Tears in My Eyes B. Manning and the Riders of the Purple Sage (I'm a) Bullet 659
- She's a Real Gone Oakie Deuce Spriggs and His Western String Band (The Peanut) Coast 268
- She's Got the Cutest Eyes Karl and Harty (Sing'e Man) Capitol 40135
- She's So Fragile A. Parker and the Plainsmen (A Lie) Capitol 15182
- She's a Two-Timin' Woman Carl Story and His Rambling Mountaineers (Who's That Man?) Mercury 6128
- Single Man Blues Karl and Harty (She's Got) Capitol 40135
- Song of San Antone Jerry Irby-Texas Ranchers (The Sun) MGM 10253
- Sophie Polka The Polka Rascals (Honeymoon Polka) De Luxe 9152
- Square Dance Medley Dick Dyson and His Musical Texans (Cindy) Tri-State 103
- Still Water Runs the Deepest Jesse Ashlock (There's No) Columbia 20466
- The Dear Oakie Texas Jim Lewis and His Lone Star Cowboys (You Call) Decca 46138
- The Missouri Is a Devil of a Woman Sons of the Pioneers (My Feet) Victor 20-3082
- The Peanut Polka Deuce Spriggs and His Western String Band (She's a) Coast 268
- The Sun Won't Shine For Me Jerry Irby-Texas Ranchers (Song of) MGM 10253
- There's No Time Like Today Jesse Ashlock (Still Water) Columbia 20466
- Time Will Tell Bob Atcher and Bonnie Blue Eyes (In My Heart) Columbia 20468
- Too Many Tears Loyd Weaver (A "Kute-Te-Kue") Bullet 663
- Wabash Cannonball Eddie McMullen's Sleepy Valley Five (Eddie's Steel) Rainbow 50001
- Watching the Girls Go By Lonzo and Oscar and Their Winston County Pea Pickers (You Won't) Victor 20-3083
- Who's That Man? Carl Story and His Rambling Mountaineers (She's a) Mercury 6128
- You Call Everybody Darlin' Texas Jim Lewis and His Lone Star Cowboys (The Dear) Decca 46138
- You Won't Do It No More Lonzo and Oscar and Their Winston County Pea Pickers (Watching the) Victor 20-3083
- Your Trouble Ways Keep Us Apart Carl Sauceman and His Hillbilly Ramblers (Please Don't) Mercury 6130



**The Billboard**  
**MUSIC POPULARITY CHARTS**  
**Folk Record Section**  
**PART VII**  
 Week Ending August 18

**BEST SELLING RETAIL FOLK RECORDS**

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

Weeks to date	Position Last Week	Position This Week	Record Title	Artist	Label
15	1	1	BOUQUET OF ROSES	Eddy Arnold and His Tennessee Plowboys	Victor 20-2806
7	2	2	ANYTIME	Eddy Arnold and His Tennessee Plowboys	Victor 20-2700
15	3	3	HUMPTY DUMPTY HEART	Hank Thompson and His Brazos Valley Boys	Capitol Americana 40665
15	6	3	TENNESSEE WALTZ	Pee Wee King and His Golden West Cowboys	Victor 20-2680
15	3	5	TEXARKANA BABY	Eddy Arnold and His Tennessee Plowboys	Victor 20-2806
9	11	6	BLUE SHADOWS ON THE TRAIL	Roy Rogers-Sons of the Pioneers	Victor 20-2780
9	6	7	TENNESSEE WALTZ	Cowboy Copas	King 696
6	-	7	WHAT A FOOL I WAS	Eddy Arnold and His Tennessee Plowboys	Victor 20-2700
15	4	9	SWEETER THAN THE FLOWERS	Moon Mullican	King 673
6	5	10	ROCK AND RYE	Tex Ritter	Capitol 15119
7	11	10	TENNESSEE MOON	Cowboy Copas	King 714
5	-	12	DECK OF CARDS	Tex Ritter	Capitol Americana 40114
2	-	13	FOREVER IS ENDING TODAY	Ernest Tubb	Decca 46134
1	-	13	LIFE GETS TEE-JUS, DON'T IT?	Carson Robison	MGM 10224
3	-	13	PECOS BILL	Roy Rogers-Sons of the Pioneers	Victor 20-2780

**FOLK TALENT AND TUNES**

By Johnny Sippel

Sunset Grove Park, operated by C. M. Scholl at Berlin, Pa., is operating Saturday and Sunday, with hillbilly shows and dancing. Open only a year, Scholl has lined up a series of big regional hillbilly and Western radio attractions. . . J. C. Dayton, Newcomerston, O., who is heard on WTNS in Coshocton, O., is in his first year at Hillside Park, Newcomerston. . . Buck Lucas' Rodeo Jamboree is at the Aetna, O., park. . . Sons of the Range, working at Steve Brodie's, Philadelphia, are doubling on WJMJ, new local radio station. . . Jolly Joyce, Philadelphia booker, has set Pappy Howard and His Gang August 14 at Connie Gay's Radio Ranch, Washington, with the Hoosier Hot Shots the following week. . . Bowers Park, Kutztown, Pa., is featuring Jack Hain and His Smoky Mountaineers and Arizona Dick and His Western Caravan. . . Charlie Mitchell, leader of Jimmy Davis' band, is running for public service commissioner of Louisiana, a post Davis held before he ran for governor. If Mitchell wins he'll still remain with the Davis aggregation, however.

Bob Wills, leader of the Texas Playboys, writes to confirm the earlier report that he has settled down at Wills Point, the resort operation at North Sacramento, Calif. Bob's holdings include a dance hall, swim pool and picnic grounds. He and the boys are working dances on week-ends at the spot and a daily radio show over KCRA, Sacramento, plus booking one-nighters in the vicinity. Luke, his bass-playing brother, who had his own band, recently re-joined Bob. Other personnel includes Tommy Duncan, vocals; Tiny Moore, mandolin and fiddle; Millard Kelso; Ocle Stockard, banjo; Joe Holley, fiddle; Herb Remington, steel guitar; Billy Jack Wills, drums; Junior Barnard, guitar; Gene Barnard, guitar, and the McKinney Sisters, vocals.

Cliffie Stone, Capitol Records' orkster, is working the following schedule: Wake Up Ranch, KXLA (7-8:30 a.m., PCDST) Los Angeles, d.j. show; Dinner Bell Roundup, KXLA (11:30-12:30) live talent, including Merle Travis, Oklahoma Sweethearts, Eddie Kirk, Judy Hayden, Herman the Hermit, the Armstrong Twins, Billy Leibert, Harold Hensley, Tennessee Ernie, and Cliffie as emcee; Cowboy Hit Parade, d.j. shot, KRKD, Los Angeles (Friday, 8:30 to midnight). In addition, Cliffie opened his Record Corral, folk music platter shop, on Sunset Boulevard four months ago. . . Ole Rasmussen and Happy Perryman are working Dave Ming's Corral, Los Angeles. . . Denver Bill, of WKRZ, Oil City, Pa., reports that their program sked has been expanded to seven daily shows per week.


Murray Nash, of Mercury's folk music department, writes that Moon Mullican and wife have opened the New Colonial Club, Hessmer, La. Moon is using his King recording gang at the spot and has cut down his personal appearances elsewhere. . . Mercury is opening a new distributorship in Dallas. . . Nash has acquired masters from the following artists for future Mercury release: Daisy Mae and Old Brother Charlie, PeeWee Jenkins and His Barn Dance Buddies; the Masters Family, WJPH, Jacksonville, Fla.; Charley Lundy and the Virginia Valley Boys, WKPT, Kingsport, Tenn., and has an option on the artists for post-Petrillo ban waxings. . . The Kentucky Fiddlers (Frank Miller, Jimmy Feeley, Freddie Fields and Bernie Delpa), of WZIP, Covington, Ky., are working the Kentucky fairs in between their weekly dates at the Woodlawn Inn, Covington, and their twice-monthly dates at Summit Hills Country Club. . . The Fiesta Gang and the Rhythm Rascals have combined forces at WZIP and are billed as the Rhythm Rascals. Outfit includes Bob McCarty, Walter Scott, Merv Monahan, Jimmy Lee and Ray Scott. Scott, WZIP d.j., is doing weekly disk remotes from big barn dances and jamborees in the Covington area.

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 DEALERS  
 OPERATORS  
 DISC JOCKEYS

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 ARTIST

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 by BULLET

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backed by  
**EVERYTHING REMINDS ME OF YOU**

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## Don't Miss... IVORY JOE HUNTER'S "PRETTY MAMA BLUES"

4 STAR #1254

### Billboard POPULARITY CHART BEST SELLING RETAIL RACE RECORDS

Weeks to date	Last week	This week	Record
10	8	3	PRETTY MAMA BLUES ... Ivory Joe Hunter ... 4 Star 1254
10	2	4	PRETTY MAMA BLUES ... Ivory Joe Hunter ... 4 Star 1254

ORDER FROM  
**4 STAR RECORDS** 210 NO. LARCHMONT BLVD.  
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## MIRACLE PARADE OF HITS

### HOP ABOARD THIS MONEY MAKER "LATE FREIGHT"

b/w  
"SONNY'S RETURN"  
Sonny Thompson, with the Sharps and Flats and  
Eddie Chamblee, tenor—M-128

MIRACLE RECORD COMPANY 500 E. 63RD ST.  
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Best Selling Popular Retail Record—

## "RUN JOE"

**LOUIS JORDAN**  
AND HIS TYMPANY FIVE  
Decca Record No. 24448  
Another PREVIEW Hit

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Strictly On the Record!  
Apollo's top sellers today are . . .  
(778) **ARNETT COBB'S**  
Go, Red, Go  
Dutch Kitchen Bounce  
(1097) **BOB HANNON'S**  
If I Live To Be a Hundred  
Your Heart and Mine  
Order from your nearest Apollo distributor,  
or write:

**APOLLO RECORDS, INC.**  
457 WEST 45 ST., NEW YORK 19, N. Y.

# The Billboard MUSIC POPULARITY CHARTS

PART VIII

## Record Reviews

Week Ending  
August 18



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

### How Ratings Are Determined

Records are reviewed three times: (1) for retailers; (2) for operators; (3) for disk jockeys. Each time on the basis of nine key categories. Each category is assigned a maximum number of points within which new releases are rated. The best possible rating is 100. Maximums are subject to change, depending on results of a survey of the music trade now being conducted. N. S. indicates a record is not suitable for appraisal within the market.

### The Categories

Point listings are maximums. Song calibre, 15; interpretation, 15; arrangement, 15; "name" value, 15; record quality (surface, etc.), 5; music publisher's air performance potential, 10; exploitation (record adv't'g-promotion, film, legit and other "plug" aids), 10; manufacturer's distribution power, 10; manufacturer's production efficiency, 5.

ARTIST	RATINGS			
	OVER-ALL	DISK JOCKEY	DEALER	OPERATOR
TUNES				
LABEL AND NO.				
COMMENT				

ARTIST	RATINGS			
	OVER-ALL	DISK JOCKEY	DEALER	OPERATOR
TUNES				
LABEL AND NO.				
COMMENT				

POPULAR				
<b>LANG THOMPSON ORK</b> (Rondo R-146) <i>You Darlin'</i> Oldie (revived via the Ben Selvin waxing) features Ken Griffin at the organ. Simple, pleasant and corny, it should sell.	81	83	79	82
<i>Bumble Bee On a Bender</i> Ken does a lightning-fast, gee-whis organ solo on his own composition.	77	78	75	78
<b>THE THREE SUNS</b> (Victor 20-3011) <i>Remind Me To Tell You</i> Slow, usual tasty Suns technique on pert ditty. Artie Dunn and Sun Maids ably blend vocal talents.	74	76	73	72
<i>Simon Says</i> Novelty based on kid's game comes off just so-so here.	69	72	67	69
<b>WAYNE KING &amp; ORK</b> (Nancy Evans) (Victor 20-2990) <i>Call Me Darling, Call Me Sweetheart, Call Me Dear</i> Slow, muted, typical Wayne King waltz treatment a little too much on the lullaby side.	59	60	60	58
<i>To You Sweetheart Aloha</i> The Hawaiian standard fares a bit better here than flip.	63	64	62	62
<b>JOHN PARIS</b> (Russ Case & Ork) (Victor 20-2992) <i>My Fair Lady</i> Disk, emerging too late to cash in on pop, probably wouldn't have fared too well anyway.	49	53	48	47
<i>Talking To Myself About You</i> Paris manages to inject a bit more life and warmth in warbling ballad.	66	67	65	65
<b>TED RUSSELL</b> (Stellar SR-1015) <i>In a Little Spanish Town</i> Organ dinking of oldie with just a touch of Latin American flavor.	57	56	58	57
<i>Two Hearts</i> Russell's Hammond organ maneuvers are better showcased here in lively rendition of waltz fave.	60	59	61	60
<b>JOHNNY DESMOND- THE DELL TRIO</b> (Columbia 38269) <i>Lillette</i> Pretty new ballad tune gets a lilting vocal and trio backing here.	77	79	75	76
<i>Bella Bella Marie</i> Performance not up to flip.	72	74	69	72

POPULAR				
<b>JOHN LAURENZ-DICK MALTBY ORK</b> (Mercury 5172) <i>Hair of Gold</i> Laurenz and vocal group carouse thru current novelty pop, emerging with one of top disks on tune to date.	87	88	85	88
<i>Just One More Chance</i> Warbler turns in fine romantic effort on oldie, over Dick Maltby's pretty orking.	75	77	74	75
<b>TONY MARTIN</b> (Mercury 1038) <i>That Old Black Magic</i> Strong, romantic chanting of the haunting oldie with capable Hagen ork backing.	74	76	73	74
<i>Tea for Two</i> Full of the usual Martin schmaltz, disk should find favor with Tony's followers.	73	75	71	72
<b>CECIL GANT TRIO</b> (Bullet 280) <i>Another Day—Another Dollar</i> Gravel Gant chanting in slow, bluesy mode over 88 featured combo work.	67	68	64	70
<i>Three Little Girls</i> Gant gayly carouses thru bright gal novelty with same instrumental format as flip.	68	69	65	70
<b>LEE CARSON &amp; ORK</b> (Bandwagon 516) <i>Hair of Gold</i> Label, hoping to cash in on sleeper, emulates the original Metrotone platter with a few extra heavy drum licks thrown in and twangy vocal.	80	81	79	81
<i>Enchanted</i> Carson chants pert ballad over effective restrained chorus piping.	78	78	78	78
<b>TED MEYN- HAL HASTINGS</b> (Spiro S-9004) <i>Sweet And Low</i> Hammond organ-piano duet; quiet, dreamy treatment.	58	64	61	50
<i>I'll See You in My Dreams</i> Like flip—subdued, relaxed, unremarkable.	61	66	63	53
<b>FITZ HERBERT- WALTER SHEFF</b> (Spiro S-9511) <i>You, You Live in My Heart</i> Walter Sheff's pleasant baritone delivers an English lyric of the German evergreen.	69	73	70	64
<i>Don't Be Cross</i> Another German waltz, done as an organ solo in light gemütlich style.	65	70	60	60

(Continued on page 117)



**The Billboard**  
**MUSIC POPULARITY CHARTS**  
**Record Possibilities**

**PART IX**



Week Ending August 13

**THE BILLBOARD PICKS:**

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

**THAT CERTAIN PARTY**..... Benny Strong and Ork..... Tower 1271

Disk has been spreading of late thruout the Midwest and may mushroom nationally. Benny Strong's lighthearted etching of the Walt Donaldson-Gus Kahn oldie has that winning charm and grace.

**CORNBELT SYMPHONY**..... Nev Simons and Ambassadors of Note..... MGM 10257

Jack Emerson-Chet Howard Ork.....  
 .....Metrotone M-3014

Here is a bit of material corney yet pert enough to hit the bull's-eye. The MGM platter (group piping with combo instrumental cut-ups) was purchased by the diskery from Rego, small Detroit label, when disk started moving there. The Metrotone etching is in much the same vein as the diskery's current hit, "Hair of Gold," waxed by the same talent.

**TALKING BOOGIE**..... Tex Williams..... Capitol 15175

The "Smoke, Smoke, Smoke" wiz has perpetrated another rib-tickling rhythm recitation, this time with a compelling boogie beat. Smart instrumental work by a group of accomplished studio musicians gives Tex the in-the-groove backing hds chuckle-throat chanting deserves. It's a Western, but the pop buyers will probably be snapping it up in short order.

**SAY SOMETHING SWEET TO YOUR SWEETHEART**..... Anne Shelton-Sam Browne..... London 260

**THE LAW IS COMIN' FER YA PAW**.. The Keynotes and Ork..... London 260

Here's a doubleheader that's to be recommended solely on the thesis that it leaves not a kernel of the corn unpoped. "Says" is saccharine succotash with a gas-light vaude dressing, while "Paw" is an English version of an American songwriting team's satiric impression of a devonooer's blues. The real hillbilly would grab for his gun at first hearing, but the "Feudin', Fussin'" fanciers may go for this. It's fairly obvious that the sides were made intentionally bad. They're so bad they might be great.

**THE DISK JOCKEYS PICK:**

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among 1,200 of them, the disk jockeys think tomorrow's hits will be:

1. CLAIR DE LUNE..... Paul Weston ..... Capitol 15153
2. AH, BUT IT HAPPENS..... Frankie Laine..... Mercury 5158
3. HAIR OF GOLD..... Gordon MacRae-The Starlighters..... Capitol 15178
4. THIS IS THE MOMENT..... Tony Martin-Lyttle Sisters..... Victor 20-2958
5. THAT CERTAIN PARTY..... Benny Strong..... Tower 1271
6. WHERE FLAMINGOES FLY..... Martha Tilton..... Capitol 15149
7. HAIR OF GOLD..... John Laurenz..... Mercury 5172
8. JUST A SHADE ON THE BLUE SIDE... Peggy Lee-D. Barbour... Capitol 15159
9. I'M IN LOVE ..... Doris Day-Buddy Clark. Columbia 38290
10. UNTIL ..... Tommy Dorsey-H. Prime..... Victor 20-3061

**THE RETAILERS PICK:**

PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among 4,970 of them, the record retailers think tomorrow's hits will be:

1. UNDERNEATH THE ARCHES..... Andrews Sisters..... Decca 24490
2. UNTIL ..... Tommy Dorsey-H. Prime..... Victor 20-3061
3. HAIR OF GOLD..... Gordon MacRae-The Starlighters..... Capitol 15178
4. EVERYDAY I LOVE YOU..... J. Stafford..... Capitol 15139
5. TURKISH DELIGHT..... Arthur Godfrey ..... Columbia 38246

**THE OPERATORS PICK:**

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

1. UNDERNEATH THE ARCHES..... Andrews Sisters..... Decca 24490
2. DOLORES ..... Bing Crosby-Merry Macs-Bob Crosby Bob Cats..... Decca 25399
3. THAT CERTAIN PARTY..... Benny Strong..... Tower 1271
4. HAIR OF GOLD..... Gordon MacRae-The Starlighters..... Capitol 15178

EVERY REVUE LABELS THIS NEW SONG  
 THE "SMASH HIT" OF 1948

**"AH, BUT IT HAPPENS"**

RECORDED BY THE TOP ARTIST ON EVERY MAJOR RECORD

THE CALLS ARE COMING FROM ALL DIRECTIONS  
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SENSATIONAL RECORD (TOWER #1271)

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ALL MATERIAL AVAILABLE

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- Under like conditions, this Permo Point Round
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**New Release . . . T. TEXAS TYLER'S "MEMORIES OF FRANCE"**

"T" TEXAS TYLER  
 (4 Star 1249)  
 Memories of France  
 "The man with a million friends" should add many more with this slow, singing rendition of the tale of a G. I.'s French love affair.  
 Honky Tonk Gal  
 Tyler switches style here injecting a growl in his up-tempo chanting 'bout a bar-fly gal.

RATING			
83	83	81	85
78	78	76	80

**"MEMORIES OF FRANCE"**

backed by  
**"HONKY TONK GAL"**  
 4 Star #1249  
 Read Billboard's Record Review  
 Order From  
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# A SALUTE TO STU WAYNE AND THE KYW MUSICAL CLOCK PROGRAM THANKS A MILLION!

For your SINCERE appreciation and CONSISTENT TURNTABLE  
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## JACK OWENS

AND HIS TOWER-IFFIC RECORDINGS OF  
HOW SOON—ALL DRESSED UP WITH A BROKEN HEART—HUKILAU SONG—MELANCHOLY  
THE ENTHUSIASTIC RESPONSE OF YOUR AUDIENCE PROVES  
TOWER IS TOPS IN ARTISTRY AND REPRODUCTION  
THANKS FOR INTRODUCING JACK and His Daughter, MARY ANN  
"WILL YOU BE MY DARLIN'?"  
ALL GOOD WISHES TO YOU—DICK BRADLEY.

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WE ARE NOW IN POSITION TO FURNISH  
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WEST COAST'S LOWEST PRICES

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1248 Crated

Heavy construction—will not sag.  
CAPACITY—CS 1248—1200 10 in. and 600 12 in.  
Total 1800.

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Fixtures. Send for Complete Catalog.

**CARDINAL CORPORATION**  
LOUISVILLE, OHIO

PICKED AS  
"SLEEPER OF THE WEEK"  
RECORD OF THE MONTH by CINCINNATI AUTOMATIC PHONOGRAPH OWNERS' ASSN.  
MARGARET WHITING'S SENSATIONAL RECORD OF

# I'M SORRY BUT I'M GLAD

on Capitol #15122  
All material available.

**GEORGE SIMON, INC.** 1619 Broadway, N. Y. 19.  
1520 N. Highland, H'wood.



## JIMMY WITHERSPOON

Blues Sensation of The Year  
WITH LOUIS SPRENGER'S SEXTET

A.P. 1500—"Cain River Blues" A.P. 1505—"Fragrant Blues"  
"Woodring Gals Blues" "Wee Baby Blues"



# The Billboard MUSIC POPULARITY CHARTS PART X Advance Information

Week Ending  
August 13



## ADVANCE RECORD RELEASES

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

### POPULAR

- A Strawberry Moon**  
A. Vincent (Cornbelt Symphony) Mercury 5171
- Ah, But It Happens**  
Curt Massey-R. Mendez Ork (Down Among) Coast 8038
- Always**  
George Hartman and His Dixieland Ork (Darktown Strutters') Mercury 5176
- American Banjo Album—Nathaniel Shilkret's Ork—Rex Schepp (3-10")**  
Victor P 218  
Down South . . . Victor 20-2936  
Holiday For Strings . . . Victor 20-2937  
Old Black Joe . . . Victor 20-2936  
Sand Dance . . . Victor 20-2937  
Serenade Rhapsodic, Parts I & II . . . Victor 20-2938
- Auf Wiedersehen, My Dear**  
Derry Falligant (Cool Water) MGM 10256
- Bella, Bella Marie**  
J. Garber and Ork (How Could) Capitol 15181
- Big Fat Sam**  
E. Hawkins and His Ork — J. Mitchell (Lazy Blues) Victor 20-3068
- Bongo Riff**  
S. Kenton and Ork (Willow Weep) Capitol 15179
- Borscht**  
Marion Hutton—S. Burke Ork (He Sez) MGM 10252
- Buttons and Bows**  
Betty Rhodes—H. Zimmerman Ork (I Still) Victor 20-3078
- Carolina in the Morning**  
Dick Hayman and His Harmonica Sparklers (Missouri Waltz) Stellar SR-1016
- College Medleys Album—Jan Garber and His Ork (4-10")**  
Capitol CD-95  
Fordham Ram and Hail To Pitt . . . Capitol 10144  
Lights Out and Strike Up the Band . . . Capitol 10144  
Maine Stein Song and Hail To Old O.S.C. . . . Capitol 10143  
Maryland, My Maryland and Hark the Sound of Tar Heel Voices . . . Capitol 10141  
On Brave Old Army Team and Anchors Aweigh . . . Capitol 10142  
Rambling Wreck From Georgia Tech and Fight Alabama . . . Capitol 10141  
Washington and Lee Swing and Glory To Old Georgia . . . Capitol 10143  
Yale Boola Song and the Princeton Cannon Song . . . Capitol 10142
- Cornbelt Symphony**  
A. Vincent (A Strawberry) Mercury 5171
- Cool Water**  
Derry Falligant (Auf Wiedersehen) MGM 10256
- Corn Belt Symphony**  
Nev Simons and His Ambassadors of Note (Every Day) MGM 10257
- Bing Crosby—Cole Porter Album (4-10")**  
Decca A-691  
Begin the Beguine . . . Decca 23972  
Easy To Love . . . Decca 24201  
Just One of Those Things . . . Decca 25400  
I Love You . . . Decca 25400  
I Never Realized . . . Decca 24202  
I've Got You Under My Skin . . . Decca 24201  
Night and Day . . . Decca 23972  
Rosalie . . . Decca 24202
- Dark Eyes**  
J. August (Yours Is) Mercury 5175
- Darktown Strutters' Ball**  
G. Hartman and His Dixieland Ork (Always) Mercury 5176
- Down Among the Sheltering Palms**  
Curt Massey-R. Mendez Ork (Ah, But) Coast 8038
- Every Day Is Just a Holiday**  
Nev Simons and His Ambassadors of Note (Corn Belt) MGM 10257
- Hair of Gold, Eyes of Blue**  
G. MacRae and the Starlighters (Rambling Rose) Capitol 15178
- Hair of Gold**  
Jack Lathrop and His Drugstore Cowboys (You Call) Victor 20-3109
- Hair of Gold**  
John Laurenz (Just One) Mercury 5172
- He Sex, She Says**  
Marion Hutton—S. Burke Ork (Borscht) MGM 10252
- Heart and Soul**  
Jerry Sellers-S. Light Ork (Let Me) MGM 10254
- How Could I Know**  
J. Garber and Ork (Bella, Bella) Capitol 15181
- I Still Get a Thrill**  
Betty Rhodes—H. Zimmerman and Ork (Buttons and) Victor 20-3078
- I Want Some Money**  
The Serenaders (Underneath the) Columbia 38274
- I'll Always Have Memories of You**  
Al Donahue Ork (My Old) Crystal 523
- If You Believed in Me**  
Sy Oliver and His Ork (Scotty) MGM 10255
- I'm Forever Blowing Bubbles**  
Ted Russell (Within This) Stellar SR-1014
- In a Little Spanish Town**  
Ted Russell (Two Hearts) Stellar SR-1015
- In the Market Place of Old Monterey**  
P. Martin and Ork—Stuart Wade (Love Me) Victor 20-3048
- Just For Me**  
Andy Russell-The Pied Pipers (Underneath the) Capitol 15183
- Just One More Chance**  
John Laurenz (Hair of) Mercury 5172
- Kiss Me Again**  
F. Sinatra (My Melancholy) Columbia 38287
- Lazy Blues**  
E. Hawkins and His Ork (Big Fat) Victor 20-3068
- Let Me Love You As Long As I Want To**  
Jerry Sellers-E. Light Ork (Heart and) MGM 10254
- (I'm Gonna Be a) Love Me Not**  
F. Martin and Ork—Glenn Hughes (In the Market) Victor 20-3048
- Mademoiselle Hortensia**  
Guy Lombardo (The Night) Decca 24480
- May I Still Hold You?**  
F. Longford (You Belong) Mercury 5183
- Mama's Gone Goodbye**  
Jack Fina and Ork (12th Street) MGM 10251
- Maye You'll Be There**  
Jack Carroll-David Rhodes Ork (Stella By) National 9033
- Missouri Waltz**  
Dick Hayman and His Harmonica Sparklers (Carolina in) Stellar SR-1016
- My Melancholy Baby**  
F. Sinatra (Kiss Me) Columbia 38287
- My Old-Fashioned Gal**  
Al Donahue Ork (I'll Always) Crystal 523
- My Pal Gonzales**  
Woody Herman and Ork (P. S.: I Love) Columbia 38289
- Gertrude Niesen Souvenir Album (4-10")**  
Decca A 674  
Body and Soul . . . Decca 18351  
I Wanna Get Married . . . Decca 23382  
I'm a Big Girl Now . . . Decca 23499  
Legalize My Name . . . Decca 23499  
Sooner or Later . . . Decca 23715  
Temptation . . . Decca 18351  
That's Good Enough For Me . . . Decca 23715  
Twelve O'Clock and All Is Well . . . Decca 23382
- P. S.: I Love You**  
Woody Herman and Ork (My Pal) Columbia 38289
- Rambling Rose**  
G. MacRae and the Starlighters (Hair of) Capitol 15178
- Scotty**  
Sy Oliver and Ork (If You Believed) MGM 10255
- Singing the Blues**  
F. Laine—Carl Fischer's Ork (Thanks For) Mercury 5174
- Songs of Our Times (1943) Album—Bo's Grant Ork (4-10")**  
Decca 1943  
1. Brazil; 2. Comin' in on a Wing and a Prayer; 3. Pennsylvania Polka . . . Decca 24314  
1. I Heard You Cried Last Night; 2. There Are Such Things; 3. I Had the Craziest Dream . . . Decca 24317  
1. In My Arms; 2. That Old Black Magic . . . Decca 24316  
1. It Can't Be Wrong; 2. You'll Never Know; 3. When the Lights Go On Again . . . Decca 23417  
1. Please Think of Me; 2. Pistol Packing in Mama; 3. There's a Star-Spangled Banner Waving Somewhere . . . Decca 24314  
1. Sunday, Monday or Always; 2. As Time Goes By; 3. Why Don't You Fall in Love With Me? . . . Decca 24316  
1. Why Don't You Do Right?; 2. For Me and My Gal; 3. Don't Get Around Much Anymore . . . Decca 24315  
1. You'd Be So Nice To Come Home To; 2. Paper Doll; 3. People Will Say . . . Decca 24315
- Stella By Starlight**  
Jack Carroll—David Rhodes Ork (Maybe You'll) National 9033

(Continued on page 124)



Confucius Say—  
Chinese Boy Sing  
American Love Song SWELL!  
**DON'T DELAY ORDERING**  
"RENDEZVOUS with a ROSE"  
Number 1 Hit for FALL SEASON  
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"The Chinese Ambassador of Song"  
Words and Music by Deb. Dyer  
**ON D & D RECORD #45-1903**  
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The **Billboard** MUSIC POPULARITY CHARTS  
**PART XI**  
**Album Reviews**

Week Ending  
August 13



The large boldface number in each review is the retail rating. This rating is based on nine key categories, each of which is assigned a maximum number of points. (The best possible rating is 100.) Maximums are subject to change depending on results of a survey of the music trade now being conducted. Suitability for juke box operators or disk jockeys is indicated in boldface comment under the separate headings within each review.

**THE RATINGS**  
(100 points—the maximum)

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

**THE CATEGORIES**

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

**BLUE OF THE NIGHT ALBUM— 78**  
BING CROSBY (4-10")  
(Decca A-615)  
Where the Blue of the Night Meets the Gold of the Day; I'll Be Yours; We'll Gather Lilies; Let Me Call You Sweetheart; It Could Happen To You; It Must Be True; When You Make Love To Me; I Surrender, Dear.  
Another Decca collection of reissued Crosbyana containing eight standards, including der Bingle's "Blue of the Night" theme. To the simple and effective backing of John Scott Trotter's ork, Crosby sings as only Crosby can sing, which is better than most anyone else in the biz can do. Good album cover.  
**JUKES** All sides offer good juke material.  
**JOCKS** Crosby's always a good jockey bet.

**LOUIS ARMSTRONG ALL STARS 75**  
ALBUM—With Jack Teagarden (3-12")  
(Victor HJ-14)  
Rockin' Chair; Save It, Pretty Mama; Pennies From Heaven; Ain't Misbehavin'; Back o' Town Blues; James Infirmary.  
These sides were taken off at a Town Hall concert last year; for this type of effort these are almost sterling sides technically. In addition they succeed in capturing both Louis and Jack Teagarden at their relaxed best. Thus the jazz content, tho it may not be in the truly modern tradition, is at a maximum. Both tootlers sing, blow and gag their way thru the six sides and the audience applause on the disk substantiates the notion that the boys must have had one of their better nights on that particular evening in Town Hall.  
**JUKES** Not suitable.  
**JOCKS** All but sweet spinners should go for the novelty of these sides; good jazz and good fun.

**BE-BOP ALBUM—DAVID LAMBERT-BUDDY STEWART-RED ROONEY-CHARLIE VENTURA-NEAL HEFTI-CHUBBY JACKSON (3-10") 71**  
(Mercury A-34)  
Charge Account; A Cent and a Half; Sloppy Joe's; I Woke Up Dizzy; Fine and Dandy; Elevation.  
This album originally was released on the Keynote label and is now being issued on Mercury as part of the Mercury absorption of Keynote deal of several months ago. It's an extremely engaging collection of be-bop wax featuring some of the top exponents of the modern conception. Red Rodney's trumpet is the most heavily featured solo horn in the package; Rodney does pretty well with his duties. The Lambert-Stewart bop scat sides aren't up to the level set by "Gussie G" but they are satisfying nevertheless.  
**JUKES** Limited appeal.  
**JOCKS** Jazz spinners have fine pickin's from this package.

**SMETANA: Wallenstein's Camp 71**  
(Symphonic Poem) (2-12")  
Czech Philharmonic under Rafael Kubelik  
(Mercury Classics DM-11)  
For its second release, Mercury Classics is releasing a Czech-made waxing of a rarely heard and rarely performed work by Smetana, founder of the Bohemian school of composition. Written in 1859, the opus displays modern scoring and instrumentation. The symphonic poem, written in bold fashion, is a picture of the soldiers in the Holy Roman Empire under Wallenstein in the 30 Years War. The military flavor is particularly noticed in the beginning and ending of the work. Rafael Kubelik, son of the famed violinist Jan Kubelik, extracts a fiery performance from the Czech Philharmonic. Surfaces could have been better. Album is another in Mercury's leatherette-bound series.  
**JUKES** Not suitable.  
**JOCKS** FM and longhair spinners draw a first for the U. S. in these disks.

**MOOD ELLINGTON (4-10") 70**  
Duke Ellington Ork  
(Columbia C-164)  
On a Turquoise Cloud; New York City Blues; Hy'a, Sue; Lady of the Lavender Mist; The Clothed Woman; Three-Cent Stomp; Progressive Gavotte.  
After many months of infrequent and unbelievably unexciting Ellington wax, Columbia comes thru with a package of original Duke which should warm the heart of any of Edward Kennedy's admirers. In some solos (by Tyree Glenn on tram, Harold Baker on trumpet and Johnny Hodges on alto and tenor) there are moments of the "most" in tasty jazz while other sections of the package are submerged in fragile beauty (note "Turquoise Cloud" with Kay Davis's voice and Larry Brown's tram). This is Ellington at his reserved and commercial best.  
**JUKES** Limited appeal.  
**JOCKS** All spinners will go for these sides; they're refreshingly different.

**SAMBA WITH CUGAT ALBUM— 74**  
X. CUGAT AND ORK (3-10")  
(Columbia C-165)  
Copacabana; Papa Knows; Mary Ann; In Chi-Chi-Castanango; Tico, Tico; Brazil.  
Enclosed in a festive, self-caricatured package are fine examples of the samba artistry of Xavier Cugat. Disks are all bright, rhythmic and toe tapping, delivered in the usual standard Cugie manner. Included here are such samba stalwarts as "Brazil," exotic in dress; "Tico-Tico," and "In Chi-Chi-Castanango," a pert bit of material well executed by Cugat's former thrush Lena Romay. Album also contains "Papa Knows" and "Copacabana," which label is also marketing as a single. Platters all add up as fine for listening and fine for those who can manipulate the samba beat on a dance floor.  
**JUKES** For the spots where L-A music gets nibbles.  
**JOCKS** All rate a whirl.

**SCHUMANN; LIEDERKREIS, OP. 70**  
39—HELEN TRAUBEL-COENRAAD BOS  
(Columbia MM-752)  
Miss Helen Traubel, who sings the Wagnerian women for the Metropolitan Opera company, proves to be an engaging lieder singer on these sides. This Schumann song cycle is the composer's second group; the first is based on the poems of Heine while the recorded group is based on the lines of Eichendorff. Accompanied by simple and effective pianing by Coenraad Bos, Miss Traubel applies her dramatic soprano effectively and with understanding to the Eichendorff poetry. The German lyrics with English translation for the dozen songs in the cycle are spread across the front and rear liners.  
**JUKES** Not suitable.  
**JOCKS** Singly or as a group these make good long hair fodder.

**SELECTIONS FROM ROSE 79**  
MARIE (4-10")  
Al Goodman Ork-Marion Bell-Charles Fredericks-Christina Lind-The Guild Choristers.  
(Victor K-15)  
Door of My Dreams; Overture To Rose Marie; Totem Tom-Tom; Rose Marie; The Mounties; Pretty Things; Lak Jeem; Indian Love Call.  
Here is a concise round-up of the top tunes from the Rudolf Friml score for the fave operetta "Rose Marie." Under the capable direction of Al Goodman, singers Marion Bell, Charles Fredericks and Christina Lind with a chorus and ork do a better than adequate job with the familiar melodies and lyrics.  
**JUKES** Not suitable.  
**JOCKS** Could make a pocket-size "Rose Marie" presentation; individual sides worth a spin.

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# The RH Plug Sheet

(Continued from page 17)

	Plugs Heard In	Sust. Inst.	Sust. Voc.	Comm. Inst.	Comm. Voc.	Total Points
25. STEPPING OUT MY BABY "Easter Parade" (Berlin)	N.Y. CHI. CALIF.	0 3 2	5 4 3	1 1 1	3 3 3	74
26. LITTLE GIRL (Leeds)	N.Y. CHI. CALIF.	2 1 2	4 4 7	0 0 0	3 3 2	67
27. HAUNTED HEART "Inside U. S. A." (Williamson)	N.Y. CHI. CALIF.	3 4 6	4 2 2	0 0 0	3 3 3	65
28. BEYOND THE SEA (Chappell)	N.Y. CHI. CALIF.	4 2 5	3 2 6	2 2 1	2 1 1	64
29. NOBODY BUT YOU (Duchess)	N.Y. CHI. CALIF.	0 1 0	3 8 4	0 0 0	3 3 2	63
30. TAKE IT AWAY (Pomora)	N.Y. CHI. CALIF.	4 3 8	5 1 4	1 2 1	1 1 2	63
31. WHEN THE RED, RED ROBIN (Bourne)	N.Y. CHI. CALIF.	1 1 6	2 1 2	0 2 0	3 3 3	60
32. WE JUST COULDN'T SAY GOODBYE (Words & Music)	N.Y. CHI. CALIF.	3 8 8	2 2 0	0 1 0	2 3 2	58
33. JUDALINE "Date With Judy" (Robbins)	N.Y. CHI. CALIF.	1 2 5	6 3 2	1 0 0	2 2 2	54
34. YOURS (Marks)	N.Y. CHI. CALIF.	1 2 6	2 4 4	2 3 1	0 0 1	51
35. TAKIN' MISS MARY TO THE BALL "Island With You" (Miller)	N.Y. CHI. CALIF.	0 0 0	5 2 4	0 0 0	2 2 2	50
36. NIGHT HAS A THOUSAND EYES (Paramount)	N.Y. CHI. CALIF.	2 0 6	5 6 2	0 0 0	1 2 1	50
37. THIS IS THE MOMENT "Lady In Ermine" (Miller)	N.Y. CHI. CALIF.	1 3 3	6 4 3	0 2 0	1 1 1	49
38. WENT DOWN TO VIRGINIA (Jefferson)	N.Y. CHI. CALIF.	1 0 0	3 2 6	0 0 0	2 2 2	47
39. LOVE TO LIVE IN LOVELAND (B. V. O.)	N.Y. CHI. CALIF.	0 0 8	2 2 5	0 2 1	1 1 1	47
40. MAYBE YOU'LL BE THERE (Triangle)	N.Y. CHI. CALIF.	0 1 4	3 2 7	0 0 0	1 2 1	45
41. CARAMBA, IT'S SAMBA (Martin)	N.Y. CHI. CALIF.	0 0 1	5 3 1	0 0 0	3 2 1	43
42. OHILLICOTHE, OHIO (Mellin)	N.Y. CHI. CALIF.	1 1 3	4 6 1	0 0 0	1 2 1	43
43. HANKERIN' "Two Guys From Texas" (Remick)	N.Y. CHI. CALIF.	0 0 11	5 3 8	0 0 0	0 0 0	43
44. IT'S YOU OR NO ONE "Romance on High Seas" (Remick)	N.Y. CHI. CALIF.	1 3 4	3 2 3	0 0 0	1 3 1	40
45. THE THINGS I LOVE (Campbell)	N.Y. CHI. CALIF.	1 0 3	6 0 5	0 0 0	1 1 1	38
46. YOU WERE MEANT FOR ME (Miller)	N.Y. CHI. CALIF.	2 7 3	4 4 1	0 1 0	0 1 0	37
47. MY FAIR LADY (United)	N.Y. CHI. CALIF.	1 1 5	3 0 3	0 1 0	2 1 0	34
48. DON'T BLAME ME (Warren)	N.Y. CHI. CALIF.	2 1 4	1 0 3	2 2 2	0 0 0	33
49. TEA LEAVES (Morris)	N.Y. CHI. CALIF.	0 0 5	8 1 2	0 0 0	1 0 0	31
50. BEST THINGS IN LIFE FREE (Crawford)	N.Y. CHI. CALIF.	0 0 0	1 1 0	0 2 0	2 2 1	30

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- 9049—Billy Eckstine—Sophisticated Lady
- 9048—Charlie Ventura—East of Suez
- 9033—Jack Carroll—Maybe You'll Be There
- 7017—Buddy Boylan—Ev'ry Night—Simple Things

Order from your nearest distr.

**NATIONAL** Records

GIVE TO THE RUNYON CANCER FUND

## Music—As Written

(Continued from page 21)

Casino Ballroom, Fort Worth, early in September for three weeks. . . . Phil Levant, ex-frontier now associated with the Art Goldsmith office, has been signed as talent booker for the China Doll, formerly the Latin Quarter, Randolph Street bistro, which reopens September 10 as a click-type dancery operation. Levant also has leased the Northside Sovereign Hotel Ballroom for Wednesday night rumba dancing. . . . Remco Distributors here have added Sonart and Amuke, International Lines, Mayfair, Kiddie, and Coda, Latin American labels to their Majestic platter pushing.

### Cleveland:

Tommy Dorsey hits the Crystal Beach dance pavilion in Vermilion on Lake Erie, September 5. . . . Val Ernie still holds out at Tommy McGinty's Mounds Club, where Morton Downey recently finished a two-week engagement (he is going into the New York Copacabana next month), and Gracie Barrie, the former Mrs. Dick Stabile, is holding forth with songs. . . . Singer Bobby Breen's brother, Michael, took over the Ronro Supper Club, in Canton, O., for \$125,000. After a name change to Breen's Mardi Gras, the club will open September 23.

The Ink Spots are knocking down \$5,000 a week for the Hotel Hollenden, GAC booking. . . . George Duffy, veteran Washington Statler ork, will move to the Boston Statler for a month beginning October 1 and then return to his Cleveland stand early in November. . . . Slam Stewart Trio opened at the Cafe Tia Juana for an indefinite period. . . . Sam Borsellino readying for reopening of his supper club, with Pat Doris McCormick's hand coming back for the music. Act not yet determined.

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122 YOU DARLIN' Lang Thompson

126 UNDERNEATH THE ARCHES Aqua String Band

119 FUNICULI FUNICULA Don Henry Trio

123 FICKLE FANNY Al Trace

114 WEDDING BELLS Jack Berch

120 BABY, DON'T BE MAD AT ME Joe Dosh

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### Jox Can Vote

NEW YORK, Aug. 14.—A reminder to disk jockeys: The deadline for *The Billboard's* Second Annual Disk Jockey Service and Popularity Poll is Thursday (26). Jocks who have received the mimeographed forms and who have not as yet filled them out better get a wiggle on if they want to beat the deadline. Those who haven't received the forms or who have misplaced them can obtain another by simply dropping a postcard or letter to *The Billboard* in New York.

### Music Catalog Issued By Copyright Office

NEW YORK, Aug. 14.—A comprehensive bibliography of music available in the United States is now available to the trade, it was announced this week by the U. S. copyright office. The new reference medium is the result of the reorganization of the music section of the catalog of copyright entries.

According to Sam B. Warner, register of copyrights, beginning with 1946, the catalog of registrations for published music is issued separately from that for unpublished music. From 1947 on, it is published in enlarged format, including music issued abroad and deposited here for copyright. The listing is alphabetical by composers, with an index by title. The 1948 catalog will also include indexes by the author of words and subject.

Warner points out that in addition to supplying copyright information, the catalog can be of value as a list of music for radio stations and music dealers, and as a reference source for librarians and critics. In addition, pubbers, record manufacturers and others in the music biz will doubtless find it a handy tool. Warner concluded by noting that the catalog has not had wide circulation in the past, but that its reorganization and consequent increased usefulness should increase public and trade knowledgeability of the catalog.

### Syrena Firm Bows, Alien Tongue Disks

NEW YORK, Aug. 14.—With initial releases skedded for the first week in September, a new record and transcription company, specializing in foreign language waxings, has set up shop in Passaic, N. J., and Detroit under the name of the Syrena Recording Corporation. Owners are Victor Maycher and John J. Nowak, both of whom have been associated with e.t. and broadcasting for some years.

According to Maycher, the plan is to cut disks and e.t.'s in various foreign countries, featuring the local language, music, folk dances and tradition, and using domestic talent wherever possible. Maycher says that the firm already has 40 Polish transcriptions available, cut in Warsaw last month. The e.t. library will be marketed as a package to radio stations on either lease or flat sale basis. The firm also plans to produce custom-tailored spots, drama, comedy and other feature programs in foreign languages.

The records, according to Maycher, will be made of a half viny, half shellac compound, to retail at 52 cents per 10-inch and \$1 per 12-inch platter, with sales plans for the country of origin as well as the United States. Some activity will also be devoted to American music as well, Maycher said.

General offices will be at 32 Parker Avenue, Passaic.

## VOX JOX

A National Accounting of Disk Jockey Activities

**GOTHAM GOUACHES . . .** Duke Ellington's transcribed jock show folding after the first of the year unless more watteries latch on. . . . Larry Parks, guesting on a 15-minute sustaining seg of the Baruch-Wain show over WMCA last week, liked spinning the platters so much that he took over for Baruch for the entire show, commercial chores and all, finishing the stint with Bea. . . . Ted Lawrence, WHN, will feature guest personalities at the September 9 opening of four new lofts in the metropolitan area by sponsor Robert Hall. . . . Bill Williams, WOV, taking over Fred Robbins's chores for a week beginning Monday (16), in addition to his own a.m. stint while Fred vacations. . . . Ed Green, co-ordinator of the Tommy Dorsey Enterprises, now in charge of the TD platter show, replacing Al Hollander, of the Cowan agency. . . . Maggy O'Flaherty has resigned as writer effective the end of the month.

**STRICTLY FROM DIXIE . . .** When Bob Watson, WSB, Atlanta, interviewed Aivino Rey last week, the guitarist mentioned that his wife (thrush Louise King) was faced with a baby-sitting problem during the band's month-long engagement at a local nitery. Next morning Mrs. Rey's difficulties were solved when she was deluged with phone calls from sitter applicants. . . . Jack Cook, WNOX, Columbia, S. C., whose *Handy Andy* characterization is going big with his early-riser fans, reports over 1,000 requests for photos in his *Handy Andy* hill-william get-up. . . . Maxwell, Morris & Kennedy, furniture store in Shelby, N. C., airs a record show from a studio built in the store, with the manager acting as deejay, over Station WOHS. . . . Don Mitchell, reformed deejay, has joined the sales department of WGST, Atlanta.

**WESTERN WAX WHIRL . . .** Walter Kay, WJW, Cleveland, communicates: "Varsity Records give superb performance on the air, with a roster of talent that will knock your ears off! Jocks and ops will do well to watch this new label which is doing a tune-selling job at a low-selling price!" . . . Sid Garris, WJEL, Springfield, O., running a "things" contest, with local merchants donating prizes to listeners who send in the most unusual "things." . . . Grandpappy, of *Grandpappy and His Gramophone*, WSAM, Saginaw, Mich., will originate his rural record rumble from a specially constructed baled-hay studio in the cattle barns during the Saginaw County Fair, September 12-18.

**CONNECTICUT CAPERS . . .** Lorraine Worrin pinch-hit for Kay Stanton on the latter's *Women Only* show over WCCC, Hartford, while Kay was vacationing. . . . Joe Girand, same wattery, visited with New York and Philly spinners on a busman's holiday. . . . John Ross, WDRG, Hartford, has introduced a gag spot on his 7 to 9 a.m. show, and listeners have been writing in approving the light touch for breakfast time. . . . George Watson, WTOR, Torrington, spinning 'em on a three-hour platter show, *Juke Box Review*, Saturday afternoons. Staff of WTOR reports strong response to polka disks, with Al Maski's *Polonian Melodies* leading all summertime shows in mail pull. . . . Bill Sheehan, WDRG, is in St. Francis Hospital, with Harvey Olsen, program director, filling in till he gets back.

**PUKKA PLATTER PILOT . . .** Bob Moore, WLAW, Lawrence, Mass., got a fan letter last week from Manjii Sondhi, Indian student at Washington State, now vacationing with friends in Melrose, Mass. The note reads: "I listen to your program every night and enjoy it thoroly. I pity you slaving away till 2 a.m. while I enjoy the music lying in bed."

**CHICAGO CHATTER . . .** Jack L. Cooper, 60-year-old Negro jockey heard over several independent outlets, received a plaque from the Women's Community Committee for his 22 years of meritorious service to Chicago's South Side as a radio personality during the big Bud Billiken celebration in Jackson Park last week. . . . Rush Hughes, the syndicated jock, and Spider Berk, the race jockey, both of St. Louis, were in Chi cooking up business deals last week. . . . Cliffie Stone, the Capitol recording artist, and dj over KRKD, Los Angeles, has opened a folk music record shop in that city.

**NEW ENGLAND NOTE . . .** WCCM, Lawrence, Mass., has added Norm Doyle, Gordon Duhamel, Dick Williams and Larry Truesdale to the announcing staff.

## Court Clears Millner Co. Of All Bogus Disk Charges

NEW YORK, Aug. 14.—An order of dismissal was filed in the Federal Court, St. Louis, July 29, dismissing the suit brought by the Miracle Record Company, Inc., against Millner Record Sales Company, Inc. The complaint had charged Milton Saul and Edward Ockel, of Millner, with manufacturing and selling bogus Miracle disks. The court found, however, after examination of depositions by Saul and Ockel and inspection of Millner's books, that defendants had made no records of any kind, and that the disputed platters had been purchased from a California source in due course of business as valid Miracle disks. In the depositions, defendants testified that they were not aware

the records they had bought were considered spurious until the suit was filed against them.

### Charles Vs. Bivins On TV, But Not In Originating City

NEW YORK, Aug. 14.—A 10-round bout between Ezzard Charles and Jimmy Bivins at Griffith Stadium, Washington, September 13, will be carried over the TV network of the Columbia Broadcasting System (CBS) under the sponsorship of P. Ballan-

**MERCURY RECORDS**

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will be the **SMASH HIT** of 1948

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**"RUN JOE"**  
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## Congress Org To Investigate AGVA Fuss

### Local 6 Brings Plaintiff

(Continued from page 4)

pared by the committee's counsel.

The controversy on which this investigation is based, goes back for about two years when Matt Shelvey, former head of AGVA, was still in office. It involved the payment of certain money to an Earl Carroll package show then working in Philadelphia. Subsequently, Jones, who was then in charge of the Philly office, was accused of mishandling the situation and various suits and countersuits were started, some of which are still in litigation.

Jones also said his local wanted to govern itself after Shelvey ordered all locals dissolved. Later when Shelvey was ousted and the Four A's came in, the question of local autonomy again arose. Jones charged that the subsequent AGVA convention was illegal; the constitution irregular and refused to recognize the national AGVA or the Four A's.

## Balti. Charles Sole Big Cafe

NEW YORK, Aug. 14.—Starting September 3, Club Charles, Baltimore, will be the only big-time cafe operating in that city using name acts.

Heretofore the Chanticleer, operated by Curley Miller, Tom Aversa and Mike Golden, and booked exclusively by Dick Henry, of the Morris office, was the Charles' major competition. The Charles, class room of the two, operated by Tom Shaw and several partners and booked exclusively by Sol Tepper for the past seven years, managed to get its share of the names. In the past year, however, with business down and both clubs knocking each other off, depending on which had the attraction, it was decided that a halt be called to the throat-cutting competition.

The Charles with its capacity, kitchen and stage will continue to run. The Chanticleer will undergo extensive face lifting and will reopen as a cocktail lounge.

The booking for the Charles, according to Tom Shaw, "will be wide open." However, Dick Henry will have the first two shows. The first will probably be headed by Buddy Lester, the second by Jackie Miles.

Shaw will continue at the Charles. Miller, Aversa and Golden will operate the renovated Chanticleer.

All outstanding contracts by both clubs will either be settled or the acts will play the Charles.

## Sh-Sh!

DETROIT, Aug. 14.—The crusade for better night-business via reduced prices, launched with fanfare recently by Frank Barbaro at the Bowery, has run into a snag in orders of the liquor control commission. This body, which has virtual life-or-death power over bars in this State, has taken the position that any advertising of lowered prices is objectionable and warned Barbaro to desist. The consequence is that the spot can cut prices all it wants to, but can't tell anybody about it except by word-of-mouth advertising.

## WJZ-TV Preem Brings Tears To Lovers of Old Palace Vaude

(Continued from page 3)

mental and lachrymose about it all. Some of the boys over at the Friars who were watching it on television, and could see the marquee billing out of the window, shed some salty tears.

Every act on the bill got terrific hands. When Pat Rooney did his *Rosie O'Grady* soft shoe act you could hear a pin drop. The fact that Rooney has been working all along apparently wasn't known to this audience. He was a symbol of the Old Days.

Larry Puck, ex-Keith booker and now with the American Broadcasting Company (ABC), who booked and produced the show from the stage, had a time of it trying to get the right people on the bill. Some of them, like Ray Bolger and Ella Logan, who incidentally were thoroughly delightful, were opening acts in the latter Palace days. The real old-timers like Gus Van (Van and Schenck) and James Barton, who were big in the 1920's, missed the boat Tuesday night (10). Barton did his barber-drunk act against a broken-down drop which meant nothing. His classic, *Annabelle Lee*, familiar to this audience. Had he dropped his singing and limited his act to the drunk routine he'd have been smash.

Gus Van could have had the old-timers crying like kids if he had waxed sentimental about his ex-partner, Joe Schenck. But talking about Joe and then asking the audience to sing with him was too fast a switch.

Ray Bolger tied the show together beautifully. He might have permitted Rooney his own spot, but otherwise there was no flaw in Bolger's performance. His panto was yock provoking; his dancing was as clever as ever and his emceeing skillful.

Willie West and McGinty's knock-about act was as riotous as ever. The camera work on it must have been tough to do. But here at the Palace it was wonderful.

It was that same way all along. Carlton Emmy's dog act was a good opener. Buck and Bubbles got healthy returns. Walter Dorey Wahl's trick hand-to-hand comedy across drew big laughs. Mary Raye and Naldi's

ballroomology was as skillful as ever; Bea Lillie's warbling was warm and pleasant, and Paul Whiteman's stuff in front of a capable group of sidemen pulled big hands.

It was a good show, even to the dated newsreel and corny animated cartoon for the intermission. But it wasn't the old Palace. Acts working in dead white, no reds and blues, to mikes that had to be lowered to kill feed backs, can't look too good or sound perfect. But the show wasn't put on for the Palace audience. It was for the video audience of probably 100,000.

The shades of W. C. Fields, Joe Jackson, Ray Dooley, Tom Patricola, Will Mahoney and other greats of the day when the Palace was two-a-day probably smiled benignly on Rooney and Van doing singles in the same old house, to Jules Lenzberg's cuing. But the Palace is gone. And all the sighing for the good old days won't bring them back.

## Latin Casino, Philly, Lines Up Names for Fall

PHILADELPHIA, Aug. 14.—The Latin Casino, the town's only remaining major nitery, in grabbing up all available names for the coming season, has gone all-out in buying up Abbott and Costello for a fortnight pitch. Last time the movie comics appeared locally, they were traipsing the burly boards at the Shubert Theater. The team is grabbing off \$12,500 a week for the local engagement, which means that the Latin Casino will have to do capacity at both dinner and supper shows each night in order to come out ahead.

While negotiations are going on for many attractions, definitely inked in at this time are Jerry Lewis and Dean Martin for two weeks next month to usher in the new season; Harvey Stone, Lena Horne, and Martha Raye, who owes the club a week on her last year's contract, Danny Thomas, who was being dickered for, turned down \$8,000. He'll stay on the West Coast.

## Atl' City Paddock in Liquor License Fuss

ATLANTIC CITY, Aug. 14.—The transfer of a liquor license to the Paddock International, where a previous license had been revoked earlier in the season, is being protested by the Atlantic City Licensed Beverage Association. The protest was made to the State Alcoholic Beverage Control Commission, which had a previous protest against the transfer filed by John Matthews, claiming it would violate a city ordinance since it would bring the cabaret within 300 feet of the Cliquot Club, another side avenue cabaret.

The new combine seeking to reopen the room as the International Club includes Paul Rothman, Morris Perlstein and Isaac Resnick. The group seeks to transfer the liquor license held by Louis Friedberg, which the local association points out has been suspended by the State until August 16 for liquor violations. The original liquor license of the Paddock International, held by Mrs. Rebecca Kravis, mother of the nitery's operator, was revoked for continuous violations of the liquor laws, and the suspension was upheld in June by the New Jersey Supreme Court.

## AGVA Crosses Swords With AFM on Rules

NEW YORK, Aug. 14.—All agents operating under franchises granted by the American Guild of Variety Artists (AGVA) are being notified this week, by the union, that they will be expected to abide by the rules of AGVA despite any new edicts issued by the American Federation of Musicians (AFM).

The latest notification is AGVA's official reply to the AFM letter sent to all AFM locals and agents last week, advising them that no AFM member may join AGVA in the future without permission of the musicians' union. It further warned agents that all contracts affecting AFM people must be on AFM forms.

In its letter AGVA warned agents they were operating under Rule B and were expected to live up to it. Attention was called to Article I, Section G, which says: "All actors, singers, dancers and other performers in the variety field, including principals, chorus and those engaged in specialty acts . . ." come under AGVA's jurisdiction.

### AGVA Hiring Rule

No franchised agents, the letter said, "shall obtain employment for any artist who is under exclusive contract to him unless the artist is a member of AGVA in good standing. If the artist is not working in the AGVA field, he must become a member . . . within 15 days after commencement of his first engagement in the AGVA field." But under no conditions can an agent put an act to work (if he doesn't have him under exclusive contract) unless he's in good standing in AGVA.

Regarding contracts, AGVA disregarded the AFM rule and said only AGVA forms were to be used.

The problem of what contract to use, to listen to AFM or AGVA, already has some operators in a dither. The most immediate situation will probably come out of Chicago, where acts using instruments have shown a reluctance to pay AGVA dues. Similar situations are expected in other parts of the country.

## N.Y. Board Nixes Drink-Only Tabs

NEW YORK, Aug. 14.—The practice of using minimums with the appended phrase "for liquor only" started in a few cafes here, has been banned by the New York State Liquor Authority. From now on, announced Liquor Board Chairman John F. O'Connell, minimums must be applied to food and drinks only, not to drinks alone.

The reason for this order was that ". . . it does not promote temperance and is contrary to the public policy of the State." The order further warned that any cafe that imposes a liquor minimum or any additional charge for failure to buy drinks will have given cause for "revocation, cancellation or suspension of the licensee who engages in such practices."

Actually the new rule will not affect many spots with the exception of some on 52d Street and in Greenwich Village, which are not equipped to sell food. The major niteries' minimums cover both food and drinks.

A similar regulation was recently enforced in New Jersey and hit several Atlantic City clubs. The minimums on drinks only practice has its widest use in Miami, where most clubs with huge talent budgets follow it.

## 'Stormy' Laurence Hit With 18G Fine On Contract Break

NEW YORK, Aug. 14.—Stacie (Stormy) Laurence, stripper, under contract to Stanley J. Lyle, operator of the Casino Royale, New Orleans, was hit with what amounted to an \$18,000 fine by the American Guild of Variety Artists (AGVA) in an arbitration proceeding.

The controversy and claim were brought to AGVA by Lyle thru I. Robert Broder, attorney. He charged that he had Miss Laurence under contract for three years at \$300 a week. She was to play his spot 11 months of each year.

Last June, said Lyle, Miss Laurence married and asked for a month's vacation, plus \$100 a week, which was granted. At the end of the month she refused to come back to work. Miss Laurence's husband appeared in her behalf and on examination admitted Lyle's claims.

AGVA ruled that the contract, pay or play, was double edged. If Miss Laurence fulfilled the three-year contract, well and good. But until she did she was liable for the unexpired portion of the paper and until she either paid off, or played, she was put on the unfair list.



**Palladium, London**

(Monday, August 2)

Capacity, 2,600. Price policy, 50 cents to \$2.70. Number of shows daily, two; three, Wednesdays. House booker, Cissie Williams. Shows played by the Skyrockets orchestra.

The Andrews Sisters, opening a four-weeker, scored a success in their initial performance which may top Danny Kaye, who was rated as the biggest hit to reach London in years when he did a Palladium stint early this year.

Patty, Maxine and Laverne sang, clowned and danced their way to the loudest burst of hands ever heard here. They sang 27 numbers and could have continued if time had not run out.

Their *Underneath the Arches* was the hit of the night as they sold this British number in a style rarely heard before. Other top favorites included *Near You*, *Bei Mir Bist Du Schoen* and *Sabre Dance*.

The only hitch in their act came when a young girl climbed over the pit to get an autograph. This brought other youngsters to the front and nearly stopped the act until the management called a halt.

**Marlowe Replaced**

The biggest disappointment of the night came with the announcement that a substitute would work for Frank Marlowe, who sprained an ankle Friday (30) in his opening fall into the pit. Marlowe was expected to return Wednesday (5).

Taps and Tempo, with the Three Shades and Reg Redcliffe, was the best opening act seen here in weeks. Their dance routine was good. Redcliffe, with his marimba, was much better with the Three Shades than his recent single at the London Casino.

Len Young gagged and sang his way to a big mitt. His impersonation of Bing Crosby topped his routine.

Maurice Coltrane, in a cabaret scene with Joyce, George, Beryl, Yvonne and Bonar, showed some good material, but would do well to cut two or three minutes off the routine. The co-hit of this act was Yvonne Watts, who drew a big hand. Her dance routine was good enough to rate her as a single act; she was cramped a little appearing with five others.

**Marlowe Subs**

The Arnos Brothers, subs for Frank Marlowe, opened with a violin-dancing combo. They closed with their bird-whistling scene which was tops.

The Trio Faves came on to do what appeared to be just another acro act. However, they mixed comedy with their acrobatics to lift it out of the average class and drew a big mitt.

The opening half of the show closed with Elsa and Waldo, comedy dancers, who would do well to cut their act, since it loses its spice and grows dull near the end.

Jose Moreno and partner, who opened the second half of the bill, were average in their balancing on the wire. The act needs polishing to compete with the best supporting program seen here in many weeks.

Lew Parker, the American comedian, scored a hit with his gags and lifted the bill to a high pitch before the Andrews Sisters trotted on to close the best Palladium bill since the Danny Kaye success.

Kenneth H. Waggoner.

**VAUDEVILLE REVIEWS**

**Casino, London**

(Monday, August 9)

Capacity, 1,750. Price policy, 60 cents to \$2.20. Two shows daily, three Saturdays. House booker, Bernard Delfont. Shows played by the Casino Orchestra.

Hoagy Carmichael stepped on to the stage in this new vaude bill and for more than 45 minutes nonchalantly entertained the largest opening night audience since the Ink Spots set a Casino record.

He might well have been performing before a group of his neighbors as he sat down at the piano and sang many of his tunes. The home-like atmosphere of his act went over big with the most critical audience in London.

Casino audiences demand top ranking acts, and average performances bring cold hands. There was some doubt as to whether Hoagy would climb, as it was remembered that Duke Ellington drew a below-average hand for his recent Palladium date. Composers often produce top tunes but fail to go over themselves.

**Audience Won**

From the moment Carmichael opened with *Buttermilk Sky* he was in. He gagged with the audience and read his notes as he explained he might forget his lines or the lyrics to one of his songs. This was slightly over-played but won over the audience.

He was called back for encore after encore and called a halt to make way for the second performance after he had run 10 minutes overtime.

The second favorite of this opening house were the Les Compagnons De La Chanson, French entertainers, held over for another two weeks. Their act, reviewed two weeks ago, was still a big mitt drawer as they sang and clowned their way to new success. They may open an American tour with Carmichael following their Casino date.

The supporting bill was the best seen here in many weeks. Mariora, the girl juggler who opened the bill, showed much improvement over her previous Casino date.

**Mitts for Lockwood**

Comedian Johnny Lockwood drew the best hand of any gagster performing here. His closing vocal was a relief from previous comedy acts who lowered their average turns by finishing with a song.

The Three Wiles, in a return engagement with their novelty singing and dancing routine, have also shown improvement.

Rex Ramer with his normal soprano voice put over a novelty act which brought two encores. His imitation of musical instruments and his take-off on Spike Jones were sure hits.

The aerial gymnastic routine of the Kenways was above average.

Al Norman, the American dancing comedian, was somewhat indifferent to his audience, but his material was good and his dancing drew a big hand.

Proof that top headliners and good supporting bills will fill the Casino was shown in the full house for this new show. The last few openings have played before a house one-third empty.

Kenneth H. Waggoner.

**Chicago, Chicago**

(Friday, August 13)

Capacity, 4,200. Price policy, 50 to 98 cents. Five shows weekdays; six week-ends. House booker, Harry Levine. Show played by Jack Fulton's house band.

Second edition of the disk jockey revue shows much improvement even over the swell job of its predecessor. Solid reception has B & K theater execs planning a third edition.

Ernie Simon, WJJD, faced a cold audience but broke down resistance quickly with the standard routine about his dream girl. He wisely equipped the bit with new gags and copped consistent laughs. Dave Garroway (WMAQ) tried a bit more comedy in his stint. Altho gags were fresh, some missed connections here. His entrance netted plenty of laughs. A brunet model, in brief swim suit, preceded him on stage, where she atomized the air and sprinkled rose petals for his coming. Eddie Hubbard, WIND, broke the talk monotony nicely with a cute parody, lyrics of which were a composite of the titles of song hits of the past year, that reaped chuckles and a neat mitt. Linn Burton, top freelancer, did a swell, straight commercial job of presenting the show's star, Toni Harper, and brought the moppet on to a salvo.

Dick (Two-Ton) Baker surprised with his easy stage work in his first big-time stage engagement. Baker, a cocktail single before he went into radio five years ago, socked immediately with *It May Be Wrong*, chortled to his own piano, and bowed off strongly with a pair of his Mercury novelties.

Musicraft's Sarah Vaughn has smartened her appearance greatly and is much more relaxed than when caught a year ago. She's concentrating on developing her distinctive vocalizing and the extra push is making her vocal variations commercial to a square vaude audience. Sold three songs to top response.

Biggest hands went to Herbie Fields and His Sextet, with Fields adding a tram for this job. While jazz blowing is good, it's his terrific showmanship that brings down the house. While his sidemen are improved showmen, they could still give the energetic Fields more of a hand if they'd synchronize their action with what the Victor artist is doing. Hubbard had to call a halt to the mitting

**RKO-Palace, Cleveland**

(Thursday, August 12)

Capacity, 3,500; price policy, 60-94 cents; number of shows, four daily, five on week-ends; house booker, Max Mink; shows played by house orchestra, Carl Demarco, leader.

A touch of the old vaude showed up here to get the laughs from the customers. The bill includes Henny Youngman and Sibyl Bowman as the two headliners; Jerry Wayne, a crooner who made his name on Columbia records; the Sensationalists, roller skaters worthy of the billing, and the Don Henry Trio, harmonicists with comedy in the blood.

Youngman, the night club man, stole the show, with Sybil Bowen a close second. He cleaned up his lines for the family trade; he mixed in some new lines with his good and old material. Much of his spiel is concerned with the high cost of living. That ancient, but still effective gag about exposing the silly lines in pop songs takes its toll of laughter, and his delivery (simple, but smooth) is still tops.

**Bowen's Imitations**

Miss Bowen is one of the girls who thrives on impersonations, and her best is Bea Lilly's *I've Been To a Marvelous Party*. Her second best is Hildegard, and it brings to mind the thought that more people have seen imitations of the chanteuse than have seen her in person, but Miss Bowen's take-off is still among the most entertaining.

Wayne is a pleasant baritone, and the roller skaters are the best seen in these parts for years. They are fast and truly sensational. The Don Henry Trio uses a number of var-sized harmonicas in the act. Their best was a burlesque of Spike Jones's band that was funny and clever.

This show is the 20th in the current series by the RKO-Palace, booked from New York for this theater alone. It is a one-timer and that's too bad, because other audiences elsewhere should be able to see this laugh-packed show.

Milton Widder.

to keep the show schedule intact.

Eleven-year-old Toni Harper shows the same promise for stage work as she did with her first Columbia waxings. She amazes with her voice and a style of phrasing all her own. Works a la Frankie Laine and did three numbers to a sustained hand.

Johnny Sippel.

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**June Nitery Biz Off 1%**

WASHINGTON, Aug. 14.—Business of after-dark spots continued to drop in June, the Commerce Department reported recently. Estimated decline for all eating and drinking places in the country was 1 per cent.

For places serving drinks, however, the drop from May receipts was heavier. Drinking places with meals reported a decrease of 3 per cent, while straight drinking spots reported a decline of 4 per cent.



# NIGHT CLUB REVIEWS

## Ciro's, Hollywood

(Friday, August 6)

Capacity, 450. Price policy, \$3 cover. Shows at 9:30 and midnight. Booking policy, non-exclusive. Owner-operator, H. D. Hover. Publicity, Charlotte Rogers. Estimated budget this show, \$3,500. Estimated budget last show, \$5,500.

Abe Burrows's brand of humor brings one of two results—you either laugh your head off or wish you were sitting closer to the exit. There's no middle ground for chuckles and smiles. This matter of extremes is a difficult problem for any artist, since it means that his potential audience has been sizably reduced. Possible solution—one not easy to achieve—is to use material more nearly general in its appeal.

Burrows's satire is as sharp and pointed as his wit, neither holding little mercy for their victims. He finds his subject material in types—it's either a "French type" vocalist, radio's "friendly philosopher type" or a parody on the Tin Pan Alley song "types" that gets Burrows's scathing attention. The opening night throng, consisting mostly of Burrows's friends, found him to be uproariously funny. Others not sharing this viewpoint were tempted to measure Burrows's merits as nitery entertainer by using his own yardstick and were likely to classify him as the "parlor type" comedian.

To support this "typing," they could point to the lack of polish in his delivery and timing, to the element of sameness in his material. As is the case with all "parlor type" comics, Burrows holds little rib-tickling power over the "come-on-let's-see-you-make-me-laugh-type" audience. He's tops with the "witty type" crowd and the "I-know-Abe-and-Abe-knows-me type" audience.

Since this is his second nitery appearance in his career, time and work before cold audiences may see him develop into a more generally successful nitery entertainer than he is at this time. Burrows was capably backed by the piano and squeeze box

## Slapsy Maxie's Hollywood

(Monday, August 9)

Capacity, 550. Price policy, \$3-\$4 minimum. Shows at 9 and 12. Owners, Sy and Charles Devore. Booking policy, non-exclusive; publicity, Marie Dyches. Estimated budget this show, \$6,500. Estimated budget last show, \$9,000.

Highest praise to be paid Jerry Lewis and Dean Martin is that they topped every word of advance build-up. Making their Coast bow, the gagsters had payers in their palms from the start. Duo stayed on the floor for almost an hour for the opening show, during which there was hardly a moment when the club wasn't rocked with yocks.

Team's appeal lies in their fresh approach to smart comedy. Working before a super-critical crowd, the lads never lost their timing, pace and rapid-fire delivery. They gave the appearance that it was all off the cuff.

Martin, the straight man, won ringsiders with his vocalizing even before the team went into comedy. When not gagging up a ditty, the handsome lad dished out highly palatable tunes. Lewis, the sad-faced joker, proved to be a deft dialectician, mimic and natural clown.

Two supporting acts were the Four Step Brothers, a fast terp team who opened the show with several neatly executed turns. The Mack Triplets, three cute songbirds, missed fire. The material was either ultra-smart or too coy, neither style being suited to the threesome's personality. Moreover, the gals stayed on too long to milk the audience for unearned callbacks.

Dick Stabile's ork cut show well and played for dancing.

Alan Fischler.

of Milton De Lugg. Terp tempos were set by Phil Ohman and ork, while those seeking Latin dance rhythms were satisfied with Chuy Reyes' rumba product. Lee Zhitto.

## Bill Miller's Riviera,

Ft. Lee, N. J.

(Wednesday, August 11)

Capacity, 1,025. Price policy, \$3.50-\$5 minimum. Shows at 8:30 and 12:30. Operator, Bill Miller. Booking, non-exclusive. Publicity, Ed Weiner. Estimated budget this show, \$8,500.

The new show looks well, runs well and sells well, and that is about all any nitery show can do. Given any break in the weather, the spot should do business. Weather, by the way, is the one thing Bill Miller needs most. It isn't billed and it doesn't cost anything. But if it's bad out—it's bad in.

Jane Froman is more delightful than ever. The gal increases her stature each time caught, and this time was no exception. She gave the know-something lads a thrill, and got a standing ovation for coming on without crutches or visible supports. She still needed help getting down and up the stage stairs, but beyond that she was on her own. Instead of the trolley piano, she did her own strolling (with hand mike) and got terrific mits for every song. Her gracious thank-you speech about her accompanist, Joey Bushkin, won him a fine reception. The gal's numbers consisted of standards, her trademarked novelty, *Millionaires Don't Whistle*, plus a couple of Berlin tunes out of *Easter Parade*. She looked tired when she finished, but not the customers. They applauded like crazy.

### Winchell Gets Yocks

Paul Winchell, working in the middle, got his usual yocks for his ventriloquist act. The lad is easily one of the best acts of its sort around. His manipulation of the dummy, his material and the ad-libbish cracks dummy "makes" are all part of a fine comedy act. But if Winchell's illusions are right on the button, his one bit, the sneezing thing, has too many implications to be needed any longer.

Mario and Floria put it on nice and thick, with the big stage giving them ample opportunity to sell and show their danceology. The couple demonstrated their fluid grace, youthfulness and personal charm that makes them one of the top teams around.

The productions by Donn Arden were beautiful, an effect heightened by the costumes the line (10) and showgirls (6) wore in their three numbers. The first two were slow dreamy affairs in which the girls went thru some intricate routines without a hitch. In the latter part of the second number, the beat was picked up for results that got some top hands. The finale, a rumba number, with showgirls in three-tiered hats, was something to see. It was fast, full of spirit, and the kids worked as if they liked it.

Tony Bavaar, boy production singer, will be "discovered" some day. He looks good, sings well in a masculine fashion and sells all the way.

Walter Nye's ork cut the show skillfully. Catalino's rumba jammed the floor.

Bill Smith.

## Josephine Baker Big Boff in Rome Clubs

ROME, Aug. 14.—Josephine Baker has been the biggest thing in Roman light life these past few weeks after opening at the Casina delle Rose, Rome's biggest club. Her act calls for seven changes of costume, a full orchestra conducted by her husband on the stage in back of her and a variety of songs in English and French. The Casina seats 2,000 people, and Baker packed them in for 10 days. Average run of a headline act here is a week.

The Italians proved an undemonstrative audience at first but warmed up as the show progressed. Baker and troupe (husband and pianist) received 350,000 lire nightly (over \$500), an unheard-of sum here.

From the Casina she goes to the

## Follow-Up Review

### COPACABANA, NEW YORK:

There is no doubt that Morton Downey brought in the type of opening night business this spot hasn't seen in a long time. It wasn't the quantity as much as the quality. Practically all the Hibernians in town, who had the price (and some from out of town), were present.

Using an extra piano and a guitar behind him, Downey went to work with a vigor that got him boff hands time and again. He pulled all the stops, pouring it on for oldies, standards and pops. For the Irishmen present, and their number was legion, he gave out with patriotic come all ye's for call-backs upon call-backs.

Jean Carroll seemed to be out of her element on the same bill with Downey. Her humor, based on buying dresses, betting the horses, etc., is usually good for terrific yocks. Having caught her on many previous occasions, we know how she can register. Customers here gave her attention, they didn't talk while she was on. But her first few minutes were tough. It wasn't until she was on for a while that she started getting results.

The rest of the show is basically the same.

Bill Smith.

## Walter's L. Q. Signs Berle for 3 Weeks

NEW YORK, Aug. 14.—The Milton Berle date at Lou Walter's Latin Quarter, set to preem August 22, will be for a straight three weeks, the only period the comic will have open before his Texaco TV and Texaco radio programs start rolling. The deal was started a week ago and signed Monday (9).

Bill Miller's Riviera was also in there bidding for Berle, but Berle felt that a Broadway location plus the fact that he had only three weeks open made the LQ bid preferable. The comic will have the say so on all acts coming in with him.

Ted Lewis, who was due to open, asked to have his date pushed ahead because of illness.

Arena Cosmo and the Bernini. While the latter two clubs are not in the same class as Casina, she is known to get more at these two other spots.

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# British Blast Local Vaude Comics for Off-Color Gags

By Kenneth H. Waggoner

LONDON, Aug. 14.—Spearheaded by the local clergy, vaude shows, particularly British comics, are getting a going-over for what is charged as the widespread use of off-color gags, material and bits of business in the variety theater.

The latest campaign is an out-growth of the one started by Hannen Swaffer, a local crusading columnist. He was followed by the Rev. C. E. Powell, vicar of Long Sutton, in an article in his parish magazine. He wrote:

"The managers of variety theaters are taking money under false pretenses. There is no variety in entertainment which harps upon one sordid theme for two hours. They (the comics) should all be put in concentration camps and compelled to sit for eight hours a day listening to reproductions of their own performances."

### Aimed at Natives

The campaign is apparently being aimed at the local talent rather than the American performers. One outstanding feature of American actors (with only a few exceptions) has been their clean routines. It is one of the reasons why they are getting big money while the local entertainers remain small time.

While the campaign to tone down material started with *Hellzapoppin* and was carried over to Martha Raye's and Sophie Tucker's acts, the real cause for suggestive and off-color jokes and songs may be laid directly to the audience. One well-known comic, recently at the London Casino, failed to get a flicker of a hand until he let go with a blue story which brought loud applause. The audience apparently wants this type of entertainment, and comics are sacrificing their reps to give it to them.

Acts like Jack Benny, Phil Harris, Danny Kaye and Frank Marlowe, who have been big hits at the Palladium, have stayed away from blue stuff. Marlowe, for example, has set a

## Philly Ops Worried TV Tax Is Near

PHILADELPHIA, Aug. 14.—Operators of bars and taverns are concerned over the prospects that a State entertainment tax will be levied where there is a television set hanging over the bar. State liquor control board agents have started making the rounds of the bars, checking on video sets and asking to see the sales slips—indicating an interest in the time when the machine was purchased. Such procedure gives rise to the belief that any such entertainment tax would be retroactive.

The Philadelphia Retail Liquor Dealers' Association in querying the liquor control board learned that the board was awaiting final disposition of a court suit testing the validity of an earlier edict calling for an amusement tax for use of television in a licensed location.

The question of the board's enforcement policy on television was also raised when license renewal applications were mailed out last week in which the questions regarding amusements included the line, "this includes television." However, the liquor board said that this does not mean immediate taxation and advised the licensees to answer the question in the application by writing in "no amusements except television" if this was the case.

record here for a clean act and gets fan mail and praise from teen-agers and clergy.

The trade here, who views the vaude theater with an open mind, fears that the trend toward smut will bring about campaigns which may eventually eliminate some British comics from the stage. British theater and radio have long held a much more open mind than their American contemporaries. The use of "damn" and "hell" on the stage and air, for example, is a common practice here.

British audiences believe that American performers also use off-color material. The fact that it isn't so has brought surprises.

The charges now being made by the Reverend Powell is expected to revive the clean-up drive and will use as its talking point the success of the recent appearances of American comics who eliminated unsavory material from their acts and were still star attractions.

## Griffin Nearly Loses Job Over Union Fuss

PITTSBURGH, Aug. 14.—Organist Ken Griffin was caught in the middle of a union squabble here Monday (9) that almost lost him his week's work at the Blue Ridge.

Griffin had originally been set for the Carnival Lounge by booker George Claire and later was moved to the Copa when his records got hotter and the Copa was able to book Jerry Wayne. But when op Lenny Litman found out that Wayne and Griffin weren't on speaking terms, he asked Claire to turn his contract over to Bill Goldie, of the Blue Ridge. Goldie grabbed Griffin in a hurry but asked Don Seat, of General Artists, to clear the contract with Don D'Carlo, exclusive house booker for American Guild of Variety Artists (AGVA) acts.

D'Carlo is not franchised by American Federation of Musicians (AFM) and when Local 60, of the musicians' union, got the contract, they immediately notified Goldie that Griffin could not play the date. After a steady round of telephone calls between Pittsburgh, New York and Chicago, Local 60 finally consented to let Griffin play the date, not wishing to penalize the operator or the act but not until after a stiff warning to Goldie was issued.

## Orkster Resh Buys Melody Club, West Palm Beach

DETROIT, Aug. 14.—Benny Resh, orchestra leader at the Club 509, has purchased the Melody Club at West Palm Beach, and leaves August 23 to take over management of the spot for fall. A cousin, Ray Feinberg, of Worcester, Mass., shares a half interest with Resh in the new venture.

A new supper club policy with semi-names and names will be adopted, with Resh fronting his own band and producing the show. His wife, Ethel Resh, who was hostess at the Bowery here for many years, will manage service and floor departments.

Resh, who had an interest in the Carousel at Tampa last season, severed his connection there before returning to the 509 Club here in March.

## So. Carolina Vaude Fades

COLUMBIA, S. C., Aug. 14.—Vaude package shows, which made a popular comeback in South Carolina during the war years, have virtually faded out again.

Ops in the five principal houses reported bad biz last season, and they

## Arthur's Shy--7G

NEW YORK, Aug. 14.—Arthur Knorr, producer at the Roxy, almost made headlines last week at the Capitol where *Stop the Music*, the giveaway show, is playing. The prize was a Hudson plus other things adding up to \$7,500.

The wheel picking the contestant came up with the usher's number nearest Knorr, and the usher picked Knorr to guess the song. Knorr was in a spot. He not only knew the first song but also the mystery song. If he went onstage, half the musicians knew him, and they'd break up. Also he was in on a pass. So he refused. The usher kept urging, and Knorr kept saying no.

Somebody seated near him leaned over. "G'wan up. I'll give you the name of the song."

P. S.—The next contestant chosen in place of Knorr drew a blank. Didn't know the song.



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## Pitt Niteries In Doldrums

PITTSBURGH, Aug. 14.—With a nation-wide manhunt now on for Raymond L. Reynolds and his son, Raymond E. Reynolds, owners of the Club Society here, the new nitery with bowed June 2 is being operated by a court appointee, Attorney Louis Shapiro. The Reynolds are wanted in connection with an alleged housing fraud and \$50,000 collected for building homes, which is reported to have gone into the club, reported as a consistent loser since opening. The court said that the profits of the club would go into the general fund to satisfy the home investors.

Nobody said who was going to stand the losses. The club owes two weeks' pay to the help, but the acts were paid off when George Claire, agent for the spot, attached the American Guild of Variety Artists (AGVA) bond.

### Clubs Probed

Private clubs, the biggest talent buyers in the city, are either closed or just open for bar trade as a result of the present grand jury probe. The Hunting and Fishing Club closed two weeks before the probe for remodeling, while the Bachelors Club and Lepous Club are just open for bar trade. The Vogue Terrace has not closed (*The Billboard*, August 7), but has curtailed operations due to bad business. Shows are on week-ends only.

The grand jury probe has hurt business all over as most of the big spenders are on vacation, and the investigation has just about spoiled what little business there was. Mercur's Music Bar has cut its budget in half, while the bigger clubs like the Carousel and Copa are battling with agents to keep the same high caliber of shows and still reduce their talent costs. The probe looks like a long drawn out affair with even waitresses, doormen and bartenders being called in to testify.

The only bright spot on the scene is the announcement that the Terrace Room, of the Hotel William Penn, will open with shows September 6.

may not venture in the field again for some time.

Some of the more enterprising agents have gone into three smaller houses, where results were fair, but not promising.

High production and talent costs made the risk pretty high for the uncertain takes here. Poor offerings when the going was good has made audiences wary of attractions, ops say.

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## New York:

## New Bills Lift B. O. to 503G; MH 153, Para 100, Cap 76

NEW YORK, Aug. 14.—Three new bills in five of the houses showing flesh-pic combos lifted Stem grosses to \$503,500. The previous week's take was \$445,000.

Radio City Music Hall (6,200 seats; average \$115,000) teed off with a juicy \$153,500 for Bunin and Company, Estelle Sloan and *Date With Judy*.

Roxy (6,000 seats; average \$89,000) racked up a welcome \$116,000 for its preem of Dick Haymes, Tommy Trent, Buster Shaver, the ice show and *Walls of Jericho*.

Paramount (3,654 seats; average \$76,000) moved out in front with a first week's income of \$100,000 for Peggy Lee, Jan Murray, the Ray Eberle ork and *Beyond Glory*.

Capitol (4,627 seats; average \$66,-

000) fell back to \$76,000 for its second week with *Stop the Music* and *On an Island With You*. Previous week and opener, the bill attracted a tremendous \$108,000. The show goes out at the end of three weeks, with Dick Powell, on stage and screen, coming in.

Strand (2,700 seats; average \$40,000) is holding comfortably. For its fourth week of the Count Basie show, Billie Holiday and *Key Largo*, the figure was \$58,000, compared with the third week's \$72,000, the second week's \$83,000 and the record-making opener of \$95,000.

### Phila. Mocambo Auctioned

PHILADELPHIA, Aug. 14.—The Mocambo, swank nitery set up in the lush war years at a reputed cost of a quarter-of-a-million, went under the auctioneer's hammer Wednesday (11) for \$75,000. The buyer was Isadore Katz, who operates a small catering establishment in North Philadelphia.

He topped the bid of \$68,000 entered by a syndicate reported as being interested in converting the cab-

### Cuffo P. A.

ATLANTIC CITY, Aug. 14.—Jerry Jarret, entertaining at a side Kentucky Avenue cabaret, this week complained to desk sergeant Anthony DaGrossa that the resort police do not have a sense of humor nor are they interested in advertising Atlantic City.

The police sergeant, however, assured her that they had the best interests of the resort at heart and that is why she was brought in off the beach where she was, according to police, staging an unscheduled dancing exhibition in a wildly flying evening gown.

The gal was booked on a disorderly charge even tho she protested she had been doing her dance only "to advertise Atlantic City," but the desk sergeant advised her to leave such chores to the resort's own flacks.

aret into a private club. The room, which had been in bankruptcy, was stripped of its furnishings earlier. Several years ago, Katz was a determined bidder for the dark Coronet until the Gerson brothers decided to hold on to the one-time class nitery and establish a catering business of their own.

## Mexico Biz Is Lean; Acts Double From Theaters to Clubs

By Bill Smith

MEXICO CITY, Aug. 14.—If acts are thinking of working here for a couple of months to take up the slack in the States, the answer is that pickings here are mighty lean, and the money isn't anything to get excited about.

There are about 30 to 35 cafes here, ranging from the hustle joints with "hostesses" to two class spots—Ciro's and El Patio. Acts brought here get contracts usually for four weeks with options. But unless the act is in great demand and is smart enough to make a deal, it will have to double into theaters to make the same dough it gets for one job up North.

Most acts are usually brought down here by Agencia Artistica Internacional, run by J. M. Maroqui and Samuel Roldan. The salary usually depends on conditions in the States. If an act gets a job it requires a work permit, usually obtained by the Mexican agency, which is sent to the port of entry, usually Laredo, Tex.

#### Four Theaters

There are four theaters here which are like vauders. These are the Follies, Tivoli, Iris and Lirico. Agencia Artistica owns the Lirico and Follies so naturally books acts there. Vauders are usually two a day, 7:30 and 10:30; cafes usually have two shows, 1:30 and 3:30, and acts shuttle from one to another, if they're for-

tunate enough to get a job doubling.

This doubling gimmick isn't often discovered by acts until they reach the city. Many U. S. acts sign contracts in Spanish and twisteros aren't uncommon.

Ciro's, in the Hotel Reforma, owned and run by A. C. Blumenthal, is quite chi-chi. But during our visits (three) there wasn't enough business present to pay a busboy's salary. The spot has two bands, a sweet society outfit and a combo. There's a girl singer with the band, but there's no heft in the show. El Patio has Pearl Primus and a package of nine. The unit doubles from the nitery to Lirico.

#### Peso Takes Cut

The money exchange has hurt things here plenty. Up to about the first week in August the exchange rate was 4.85 pesos to the dollar. In a sudden move the peg was removed and placed at about 6.50 pesos to the buck. Inasmuch as payment is made in pesos, the drop in the internal value of the Mexican peso has cut business almost in half.

Nitery and theater patrons here are drawn from two classes. The tourists and the upper-bracket Mexicans. The middle class just can't afford them. Ops seem to think that the winter season may give biz a fillip. But everybody here has their fingers crossed, muttering about revolution.

## IN SHORT

### New York:

Execs at the American Guild of Variety Artists (AGVA) office here are considering whether to continue to make an exception in the present union rule against matinee shows for Atlanta's Henry Grady Hotel. The hotel is working under the old agreement signed with Matt Shelvey and which caused his discharge. This agreement permits matinees. The pact expires the end of August.

### London:

Film gangster Jack LaRue is burning after receiving notice from the Ministry of Labor not to accept any more theater engagements after August 14. LaRue arrived here 14 months ago and did little stage work before starting a variety tour this month. . . . Box offices are taking a beating in the West End, but variety at the London Palladium and London Casino is still playing to nearly packed houses. . . . Palladium booking of world-famous entertainers has kept the take up.

## Montreal Ops Ponder Post Election Future

MONTREAL, Aug. 14.—After a few months of relative peace-of-mind and hypoed biz, Montreal nitery ops are again pondering their future, following the election of Premier Maurice Duplessis' National Union Government two weeks ago. The Duplessis administration was not only re-elected, but captured 80 seats in the 96-seat legislature.

The fears of the nitery ops now fall into two main categories: (a) Will the 25 per cent entertainment tax, lifted by the Dominion Government, be reimposed in whole or in part; (b) Will the blue-nose groups, who were to a great extent instrumental in keeping Duplessis in office, be "thanked" by having new claims placed on cafes in the way of early midweek and Sunday closing?

#### Tax Situation

As far as the tax is concerned, the situation is, briefly, this:

During the war the Federal Government, thru wartime powers, took over from the provinces certain fields of taxation, the amusement tax being one. Duplessis, who has been at odds with the Dominion Government for a long time over taxation matters, finally had the amusement tax field returned to him but unlike some other provinces, he didn't, at the time, reimpose the levy. With the vote of confidence given him two weeks ago, however, insiders say that the premier is now more confident than ever that anything he does—especially as far as limiting the activities of the night spots—is okay with his party.

There are many things which Duplessis promised that will require plenty of dough, and the nitery ops fear that a lot of this dough will come out of their pockets. It is believed by some that Duplessis did not reimpose the tax until now because he did not want to hurt the tourist season and because contributions to the party fund, even if they came from the nitery strip, were more than welcome.

Now that the election is over, however, the National Union regime is free to do what it wants, and with the party's fund being depleted because of campaign "expenses" which ran into millions, the future of the night club biz in Quebec can be said to depend largely on how much more the license holders will contribute to the party and to what extent Duplessis will have to follow the wishes of the blue-nosers.

## Mulvihill Canoe-In In Successful Bow

BOSTON, Aug. 14.—Despite threatening weather, more than 40 canoes clustered around the cove at Waltham, Mass., when the Canoe-in Theater, operated by Paul Mulvihill, opened formally July 27.

Two hours of sportlogues, travelogues and cartoons are shown at 25-cents a head. Theater is a dark and hidden cove, large enough to hold 400 canoes. The 25-cent admission covers expenses says Mulvihill. All the customers have to do is rent a canoe. Shows are presented nightly except Sunday, from 9 to 11. Tickets are sold at boathouses and collected by a ticket taker operating from a canoe.

Unique theater is believed to be first in operation in these parts. Idea was dreamed up by Mulvihill while flying milk run patrols over the South Pacific during the war.

Uniqueness of the venture and appeal to teenagers is expected to show profitable operation, with Mulvihill collecting the coin on renting canoes and paying the movie expenses out with the admission fee.

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## Magic

By Bill Sachs

**THE JOHNSTONES**, George and Betty, hopped from Club Paramount, Centralia, Ill., to Vine Gardens, Chicago, where they opened Friday the 13th for a fortnight's stand. . . . Capt. Lee Allen Estes, Safety First Magician of the Kentucky State Highway Patrol, is back in his native Lexington, Ky., after visiting for three days with his friend, Hubert Castle, on the Cole Bros.' Circus. During the show's stand at Norwood, O., August 5, Lee bumped into John Braun and Mr. and Mrs. Ronald Haines of the Cincinnati magic fraternity. . . . G. Ray Terrell is winding up a two-weeker at Glenn Rendezvous, Newport, Ky., with the Cincinnati newspaper scribblers bombarding him with word bouquets on his nifty turn. . . . Jack Herbert, the magical gagster, is on his fourth return engagement at the Lake Club, Springfield, Ill. . . . Blackstone Ring No. 1, Norfolk, Va., recently tossed a party in honor of Dr. C. S. Karland Frischkorn (Karland the Magician) on the occasion of the latter's 61st birthday. Lerno, Earl Edwards and Bob Engle had charge of arrangements. . . . Landrus the Magician postals from Livingston, Tex., that things are going so well for him there that he is forced to forego his annual jaunt to Canada and his home in New York State. . . . Jay Marshall is current at New York's Diamond Horse-shoe. . . . Milbourne Christopher type-writes from Montreal, where he's currently winding up a two-weeker at the Mount Royal Hotel: "Saw Tom Auburn work a club date in the hotel the night I arrived. He cut and restored a rope, ditto with a spectator's tie; whisked a borrowed bill into cigarette; magi-cleaned three solid silks, and vanished a radio. Have enjoyed several visits with Bill Kalman. His coin routine is a neat, well-thought-out bit of sleight of hand. Kuda Bux came into town during the week-end and got a good publicity break with a blindfold drive."

**MAGIC DEALERS' ASSOCIATION, Inc.**, at its recent annual meeting in Atlantic City, elected the following officers: Gene Gordon, Buffalo, president; Merv Taylor, Hollywood, vice-president; Ralph Read, New York, secretary, and Morris Fox, New York, treasurer. According to Fox, the organization in two years has built its membership to nearly 100. The purpose of the MDA, Fox says, is to protect its members and others from piracy of effects in the magic field. . . . The Great Alexander (Harry Alexander), mentalist, Saturday (14) concluded a week's stand at the Eastwood Theater, Madison, Wis., for Standard Theaters, Inc., and is slated to follow for the chain in Green Bay, West Allis and Beloit, all in Wisconsin. . . . C. A. George Newmann, veteran magician-mentalist, who has spent more than a half a century on the road and is still at it, writes from Aneta, N. D.: "Recently visited the Art B. Thomas Shows at Michigan, N. D., where I found Roy the Magician and Mlle. Helene among the most appreciated performers on the show. Roy presents an excellent and varied program of magic, including the Doll House and Levitation, and does a mighty good job of emceeing, too. Appearing on stage in white tails, he is an impressive sight, while Helene, in ravishing gowns changed for each performance, gets the attention of all the women. A great couple and topnotch entertainers to boot. Dalini and Mlle. Ruby are also in these parts with movies and magic. Myhre, the med show magician, is also putting it over in this territory. He is packing them in everywhere and his candy sales and prize contests are reported to be phenomenal." . . . Marquis's Midnight Spooker closed its season with a two-day engagement at the JuRoy Theater, North Little Rock, Ark., July 31. During the en-

## Mass. Plans Showbiz Minimum Pay Scales

**BOSTON, Aug. 14.**—Thousands of workers in the outdoor and indoor amusement fields in Massachusetts will soon be given the protection of a minimum wage fixed by the State, according to Mrs. Hattie H. Smith, assistant commissioner of labor and industries.

She said a wage board had completed its recommendations, that the Minimum Wage Commission had accepted them, and that a public hearing was skedded for the State House, August 24.

In the 35-year history of State minimum wages in Massachusetts, this is the first time that the amusement and recreation occupation has been included.

The basic wage proposed for regular employees, 62½ cents an hour, if accepted after the hearing, will be highest ever fixed. The present top wage is 60 cents an hour for office workers. Casual workers are scheduled for 55 cents an hour. The field covers almost all phases of show biz.

### Wage Board Members

Chairman of the wage board is Edward Rowse, former head of the vocational work in Boston public schools. He was named as public member along with Mrs. Thomas Mahony, former president of the Boston League of Women Voters, and Mrs. Vernon C. Stoneman.

The employer members are Joseph H. Brennan, of Boston, executive secretary Allied Theaters of New England; Patrick J. Welsh, associated with the big Boston baseball parks, and Arnold Brown, Worcester, operator of a large bowling alley.

The labor members consist of William C. Scanlon, International trustee of the International Alliance of Theatrical Stage Employees and Moving Picture Machine Operators, AFL; James M. Beattie, business representative of the Optical and Instrument Workers' Union, and Leo F. Weisse, representing workers in baseball parks.

If approved at the hearing, minimums will be put into effect shortly on a temporary basis for a period of three months, after which they will be made permanent, with a possible fine or jail sentence in cases of continued wilful violation.

## CA Switches Levy East, Dorso West

**HOLLYWOOD, Aug. 14.**—Al Levy, Coast topper of Century Artists Agency, will switch berths with Dick Dorso, of firm's New York office, in a move to hypo percentage's tele department. Levy leaves for Gotham this week-end for a six-month stay, during which he will absorb New York tele developments and complete packaging deals. Dorso will share Hollywood work with Marty Melcher.

Century office merged with Levee-Stark Agency several weeks ago in a deal whereby two talent offices will split commissions on all new biz. Century continues to handle two top clients, Doris Day and Gordon MacRae exclusively.

## Butler's Bona Vista Burns

**BUTLER, Pa., Aug. 14.**—Fire Sunday (1) destroyed the Bona Vista night club, hilltop spot overlooking the city. Loss was estimated at \$50,000. The club was operated by Nick Fretto.

agement there, the Little Rock IBM Ring tendered the Marquis troupe a dinner at Hank's Dog House, following which members of the local magic club appeared with Marquis on the stage.

## Burlesque

By UNO

**HIRST CIRCUIT** launches the season with the following openings: Howard, Boston, August 14; Gayety, Washington, August 20; Empire, Newark, N. J., August 27; Casino, Pittsburgh, August 28; Hudson, Union City, N. J., August 29; Gayety, Baltimore; Gayety, Columbus, O.; Grand, Youngstown, O.; Mayfair, Dayton, O., and Roxy, Cleveland, thru September 3; Lyric, Allentown, September 4, and Troc, Philadelphia, and Grand, St. Louis, definite date later. . . . Bobby Vail, comic, started rehearsing August 16 with *Alfred, the Average*, new musical due to open in Philadelphia September 2. . . . Winnie Garrett celebrated a birthday last week at the Ha-Ha Club, Manhattan. . . . Buddy (Robert) Lee, ex-principal, is now managing the Luxor Hotel and Baths, New York. . . . Burleskers mourning the passing of Lou Powers, old-time comic, in Bridgeport, Conn., August 11. . . . Eddie Lynch, producer, is readying new sets of chorines for Hirst Circuit houses in a Manhattan studio. . . . Ray Kolb and Smokey Burns reopen the Gayety, Norfolk, Va., stock house, September 1. . . . Mickey Golden, former burly ace who is now a beautician, is vacationing in Hollywood, the guest of Buddy and Babe Abbott.

**JACK BECK'S** latest bookings include Myrna Dean, featured; Marion Wakefield, Slat's Taylor, Al Anger, Margie, Wade and Wade and the Leshones, week of August 15, and Marnee, featured; Helen Colby, Beatrice Kay, Billy Hagan, Floyd Hallicy and Paul Rich, week of August 22, at the Globe, Atlantic City. Also Claude Mathis, Irving Selig, Colleen, Donna Leslie, Ann Arbor and Mickey Jones, featured, week of August 20, at the Roxy, Cleveland. . . . Buddy Lasher, singing straight, and Georgette Bouchea, strip, wound up four weeks at Imperial Inn, Gloversville, N. Y., and are now vacationing in Providence, R. I., pending a request for a return in the fall. . . . Mei Ling is taking an extended vacation in Los Angeles, San Francisco and Honolulu. . . . Francine, a Hirst Circuit feature who had been at the bedside of her ailing dad until his death on July 23 from cancer, will remain home in Rochester, N. Y., a few more weeks with mother and brother. . . . Trudy Parson, featured dancer, switched from Dick Hyland's girl revue with United Exposition Shows to a free act playing fairs and benefits. . . . Dawn Brothers, whistlers, have placed themselves under the management of Abner Greshler. . . . Bill Henriques succeeded Billy Koud as producer at the Globe, Atlantic City. . . . Tirza and an entirely new Wine Bath apparatus takes to the road playing fairs, starting September 3. Will be co-featured with Yvette and her parrot. . . . Charles Fox, operator of the Empress, Milwaukee, and the Alvin, Minneapolis, is recuperating from an operation at Mount Sinai Hospital, Milwaukee. . . . Casino, Boston, began its regular Midwest road show season August 16 with a cast headed by Binder and Rosen.

## Gulf Oil Angles For Added Tele Seg

**NEW YORK, Aug. 14.**—Gulf Oil Company, which sponsors *We, the People* on radio and television, is in the market for a new video show. Its agency, Young & Rubicam, this week was on the prowl for a suitable airer to present to Gulf.

New show probably would be aired in addition to Gulf's present productions. However, some reports have the bankroller unhappy with the video version of *We, the People* and willing to replace it.

## Gate, Liquor, Ciggie Takes Up in June; Disk Sales Nosedive

**WASHINGTON, Aug. 14.**—Admission tax receipts in June topped those of the preceding June by almost \$4,000,000, the Bureau of Internal Revenue reported recently. Collections on liquor and cigarettes were also up, but the disk levy was off about 40 per cent, while coin machine collections slumped slightly from June, 1947.

The decline in revenues from the disk tax followed the year's general downward trend in this levy. The drop from the preceding June figures of \$869,753 to \$478,899, however, is the sharpest slump registered so far this year.

The gains registered in the liquor and ciggie levies helped to offset declines encountered in early 1948, while the decrease of some \$50,000 in the coin machine tax represents the closest that the levy has come this year to equaling the corresponding month of 1947. The figures:

	June, 1948	June, 1947
Liquor . . . . .	\$171,549,270	\$158,050,610
Cigarettes . . . . .	110,953,608	101,839,816
Admissions . . . . .	36,262,679	32,417,990
Disks . . . . .	478,899	869,753
Coin Machines . . . . .	1,910,861	1,960,117

## Tele Pix Offer Co-Op Bulk Deal

**NEW YORK, Aug. 14.**—Telecast Films, Inc., which has acquired a new batch of feature flickers for TV use, is now offering a "co-operative bulk deal" whereby stations obtain one feature, one Western and 10 shorts weekly. Cost of the service for 26 weeks—regardless of whether the films are used sustaining or commercial—is \$7,500.

The company, which last year supplied a total of 1,691 hours of film programming to 28 TV outlets, recently acquired five features not previously available. These include *Becky Sharpe*, with Miriam Hopkins; *Little Lord Fauntleroy*, with Freddie Bartholomew; *Mad for Each Other*, with Jimmy Stewart and Carole Lombard; *Nothing Sacred*, with Fredric March, and *Dancing Pirates*, with Frank Morgan.

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# Equity, League Pact Extends Test Concesses

NEW YORK, Aug. 14.—Actors' Equity has made two important concessions in its new contract with the League of New York Theaters, effective to August 15, 1950. One of these was granted by the union last summer as an experiment, when the league asked permission to make optional switches from minimum to run-of-the-play contracts. A similar permission has been extended under the new agreement allowing an actor to okay the conversion of his minimum to a run-of-play contract under certain conditions.

The manager must waive the five-day (musicals—seven-day) probationary period in the minimum contract. The actor's salary must be \$100 or over. The manager must guarantee him not less than five weeks' consecutive employment (instead of the minimum two weeks). The actor is to receive an increase in salary, the figure to be stipulated in the rider at the time it is initialed by actor and manager. The option must be exercised by the manager in writing and delivered to the actor personally, prior to three consecutive performances after the show's opening, and immediately after receipt of such notice both shall execute a standard Equity run-of-the-play contract.

### Travel Concession

Also continued in the new contract is the travel concession permitting a manager to deduct cast pay for four skipped performances from companies making a coast-to-coast trek. Since this was considered a wartime measure due to transportation difficulties, Equity Council last June adopted a resolution revoking it in negotiating the new agreement. However, it has been included upon the solicitation of the league, with the proviso that such troupe members, salaried at \$125 or less, shall receive \$5 for each performance missed.

# Lewisohn Stadium Season Loses 84¢

NEW YORK, Aug. 14.—Downpours which cancelled out 11 al fresco concert bills at the Lewisohn Stadium, plus plenty of threatening weather days which put a damper on attendance, have left Stadium Concerts, Inc., holding a deficit bag for a 31st season to the tune of 84¢. Of the 40 offerings planned for the eight-week series, June 14-August 7, only 31 were presented in full. Two of these, first cancelled by rain, were given on off nights. Two other concerts were deluged out in mid-performance.

Considering weather casualties, however, the attendance record is still top bracket, with the records clocking 325,000 customers for 1948 as compared with 360,000 a year ago, when only one cancellation was necessary. The customer peak was reached with the Saturday (7) Rodgers-Hammerstein closing bill, with 20,000 packing the stadium to capacity. The annual Gershwin Memorial, *Night in Italy*, *Night in Vienna* and the *Romberg* concerts also drew their usual hefty audiences.

### Rising Costs

Aside from bad weather, rising production costs are responsible for a major part of this year's deficit. Aside from the background of the New York Philharmonic, Stadium Concerts featured 15 top conductors, 19 instrumental and 27 vocal soloists, three dancers and three choral groups. Five additional artists engaged were rained out of appearances. The task of making up the loss will be undertaken by Chairman Mrs. Charles S. (Minnie) Guggenheimer and her



## BROADWAY SHOWLOG

Performances Thru August 14, 1948

### Dramas

	Opened	Perfs.
A Streetcar Named Desire (Barrimore)	12- 3, '47	293
Born Yesterday (Lyceum)	2- 4, '46	1,064
Command Decision (Fulton)	10- 1, '47	365
Harvey (48th Street)	11- 1, '44	1,598
Heiress, The (Biltmore)	9-29, '47	369
Mister Roberts (Alvin)	2-18, '48	205
Play's the Thing, The (Booth) (Suspended)	4-28, '48	113
(Recessed July 8 until August 23)		
Respectful Prostitute, The; Happy Journey From Trenton to Camden, The (Cort)	3-16, '48	175

### Musicals

Angel in the Wings (Coronet)	3-16, '48	263
Annie, Get Your Gun (Imperial)	5-16, '46	940
Finian's Rainbow (46th Street Theater)	1-10, '47	685
High Button Shoes (Century)	10- 9, '47	356
Inside U.S.A. (Century)	4-30, '48	123
Make Mine Manhattan (Broadhurst)	1-15, '48	246

### ICE SHOWS

Howdy Mr. Ice (Center)	6-22, '48	66
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# Hope for Legit In D. C. Gloomy

WASHINGTON, Aug. 14.—Hope for restoring the legitimate theater in the nation's capital continued gloomy despite renewed efforts this week by two rival bidders to negotiate a lease for the old government-owned Belasco Theater.

The Federal Works Agency (FWA), Thursday (12), rejected a new Belasco bid from Wallace Cohen, attorney for Joseph Curtis of New York, who was one of two bidders previously turned down by FWA.

Cohen announced, however, that he will "continue to look until we can find a place where we can put up a non-discriminatory theater." The American National Theater and Academy (ANTA), Cohen's rival bidder for the Belasco, is seeking a similar objective. ANTA apparently still hopes the Belasco can be obtained. Cohen is continuing to talk of possible renovation of the old Strand Theater for a legitimate playhouse.

The National Theater, Washington's only legit theater, went dark July 31 with intention to reopen in the fall with movies rather than submit to demands for banning Jim Crowism.

Another possibility appeared in an announcement by Elliott Hoffmann, president of the Alexandria Amusement Corporation, that plans are afoot to convert the year-old Virginia Theater, across the Potomac from Washington, into a legit house.

Lisner Auditorium, which has kept recurring as a possibility, was ruled out once again this week by Dr. Cloyd Heck Marvin, president of George Washington University (GWU), which owns the hall.

Answering an editorial which appeared in *The Washington Post* Monday (9) urging that GWU lease Lisner on a part-time basis to ANTA for a legit theater, Dr. Marvin said there "is no chance at all" that the auditorium will be made available for commercial purposes.

committee, pending the building of the new Stadium shell promised by the city for a 32d season's opening next June.

# AFM, League Pact Hanging

NEW YORK, Aug. 14.—Negotiations for a new basic agreement to supercede the current set-up which expires next Labor Day between Local 802, American Federation of Musicians, and the League of New York Theaters continue, with the next get-together skedded for Thursday (19). Local 802 asks a jump of 15 per cent in base pay of \$77.28 (\$103.50, non-contract rate for dramas, \$110.40 and \$138, non-contract rate for musicals). Non-contract rates apply to houses which don't sign up with union. Also, in houses seating over 1,100, the union wants an increase to 26 over the current 22 musicians required, and 18 instead of 16 in the pit for houses seating less than that number of customers.

### League Tosses Bids

On the other hand, the league has tossed some definite bids of its own into the negotiations pot. It would like a voice, for instance, in determining exactly what constitutes "a play with music" on the Stem—witness the recent disputes over such items as *Cleopatra* and *Streetcar*, in which the final decision rested entirely with the union. Also, it wants a modification of the requirement to employ four men "where mechanical musical devices are used to displace musicians." A league spokesman points out that there is no disposition on the part of the org to contest the point in cases such as the use of mechanical music as an accompaniment for dances or such, but that the mere playing of a recording used as play atmosphere hardly comes within the same category. In addition, the league wants the right to contract a new theater—or a theater returning to the legit fold after being leased for other purposes—without the bite of the penalty scale.

The league's delegation at the Thursday (19) meeting will be headed by Louis Lotito, Morris Jacobs, James F. Reilly and Jake Shubert.

# Costello Exonerated In 'Turtle' Road Fuss

NEW YORK, Aug. 14.—Via a letter to the Association of Theatrical Press Agents and Managers (ATAM), Jules Leventhal has exonerated Maurice Costello, ATAM member, from any responsibility in regard to disputed financial accountings in connection with last season's road production of *Voice of the Turtle*.

The dispute arose last winter when accountings on several weekly grosses during a California tour of the show were alleged to be incorrect by producer Alfred De Liagre. Leventhal had leased the rights to the road company. The producer summoned Leventhal to appear for examination by him in New York Supreme Court January 26. The matter, however, was amicably ironed out without court action.

# Rome Operas Play SRO, But to Deficit

ROME, Aug. 14.—The outdoor opera season has been under way here since early July. The operas are performed al fresco in the Terme di Caracalla, the ancient Roman baths built by the Emperor Tiberius. The most spectacular offering is *Aida*, whose brilliant costuming and grandiose sets are enhanced by the enormous ruins by which they are backgrounded. The capacity is 8500 with tariffs ranging from 660 lire (\$1.10) to 200 lire (35 cents). Every performance is SRO, but there will be a deficit as usual, which will be paid by the city government.

The only participating singer known

# Foreign Opening

## SKUPA PUPPET THEATER

PRAGUE, CZECHOSLOVAKIA

Staged, directed, produced by Professor Skupa.

Professor Skupa's puppet show is the pride of Prague. Thirty years ago in Pilsen his famous team of Hurvenik and Spejbl was created, and the whole enterprise, started on a co-operative shoestring, has reached the amazing total of 300 puppets and 14 technicians.

Hurvenik and Spejbl, his almost human star puppets, are as well known and loved in Czechoslovakia as Charlie McCarthy and Mortimer Snerd in America. Hurvenik is the mischievous, bright boy whose insatiable curiosity and air of complete innocence are as disarming as his wide-eyes expression of startled wonder. He is a constant trial to Spejbl, his patient, slow-witted, long-eared father. Their repartee on everything from how to house-break a dog to the latest political crisis keeps their audiences in the proverbial stitches.

### Variety of Shows

Professor Skupa not only designs and fashions his own puppets, but writes the dialog, controls the lighting and sound effects, reads Hurvenik's lines and directs in the mode of the best professional theater. For home consumption, skits and even short plays are the rule, but for his foreign customers and on tours like his recent one to England, Belgium and the Balkans, he has worked up a musical program which includes a hilarious parody on an Italian opera, a gondolier's sentimental ballad, a Balalaika sextet and Spejbl at the piano accompanying the coloraturist Madame Screamy.

In sum, Skupa's puppets would make an equal hit with a sophisticated Broadway crowd to appreciate the imagination, artistry and subtle humor which goes into the performance.

Jean White.

## Equity Stays ET Action

NEW YORK, Aug. 14.—Action on the status of concessions to Experimental Theater, Inc. (ET), for the current season, under attack by several of the theatrical trades, has been postponed by Equity Council at the request of the unions' committee. The matter will be thrashed out at council meeting Tuesday (24).

# Renaud and Barrault Plan Fall Paris Bills

PARIS, Aug. 14.—The repertory company of Madeleine Renaud and Jean-Louis Barrault has finished its season at the Theater Marigny. They have played *Hamlet* and Marivaux's *Concocted Confidences* for the last time.

They will reopen about October 15 with two plays, Alfred Camu's *Le Fleau (The Plague)* with sets by Balthus, and Marivaux's *Les Secondes Surprises de l'Amour (Love's Repeated Surprises)*, set by Briancon.

Major event skedded is Moliere's *Les Fourberies de Scapin (The Knaveries of Scapin)*, which will be directed by Louis Jouvet and star Barrault. This will bring together for the first time the two most successful actor-managers in Paris.

December plans call for Paul Claudel's *Partage du Midi (Break at High Noon)*, with movie star Edwige Feuillere in the lead. Pierre Brasseur joins the company as well for the 1948-'49 season.

to American audiences has been Tito Schipa, who is now en route to the States. Other rep items are *Traviata*, *Butterfly*, *L'Elisir d'Amore*, *Lucia* and *Ballo in Maschera*.



## Broadway Follow-Up

### THE RESPECTFUL PROSTITUTE

#### HOPE IS THE THING WITH FEATHERS

(Reviewed Monday, August 9)

#### CORT THEATER, NEW YORK

Two one-act plays by Jean-Paul Sartre and Richard Harrity, respectively. "Prostitute" staged by Mary Hunter; setting by Robert Gudiach. "Hope" staged by Joseph Kramm. Business manager, Ben Rosenberg. Stage manager, Peter Zelsler. Press representative, Reginald Dennenholz. Presented by New Stages, Inc.

**THE RESPECTFUL PROSTITUTE**  
Lizzie McKaye.....Meg Mundy  
The Negro.....John Marriott  
Fred.....Karl Weber  
John.....Earl George  
James.....Hal Studer  
Senator Clarke.....Arthur Jarrett  
A Man.....Jay Barney

#### HOPE IS THE THING WITH FEATHERS

Oscar.....Ken Renard  
Doc.....Jay Barney  
Steve.....Joseph Keen  
Willer.....MacGregor Gibb  
Sweeney.....Will Geer  
Charlie.....Lou Gilbert  
Old Man Nelson.....Earl George  
Joe.....Hal Studer  
A Man.....Henry Wadsworth

New Stages, Inc., in one reporter's opinion, has done a very smart thing. It has tossed out that cloying bit of folksy, Wilderian Americana, called *The Happy Journey*, as a curtain raiser to *The Respectful Prostitute* and substituted Richard Harrity's *Hope Is the Thing With Feathers*. *Hope*, it will be remembered, is that wryly, tragically comic survey into the minds of a crew of benchwarming down-and-outers in Central Park. It was unveiled last season to critical acclaim by the Experimental Theater and later was piloted commercially by Eddie Dowling into the Playhouse for a short stay. However, presently at the Cort and backed by the solid b.-o. draw of *Prostitute*, it should gather a real customer impetus. One thing is certain. The New Stagers have, for the first time, found a companion piece for *Prostitute*, a combo which adds up to a full evening's entertainment in the theater.

#### "Hope" Is Recast

This third revival of *Hope* has been practically recast. In fact, only two of the nine original players remain on the roster. Lou Gilbert is once more the little, punch-drunk ex-pug, and Will Geer is the tough-talking bum who hates Bowery missions. Their performances ripen with age. However, practically all of the newcomers give intelligent readings, and if some of their efforts don't come across as sharply as those of their predecessors, it is no fault of Joseph Kramm's direction, which is as meticulous as of yore. Obviously, E. G. Marshall's portrait of the screw-ball duck-catcher is a tough one to follow, and Jay Barney is an extremely good substitute. The same goes for Earl George, altho his concept of Old Man Nelson lacks something of the child-like warmth which Dan Reed read into the character. Results are similar pretty much all down the line, with the exception of Henry Wadsworth's drunk-who-fell-into-the-pond. If anything, his chore is better than the original. But over-all, *Hope* suffers little by the changes. The current edition is fine theater, poignant without mawkishness, with its tragedy implications trimmed for sympathetic chuckles.

#### "Prostitute" Holds

Meg Mundy's brilliant performance is still the keystone of *Prostitute*, with continued fine support from Karl Weber and John Marriott. Here, too, have been cast changes, with Arthur Jarrett's senator lacking something of the leering unctuousness of Wendell Holmes's original. Earl

## Subway Circuit

### THE LAST OF MRS. CHENEY

(Opened Tuesday, August 10)

#### FLATBUSH THEATER, BROOKLYN

A comedy by Frederick Lonsdale. Staged by Jerome Shaw. Settings by Louis Kennel. Press representative, Vincent McKnight. Presented by Jules Leventhal.

Charles (a Butler).....Stiano Braggiotti  
George (a Footman).....William Weaver  
Jim (a Footman).....Peter Dane  
Lady Joan Houghton.....Dorothy Elder  
Lady Mary Sindley.....Priscilla Weaver  
Willie Wynton.....Jerome Shaw  
Lady Maria Frinton.....Jean Arden Cobb  
Lord Dilling.....Joel Ashley  
Mrs. Wynton.....Elizabeth Ayers  
Lord Elton.....David White  
Mrs. Cheney.....Kay Francis  
Mrs. Ebley.....Myrtle Tannahill  
Roberts (Mrs. Ebley's Butler).....E. Earle Mayo

The lush 1920's and the era of Lonsdale's British drawing room comedies seem a long while back. Somehow the didoes of London's upper crust are faintly musty, and the tale of crooks in a Mayfair parlor, with everybody so terribly, terribly upset over an impending explosion in their social foxholes seems to belong to a forgotten age. However, *The Last of Mrs. Cheney*, even at the ripe age of 22, still projects amusingly and the dialog frequently sparkles in the best Lonsdale manner. It's revival is pleasant summer theater fare, and it offers an equally pleasant opportunity to watch Kay Francis play the lady crook whose heart wasn't really in her pearl-snatching work.

The star injects more than considerable warmth into the current Mrs. Cheney, and there was no doubt as to what the local customers thought about her at the opening night curtain. She got a small ovation from Subway Circuit clients. Incidentally, the lobby of the Flatbush looked like Broadway old-home week what with sundry pals of such players as Joel Ashley, Stiano Braggiotti, Dorothy Elder and Myrtle Tannahill making the Brooklyn trek to catch them at their chores.

#### Good Supporting Cast

Ashley provides excellent support as the play-boy lord whose wolfing catches up with him. He is particularly effective in the final scenes. Same may be reported of Braggiotti, altho he did not seem quite at ease as the masquerading butler in the early moments of the play. However, comes the last act, with the mask off, and Braggiotti, as a suavely worldly gentleman crook, comes thru with a solid contribution. Dorothy Elder adds first-rate portrait of a sex-stalking Mayfairite and Myrtle Tannahill another as the dowager whose pearls are in jeopardy.

Over-all the cast is completely competent and ably directed by Jerome Shaw. Louis Kennel's sets are serviceable traveling affairs. The whole looks like a good bet for Jules Leventhal's circuit. There is no question that audiences like it.

Bob Francis.

#### Paris Opera Ballet to Tour

MONTREAL, August 14.—The ballet of the Paris Opera will include some large cities in Eastern Canada, including Montreal and Quebec, in its tour of the United States in the fall.

The three-week tour will start on September 5, tho Montreal dates have not yet been set. General Secretary Robert Favre Le Bret will be in charge of the troupe of 45 dancers which will give a rep of 16 ballets, most of them creations of ballet master Serge Lifar.

George, Hal Studer and Jay Barney double competently from *Hope* in the lesser assignments.

Bob Francis.

## N. Y. Theaters' Stix Bally Strikes Snags

NEW YORK, Aug. 14.—The hinterlands legit publicity program, skedded by the League of New York Theaters to tee off last June 1 and subsequently postponed until September 1, is running into snags. The committee, which comprises Richard Aldrich, Theron Bamberger, Herman Levin, Herman Bernstein, Vinton Freedley and Kermit Bloomgarden, has been so scattered on summer chores that a complete get-together has been well-nigh impossible, according to James F. Reilly.

However, the league meeting Wednesday (11) leaves the matter still status quo, with no public relations firm appointed to undertake the league's drum-beating program. In addition, the league is disappointed by the refusal of the Association of Theatrical Agents and Managers (ATAM) of originally pledged cooperation. Not only, according to Reilly, does ATAM object to the appointment of non-un'ion public relations representation, but it has followed up with a claim that such would constitute a violation of contract. Since the consensus of the league is that the over-all project calls for a public relations firm and is not strictly a press agent's job, the snarls will likely take considerable untangling and dims any possibility of the plan getting under way on schedule.

Meanwhile, the stalemate between ATAM and the league as to hike in wage scales continues. The matter, of course, is due for arbitration, but to date no arbitrator has been selected. It is possible, however, that one may be picked next week.

### All Four Philly Houses Skedded for Fall Opening

PHILADELPHIA, Aug. 14.—Altho the past legit season was of sluggish proportions, the Shubert interests will light up all four of its playhouses here for the coming season. The curtain-raiser is set for Labor Day (September 6) at the Locust Street Theater, with Janet Blair and Francis Lederer sharing the marquee in *For Love or Money*. The Forrest Theater will light up September 13, with Ray Bolger leading a musical version of *Charley's Aunt*.

Shubert Theater, also partial to musicals, will also light up Labor Day with a return trip for *Brigadoon*, which had its preem in Philadelphia, to be followed by another musical. The Walnut Street Theater will wait until September 20 for the season's opener with Basil Rathbone in *The Heiress*. The same night will find the Locust Street Playhouse following with Tallulah Bankhead in a revival of *Private Lives*. For October, books show Maurice Evans in *Man and Superman*.

### Aussie Show Boom Holds

SYDNEY, Aug. 14.—The boom in flesh shows in Perth, West Australia, shows no signs of slackening. J. C. Williamson Theaters, Ltd., have recently concluded the longest musical comedy season ever staged in that city. According to the firm's manager, Charles Deardon, it was the biggest money spinner his org ever put on in Perth. Hundreds were turned away from the last week's performances.

Staged in His Majesty's Theater, which was recently thoroly renovated at a cost of \$50,000, final production was *White Horse Inn*. Another company will be sent to Perth shortly by Williamson's to cash in on the boom.

## Strawhat Review

### THE BEAUX' STRATAGEM

(Opened Monday, August 9, 1948)

#### BOSTON SUMMER THEATER

Comedy by George Farquhar. Staged by Brian Aherne and Arthur Marlowe. Original design for the production by Herbert Brodtkin; executed by John Wild. Lighting by Estelle Harmon. Music by Alfred Reynolds. Staff for the Boston Summer Theater: Managing director, Lee Falk; business manager, Otto Hartman; press representative, Bill Mooney; stage manager, Jack Woods. Presented by Lee Falk in association with Al Capp.

Boniface.....Richard Temple  
Cherry.....Maureen Stapleton  
Aimwell.....John Merivale  
Archer.....Brian Aherne  
Dorinda.....Patricia Jenkins  
Mrs. Sullen.....Carmen Mathews  
Sullen.....Allen Nourse  
Scrub.....Victor Beecroft  
Gibbet.....Jerome Collamore  
A Country Woman.....Winifred Wellington  
Lady Bountiful.....Mary Forbes  
Hounslow.....Paul Lewis  
Bagshot.....Howard Price  
Sir Charles Freeman.....William Jeffrey

Brian Aherne's summer revival of *The Beaux' Stratagem* is proof enough that the classic book-shelf still packs lively entertainment. George Farquhar wrote this lusty comedy in 1707. It takes a man of imagination to realize that this comedy of morals and manners (or their lack) could be produced on a slim budget for summer touring and emerge a first-rate show.

Aherne must be that man, for he plays his role of a London gentleman of broken fortune and large wit as if his heart were in it. His best support comes from Carmen Mathews, remembered for her brilliant work in *Man and Superman* last season. She acts the role of a lady married to a besotted squire with a wicked zest.

#### Broad Comedy

John Merivale does well by the role of Aherne's companion in the search for a rich wife. But his tight-lipped manner is a trifle severe for the bawdies of restoration comedy. There are some neat bits of broad comic acting from Victor Beecroft and Allen Nourse. But most of the men of the cast mouth their lines. Maureen Stapleton and Patricia Jenkins are the very pretty young ladies of the piece.

*The Beaux' Stratagem* is a ribald charade, it laughs at vice and morality in the same breath and needs, therefore, to be acted on the tips of the toes. The present cast, with the exception of the superb Carmen Mathews, is a trifle heavy. But by the time they have gone on thru several other scheduled summer engagements, the play should be sparking along. Then it might be a good candidate for Broadway showing, since it offers a better diversion than most of our slow-witted contemporary comedies.

Bill Riley.

### Equity Skeds Jr. Session

NEW YORK, Aug. 14.—The next quarterly meeting of Actors' Equity skedded for September 17 at Hotel Astor will be divided into two sessions. An hour beginning at 1:30 p.m. will be devoted to junior members and the discussion of their problems. The regular quarterly meeting will be called to order at 2:30.

## ROUTES Dramatic and Musical

Annie Get Your Gun (Shubert) Chicago.  
April Fool (Geary) San Francisco.  
Carousel (Biltmore) Los Angeles.  
Heaven on Earth (Shubert) Boston.  
High Button Shoes (Great Northern) Chicago.  
John Loves Mary (Harris) Chicago.  
Magdalena (Curran) San Francisco.  
Oklahoma (Fox) Spokane, Wash., 16-19.  
Oklahoma (Erlanger) Chicago.



**ALLEGNA—C. A.**, 19, trumpet and former leader of Five Hits and a Miss, Ludlow (Mass.) dance orchestra, August 5 in Miami in a plane crash.

**ALLOWAY—Jack**, concessionaire at Lincoln Park, New Orleans, August 9 in that city of a heart attack. He had also been with the Ringling, Al G. Barnes and Clyde Beatty circuses. In 1943 he took out his own show but was forced to close due to illness. Survivors include his widow; a son, Jack Jr., and a sister.

**IN LOVING MEMORY OF**  
**MAL BATES**  
Who Passed Away Aug. 16, 1940  
"Gone But Not Forgotten"  
**BEATRICE HEIDEL**

**BARRE—Bob**, 45, associated for 25 years with Harry Howard, producer, August 8 in Melbourne, Australia. He booked *Marinka*, musical, in Melbourne a few years ago and was manager and producer of the vaude show, *Stardusters*, starring Sibyl Bowan, at the time of his death. He leaves a sister.

**IN LOVING MEMORY OF**  
**P. N. BRANSON**  
Passed away August 21, 1947  
Only God knows how much we miss you,  
Darling.  
MRS. P. N. BRANSON  
MARY and BRUCE BRANSON

**BOLDEN—Harry**, juggler, dancer and singer, recently in Meriden, Conn. The past decade he had appeared mostly at club and banquet dates in Boston and the New England States. Survived by his widow and daughter. Burial in Meriden August 4.

**BRUCE—Robert C. Sr.**, 61, pioneer Hollywood photographer and travelog director, at Queen of the Angeles Hospital, Los Angeles, August 6 of pneumonia. He entered films in 1914 and for several years was Paramount Pictures' photographic chief, directing such movies as *Trail of the Lonesome Pine*. He produced travelogs bearing his name and recently formed a new company, Locations Unlimited. Other film companies with which he was associated during his career were Educational Films, Selznick and 20th Century-Fox. Survived by his widow, a daughter, two sons, a sister and a brother.

**BRYANT—Charles**, 67, retired actor, former husband and leading man of the late Alla Nazimova, August 7 in Mt. Kisco, N. Y. Following his stage debut in *Iris*, in 1901, he later played major roles with Forbes-Robertson, Cyril Maude and Arthur Boucher. Bryant came to the United States in 1912 and played opposite Nazimova in *Bella Donna*, *Ception Shoals*, *Hedda Gabler* and *Dagmar*, the latter produced by himself. Other shows in which he appeared include *That Short, Driven, War Brides, And So to Bed* and, in 1937, *Yes, My Darling Daughter*. He leaves his wife, the former Marjorie Gilhooley, a son and daughter.

**CARSON—Jock**, 73, veteran Scottish bagpiper, active in celebrations thruout the New England States and the maritime provinces the past 40 years, recently in St. Anns, N. S.

**COYLE—Walter V.**, 60, former ac-

tor, August 3 in Freeport, L. I., N. Y. He appeared with his wife, Alice Murrell Coyle, for over 20 years, and was seen in *Montana* and *Heir to Hoorah*. He later went into pictures. His widow, two brothers and two sisters survive.

**DALEY—Michael J.**, 72, one-time owner of Riverside Park, Agawam, Mass., and former WPA director for Western Massachusetts, August 3 in Springfield, Mass.

**DANDY—Ned**, 60, former burlesque comedian and film writer, August 8 in Hollywood.

**DEAN—Marcus L.**, 79, who organized the first band in Mt. Airy, N. C., and was its leader for many years, August 5 at the home of a son, Rowe Dean, in Jacksonville Beach, Fla. Burial in Oakdale Cemetery, Mt. Airy.

**DENBAR—Barney**, 53, concessionaire on the O. C. Buck Shows, in Schenectady, N. Y., August 10. Survived by a sister, Mrs. Irving Goldberg, Springfield, Mass. Burial in Hartford, Conn.

**De SOUSA—May**, former prominent operetta soprano, August 7 in Cooke County Hospital, Chicago. She began her career in Chicago vaude and played in Milwaukee stock before her first appearance in New York. Her New York debut, *The Tenderfoot*, led to roles in *A Chinese Honey-moon*, *Babes in Toyland*, *The Land of Nod* and *The Wizard of Oz*. Her greatest success was gained in Europe where she was the star at London's Drury Lane Theater for several seasons and often sang at the Moulin Rouge in Paris and the Winter Garden in Berlin. Her British roles were in *Cinderella*, *The Geisha*, *The Girls of Guttenberg*, *Havana*, *The Girl on the Train*, *The Count of Luxembourg*, *Peggy*, *The Arms and the Girl* and *Lieber Augustin*, the latter with De Wolf Hopper. There were no survivors. Services and burial were held by the American Guild of Variety Artists, in Chicago.

**FITZPATRICK—Ed**, 53, former vaude performer and manager of Loew's theaters, recently in Waterbury, Conn. He toured the old Poli circuit and was connected with the Amusement Bureau as a ride operator.

**FRANKLIN—Freddie**, drummer with Seal Bros.' Circus, recently in Emporia, Kan. There are no known survivors. Burial in Emporia.

**GALBRAITH—Nelson**, 44, film editor, in Seattle August 9 of a stroke. A resident of Hollywood, he had been an employee of 20th Century-Fox Studios for 15 years. Survived by his widow.

**IN LOVING MEMORY**  
Of our beloved son  
**OWEN GRAY**  
Who passed on August 12, 1947.  
MR. & MRS. OTTO GRAY

**GREER—Col. H. C.**, 70, owner of radio stations at Morgantown and Elkins, W. Va., and publisher of *The Morgantown Daily Post* and *The Morgantown Dominion-News*, August 5

at his home in that city. Surviving are his widow and a daughter.

**In Memory**  
Of Our Dearly Beloved  
**Lieut. Billee L. Hamilton**  
(Billee Garneau)

Who was killed in action in Sicily  
August 23, 1943.

Wife—NANCY  
Brother—TOMMY  
Mother—MIMI GARNEAU  
He either fears his fate too much or his  
deserts are small, who dare not put it  
to the touch to win or lose it all.

**HURD—William A.**, 48, executive at the J. Walter Thompson Advertising Agency, August 10 in New Rochelle, N. Y. His widow, son, mother and sister survive.

**KEMPER—Joe**, 65, veteran stage and film actor, in Long Beach, Calif., August 3 while visiting in that city. Interment in Holy Cross Cemetery, Los Angeles.

**LA REAU—Earl P.**, 54, Philadelphia police inspector and well known to showmen playing Philadelphia, recently in that city. Survived by his widow, Jean. Burial in Holy Sepulchre Cemetery, Philadelphia.

**LAUTERBACH—C. F. Jr.**, 57, member of the National Showmen's Association and operator of the Petersburg (Va.) Fair, recently in Petersburg.

**LEWIS—Isabel Pitt**, 82, former legit and vaude performer, August 5 in New York. Her last stage appearance was in 1929 in *Passion Play*, at the New York Hippodrome. Three brothers survive.

**LIVELY—Carlyle A.**, former carnival trouper, August 6 in Louisville.

**McNEIL—William A.**, 59, for many years president and general manager of the Great Northwestern Fair in North Wilkesboro, N. C., August 7 in that city of a heart attack. Surviving are three brothers and a sister.

**MORRISON—A. B.**, 77, theater manager of the old vaude and legit era and recently a picture house operator, August 2 in Memphis. His widow and sister survive.

**PEELE—Robert S.**, 60, publisher of *The Centerville (Ind.) Old Trails Echo*, and well known to many outdoor show people, August 6 in that city. Survived by his widow, Grace, and a brother, Omar, editor of *The National Road Traveler*, Cambridge City, Ind. Burial in Crown Hill Cemetery, Centerville.

**PELOSI—Francesco**, 53, president and impresario of the Philadelphia-La Scala Opera Company, August 2 while en route from Atlantic City to his home in Philadelphia. He staged his first production, *Il Trovatore*, in 1923 and started the old La Scala Opera Company in 1926, subsequently becoming director of the Pennsylvania Grand Opera Company. In 1938 he founded the Philadelphia-La Scala Opera Company. Survived by his widow, Gerormina; his father, two sons, two daughters, four brothers and three sisters.

**PERRY—Charles C.**, 57, in charge of publicity for Paramount Pictures out of Cincinnati and Indianapolis, August 4 in Jewish Hospital, Cincinnati. He had undergone an appendectomy a week ago. In his youth Perry had appeared in vaude and later managed movie houses. Survived by a son, Jay; three brothers, Otto, Philip and Frank, and two sisters, Mrs. Minerva Ellsworth and Mrs. Florence Ulman, all of New York. Burial in New York August 7.

**In Memory of**  
**JACK (DAD) POTTS**  
Who passed away one year ago, August 9, 1947.  
"We miss you, Dad."  
**MAXINE AND MR. AND MRS. DANNY RYAN**

**POWERS—Lou**, old-time burlesque comedian, August 11 in Bridgeport, Conn. Survived by a son, William. Burial in Bridgeport August 13.

**SITTIG—LeRoy**, 43, member of the Orrin Tucker band, July 31 in Denver. He played with Gene Krupa before joining Tucker. His widow, parents, brother and sister survive.

**SPEISER—Maurice J.**, 68, theatrical attorney and counsel for the National Association of Performing Artists, August 5 in Philadelphia.

**TWEEDY—Donald Nicholas**, 58, musician, teacher and composer, July 21 in Danbury, Conn. He had his works performed by the Rochester Philharmonic Orchestra, the Harvard Musical Society and the League of Composers. He was author of a music textbook, *Manual of Harmonic Technique*. His parents and a sister survive.

**WARING—Mrs. Jessie Calderwood**, 74, mother of Fred Waring, orchestra leader, August 1 in Shawnee on Delaware, Pa. Another son, Tom, two daughters and a sister survive.

**WEDIN—Bernard (Buddy)**, 41, former movie player and circus trouper, August 5 in Lansing, Mich., of a heart attack. A dwarf, Wedin had been with the Ringling circus as a member of clown alley and had appeared in the movie, *The Unholy Three*. While with Ringling he missed the net when he was shot from a cannon and broke both legs, which forced him to retire from show business. In recent years he had been a guard at the capitol grounds in Lansing. Survived by his parents, Mr. and Mrs. John Wedin, Iron Mountain, Mich.

**WINTER—Clara M.**, 92, former opera singer, August 5 in Pasadena, Calif.

**WOODWARD—Ralph W.**, 58, former circus treasurer and executive, long associated with the American Circus Corporation, of a heart attack at his home in Bloomington, Ind., August 9. (Further details in Circus Department.)

## Marriages

**CANZY - McNAMARA** — Tony Canzy and Jean McNamara, concessionaires with the Gaiety Shows, July 30 in Coudersport, Pa.

**CULLEN-AMES**—Bill Cullen, emcee of the *Hit the Jackpot* show on the Columbia Broadcasting System (CBS), and Carol Ames, vocalist on the *CBS Singalong Show*.

**DORIAN - BRUNS**—Raymond Dorian, dancer, and Grace Bruns, singer, August 7 in Los Angeles. Both are in the *Carousel* road company.

**FIORE-MIOFSKY**—Al Fiore, member of the Harmonicats, harmonica trio, and Mary Miofsky, August 8 in Chicago.

**GIBNEY-SHINN**—Joe Gibney, announcer-salesman at KLIX, and Priscilla Shinn, recently in Twin Falls, Idaho.

**GRANNIS-HENNEMUTH**—Gordon Grannis, of the KGO advertising, promotion and publicity department, and Margerie Hennemuth, July 31 in Carmel, Calif.

**GREEN-MANNING**—Clinton H. Green, Providence, member of *The New York Times* London staff, and Irene Manning, stage and screen actress, July 31 in London.

**GOWER-CULLEN**—Lieut. Richard Patrick Gower, founder of the Irish Ballet Club, and Cepta Cullen, ballerina, July 30 in Dublin.

**KEESLAR-McGARRY**—Bruce Keeslar and Betty McGarry, with the Cavalcade of Amusements, July 29.

**MOORE-WALKER**—Garry Moore, film and stage actor, and Nancy Walker, musical comedy star who last appeared on Broadway in *Look, Ma, I'm Dancin'*, August 1 in Tijuana, Mexico.

**PECK-ELDER**—Earl Peck, professionally known as Gene Gralau, former circus and hall show operator, and May Blossom Elder, non-pro, July 9 in Tacoma, Wash.

**PLUNKETT - FREDERICK**—Cleo Plunkett and Sally Frederick, both

## In Memoriam to BOB BARRE

Who Departed August 8 in Melbourne, Australia

"Death's but an open door, We move from room to room  
Life is eternity—There is no death"

From His Old Friend  
**SIBYL BOWAN**

Memorial Mass at St. Malachy's Actor Chapel, 9 a.m., August 23



of Plunkett's Stage Show, in Scotts-bluff, Neb., July 27.

**PURRINGTON-MEDER** — John Purrinton, staff announcer at WRMS, Ware, Mass., and Anna K. Meder, continuity writer at WHYN, Holyoke, Mass., recently in Ware.

**SHULL-KLAR**—Leo Shull, publisher of *Actors' Cues*, and Claire Klar, legit actress, August 8 in Cornwall, Conn.

### Births

A daughter, Sondra Jay, to Mr. and Mrs. Wayne Willett, in St. Francis Hospital, Poughkeepsie, N. Y., July 27. Mother is the daughter of Ralph Decker, manager of the Joseph J. Kirkwood Shows.

A son, Gerald, to Mr. and Mrs. Thomas Picha, recently in Detroit. Father is manager of the Virginia Theater, that city.

A daughter to Mr. and Mrs. C. C. Zimmerman recently in St. John's Hospital, Rapid City, S. D. Father is owner-operator of the cookhouse on Hills Greater Shows.

A daughter, Rose Lee, to Mr. and Mrs. Edward (Chuck) Curtin recently. Parents were formerly concessionaires with the Georgia Amusement Company and other shows.

A son, James, to Mr. and Mrs. Toby Renfro recently. Father is a concessionaire with the John H. Marks Shows.

A son, William Jr., to Mr. and Mrs. William Beldock recently in Claremont, N. H. Father is ride superintendent with the O. C. Buck Shows; mother is the former Sally Crouch, dancer.

A daughter, Virginia Allison Louise, to Mr. and Mrs. Al Chance, at Deaconess Hospital, St. Louis, July 28. Father is director of the CBS Mary Lee Taylor program and *Tele-Quiz-Calls* on KSD-TV.

A daughter, Erin Patrice, to Mr. and Mrs. Tom McKenna recently in Detroit. Mother is the former Gwen Cooper, radio vocalist.

A son to Mr. and Mrs. John Dembeck recently in Detroit. Father is booker at Co-operative Theaters.

A daughter, Barbara Jean, to Mr. and Mrs. Bill Capell July 29 in Muskogee, Okla. Father is the son of Mr. and Mrs. H. N. Capell and one of the owners of the Capell Bros.' Shows.

A daughter, Linda Roberta, to Mr. and Mrs. Jack Jurlando, who have the hot corn and watermelon concession outside of Tirza's, Coney Island, N. Y., in Israel Zion Hospital, Brooklyn, July 30.

A son, Haywood Bruce, to Mr. and Mrs. Harold Kirsch, recently in Israel Zion Hospital, Brooklyn. Parents operate the Kirsch Restaurant at Coney Island, N. Y.

A daughter, Lynn, to Mr. and Mrs. Gerald Gordon, July 28 in Detroit. Father is a concessionaire with the Joyland Midway Attractions.

A daughter, Harriett, to Mr. and Mrs. Harry Stahl in Detroit recently. Father is superintendent of concessions at Eastwood Park, Detroit, where the mother, Bernice, is a concession manager.

A son, Keith Robert, to Mr. and Mrs. Bob Evans August 1 at Wesley Memorial Hospital, Chicago.

A daughter, Gloria, to Mr. and Mrs. Myrton Broom July 21 in San Antonio. Grandparents are Ed and Bessie Plunkett, of the Plunkett Shows. Mrs. Broom toured with that org before she was married, and now manages Plunkett's Tourist Court in San Antonio.

A daughter, Courtney, to Mr. and Mrs. Clyde Harrison, July 22 in General Hospital, Hollywood. Parents are with Polack Bros.' Eastern Unit.

A daughter, Jayne Hudson, to Mr. and Mrs. Harry Jaeger July 21 in St. Louis. Mother is the former Marjorie Hudson, vocalist for the Columbia Broadcasting System; father is a drummer.

A daughter, Stephanie Carreau, to Mr. and Mrs. Arthur Keegan July 24

in Easton, Md. Father is in the Chicago company of Mister Roberts.

A daughter, Kerry, to Mr. and Mrs. Frank C. McIntyre recently in Twin Falls, Idaho. Father is veepee and general manager of Station KLIX.

A daughter to Mr. and Mrs. Eddie Bracken August 9 in Hollywood. Father is an actor; mother is Connie Nickerson, former legit actress.

A daughter to Mr. and Mrs. Robert Savage August 1 in Chicago. Father is in the American Broadcasting Company continuity department.

A son, William Jr., to Mr. and Mrs. William Bedlock recently. Parents are with the O. C. Buck Shows.

A son to Mr. and Mrs. Dick Creswell at Sioux Falls, S. D., recently. Father is an announcer at KELO there.

A son to Mr. and Mrs. Lloyd W. Gustad at Sioux Falls, S. D., recently. Father is a pianist.

A son, William Christopher, to Mr. and Mrs. William Whitehouse, recently in New York. Father is an American Broadcasting Company news editor.

### IN LOVING MEMORY OF



## SAM LAWRENCE

Who Passed Away on August 18, 1945

### SHIRLEY LAWRENCE LEVY

### The Personnel of

## LAWRENCE GREATER SHOWS

*Pause to pay silent tribute to a Kind Boss to people on his show and a Real Friend to Show People Everywhere, and to Veterans of World Wars I and II.*

*He Served His Country in World War I*

# SAM LAWRENCE

*He Served His Buddies in World War II*

Samuel S. Levy

Roy McGovern

H. B. Shive

Rhea & Tommy Carson

Johnny Matise

Robert Deckman

Red & Rose Hicks

Mr. & Mrs. Robert Young

C. J. Moran

Charles Roy & Wife

Mr. & Mrs. J. L. Machamer

The Osteen Family

Louis Gueth

Spencer & Doris Goodrich

Mr. & Mrs. Casey Sens

Mr. & Mrs. Hiram Beale

Mr. & Mrs. Louis Rosenberg

Danny Newman

Bill Woodall

Ida & George L. Smith

Jack Wilson



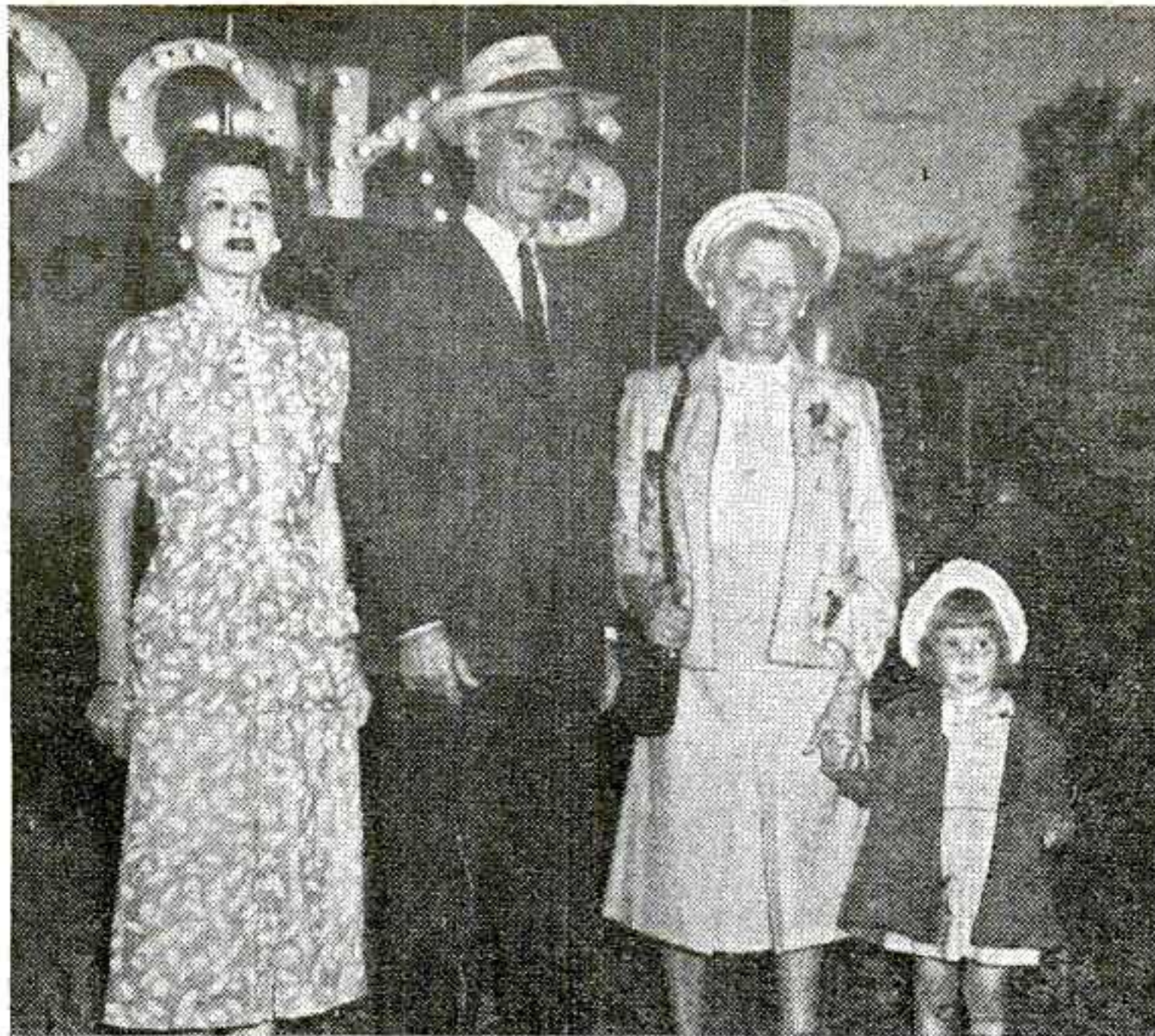
## Nebraska Jaunt Gives Plunkett Big \$\$\$ Counts

BRIDGEPORT, Neb., Aug. 14.—Plunkett's Stage Show this week moved in for its local engagement after playing to capacity houses during its stands at Alliance and Hemingford, Neb., where officials said every available chair was used to take care of patrons.

Following a courtship that lasted slightly less than 24 hours, Cleo Plunkett, emcee on the show, and Sally Mae Frederick, non-pro of Alliance, Neb., were married in Gering, Neb., July 27. Both are war veterans, Plunkett having served with the Medical Corps, while the bride was a member of the WACS.

Arkie Williams has been added to the advance, making a total of six currently ahead of the show. Mr. and Mrs. Rusty Plunkett and Cleo Plunkett took delivery on new trailers here.

Personnel of the show was entertained at a cocktail party and dinner in Angora, Neb., by Bill Glou. Recent visitors included Jack Hart, former repster, and the Reverend O'Neil, of Hemingford, Neb.



MEMBERS OF THE BROOKS FAMILY, operators of the Brooks Stock Company, currently in its 37th year en tour, posed for this photo while the company was appearing in Sauk City, Wis., recently, its 25th consecutive showing there. Left to right: Mrs. Barbara Brooks, widow of Tom Brooks, one-time leading man, who died in 1946; Jack and Maude Brooks, who started the company in 1911, and Stephanie Lee Brooks.

## McKennon Unit Chalks Win at Amarillo, Texas

AMARILLO, Tex., Aug. 14.—Local engagement proved one of the best of the season thus far for the McKennon Stage Show, it was announced here last week. Organization was well billed for the stand, getting 144 inches in *The Globe-News*, 91 inches in *The Times*, four feature stories, plenty of picture space and a special story for the papers' Sunday editions.

The usual spot announcements and 15-minute radio programs were utilized as were 800 window cards, plus the 700 half and one sheets used in advance work.

Visitors included Mr. and Mrs. Toby Young, who came in from Oklahoma City; Bob and Jenne Siler; Mr. and Mrs. Goofy Goff, who are making their home here, and June Brunk, announcer and continuity writer for Station KDDD at Dumas, Tex. She's the daughter of Glen Brunk, of Brunk's Comedians.

## Hugo Unit in 40th Year in Nebraska, Eastern Wyoming

KEARNEY, Neb., Aug. 14.—Hugo Players, under Harry Hugo, this season are in their 40th year of touring Nebraska and Eastern Wyoming. Show, which plays 20 towns in as many weeks in Central and Western Nebraska, headquarters here during the winter. Unit has been playing auditoriums in and around headquarters during the winter.

Hugo began his rep tent career in 1907. He and Mrs. Hugo also own the Standard Play Service, while their son, Herbie, who grew up in the tent, plays rube roles and is a member of the band.

MIAMI, Aug. 14.—Wally Overman has taken a 10-year lease on a theater at Naples, Fla., where he plans to present pix and vaude shows, he announced here this week. Opening has been set for November 1, and the 700-seat house will be renovated and renamed, Overman said.

### FOR SALE—TENT SHOW

PRICED TO SELL  
 All in A-One shape. Top 60 with 2 30's. New Marquee, 20x30. Cook House Top, 20x30. All with pole and stakes. 1200 Seats, 2 Light Plants, 5 Trucks and Trailers. All Wiring rubber covered. P.A. set with speakers. Everything ready to go. Can be seen at 3600 N.W. 79th St., Miami, Fla. Write:

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**LANDRUS**  
 General Delivery Livingston, Texas

### At Liberty AGENT

DUE TO DISAPPOINTMENT. Can join on who.  
**Clarence Auskings**  
 c/o General Delivery New Tazewell, Tennessee

### WANT

Man with Dogs, Ponies, Monkeys to put on 40-minute show. Also want Team doing 3 numbers for stage. Also Single Man, 2 or 3 Acts. Money every night. 14 weeks' work. Prefer people with own transportation. Frank Smith, write.

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c/o Curtiss Show Print, Continental, Ohio

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Westerns and Features, complete, \$15.00 each and up. Programs rented, \$7.50. Universal Sound Projector, complete, \$195.00. Late Musical Westerns, \$50.00 each. Shipping Cases, 2000 ft. capacity, for \$4.00 each. Poster Supply. Free lists.

**SIMPSON FILMS**  
 155 HIGH DAYTON 2, OHIO

## Jolly Della, Great Repster

By Will H. Locke

IF THE true history of rep shows and that versatile clan we call repsters could be written it would not be complete without the story of one of the best little troupers the West ever knew—that sweetheart of old-time playgoers—Jolly Della Pringle! A story of outstanding interest because for many years this clever little woman toured the Midwest, beloved by thousands. There was not a town of any consequence where she was not a welcome visitor and her name a household word.

Jolly Della, as she is affectionately known, was born at Trenton, Mo. She began her stage career while a young girl with an Iowa repertoire company of seasoned, professional troupers, and she calls Knoxville, Ia., and Boise, Idaho, her home towns.

She once was the wife of the well-known actor, Johnny Pringle (father of the well-remembered late John Gilbert of film note).

For many years Jolly Della headed her own repertoire company under the direction of G. Faith Adams and became an established favorite.

### Invaded Hollywood

During the time of the early silent moving pictures, Jolly Della invaded Hollywood and worked with Mabel Normand, Fatty Arbuckle, Ben Turpin and many others. She was in the cast with Joan Crawford in that now

famously star's first important picture. Laughingly she tells of her experience in the movies while working at the Mack Sennett Studio in his famous slapstick comedies, of being floated out thru windows on a stream of water, of being strung up with wire, of having vases shattered on her head and of being hit in the face with gooey custard pies.

Jolly Della Pringle is perhaps the only living actress today who played all the old-time army posts, famous mining camps and great sawmill camps where the stage was built on tree stumps and the audience sat on boards laid on tree stumps. She saw life in the raw days of the untamed West; saw good fortune followed by unkind fate; saw times of prosperity when she traveled in her luxurious private Pullman railroad car, and saw times of adversity when she traveled in common cabooses on freight trains playing one-night-only stands with a fly-by-night show!

### Plenty and Want

She had known all the acute trials and vicissitudes that are akin to the

(See JOLLY DELLA on page 88)

## Rep Ripples

ROWELL CLAWSON is showing pix with vaude in the Chattanooga area after spending the winter in Florida where he played under auspices. He reports that business has been off and that he will return to Florida soon. . . . Cliff Albani's pix-vaude attraction has been playing Billings, Mont., to only fair results. Albani formerly owned tab shows in the Central Illinois sector. . . . Robinson Players, a new group, is framing plans for its Boston debut after September 1. Four-people unit will play sponsored dates only. Dwight Robinson is manager. . . . Northampton Players, who open their winter tour after September 1, will work out of Providence. . . . Charles and Ernest Thomson have a vaude-pix show working a circuit in Southern Vermont. . . . W. J. Davis, whose flesh show played around Lake George, N. Y., to fair takes, closed his unit

(See REP RIPPLES on page 88)

## Park-In Files Suit Vs. Charlotte Ops

CHARLOTTE, N. C., Aug. 14.—A suit has been filed here by Park-In Theaters, Camden, N. J., against Byron Adams, George Ferguson and R. C. Saunders, operators of the North State Drive-In No. 29 on the Concord Highway alleging use of certain patented processes which are owned by the Park-In Theaters.

Unique action, filed August 5, contends that the Wilkinson Boulevard Drive-In Theater is the only drive-in in Mecklenburg County entitled to the use of the Park-In patents. This is believed to be the first infringement suit of its kind filed in the Carolinas amid the widely expanding drive-in theater business.

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 Davenport, Iowa

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### NEW LOW PRICES—SUMMER SPECIALS

Westerns . . . \$5.00 per day; \$10.00 per week  
 Features . . . 7.50 per day; 12.50 per week

### NEW PRINTS • SHORTS

Dependable Service  
 Many Pictorials, Hoppys, Fuzzys.  
 A host of new attractions.

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Free lists of musical and action features for sale at \$50.00 each. Empty 1600 ft. Reels, \$1.50 each. Film Cleaning Fluid, \$2.00 per quart. Ampro Sound Projector, complete, \$225.00; ready to show. Mills Panoram Soundie Projectors, in cabinet, for \$175.00 each; shipping cases \$3.50 each.

### SIMPSON FILMS

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### U.P.C. PHONE MEN & WOMEN WANTED

For selected, refined promotion. Dwarfs, Singers, Dancers, Comedians. Engagement Sept. 15.

### PENTHOUSE PRODUCTIONS

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 54 W. Randolph St., Chicago

### BEAUTIFUL THEATRE CHAIRS

Rebuilt, Refinished \$3.95 UP

Send for Chair Bulletin, also 48-page Bargain Catalog on Motion Picture Projection and Production Equipment. World's Largest Mail Order House.  
**S. O. S. CINEMA SUPPLY CORP.**  
 New Address: 602 West 52d St., New York 19, N. Y.

### CLEARANCE SALE

Annual Sale Used Prints  
 Big Bargains — Send for Lists  
 This Adv Appears 4 Weeks Only  
**FILM CLASSIC EXCHANGE** Fredonia, N. Y.

### DRIVE-IN THEATRE EQUIPMENT

Complete new 35mm. Sound and Projection Equipment for Drive-Ins—\$2,974.00; construction and operating instructions furnished. 16MM. FILMS RENTED—\$5.00. Advertising furnished. Used 16mm. and 35mm. projector bargains.

**ACE CAMERA SUPPLY**  
 150 N. Irby St. Florence, S. C.



Communications to 155 No. Clark St., Chicago 1, Ill.

# CROWDS FLOCK TO SPRINGFIELD

## Chi R.R. Fair Throttles Past Million Mark

### Pageant Continues To Click

CHICAGO, Aug. 14.—The Chicago Railroad Fair this week high-balled its way past the million-gate mark. As of the close of business Thursday night (12), the paid attendance stood at 1,072,266, an impressive figure well in line with revised estimates that the lake-front show will pull 3,000,000 before it folds at the end of September.

The weather man has been setting something of a record for the fair. Thru Thursday, the 24th day of the event, only two out of a total of 96 performances skedded for *Wheels a Rollin'*, sole paid show on the grounds, had been lost to rain. One of these, a matinee, was lost Tuesday (10).

Presented four times each day, the huge spec continues to build increased patronage. Sellouts or near sellouts were recorded at practically every performance this week. Thru Thursday, the show had played before 389,842 paid customers in the specially erected grandstand which seats 3,880.

Several of the railroads, it is understood, are working on plans to liven up their exhibits. Another new restaurant is to be built.

There was talk this week that the fair, if repeated next year, as expected, would be transformed into a transportation exposition, with other forms of transportation, such as airlines, bus lines, automobiles, etc., embraced in an expanded show. However, railroad fair execs put this down as so much talk, pointing out that the story was inspired by such a suggestion voiced by a Detroit automobile manufacturer exec and published in a news story out of Detroit.

### Chambers Plans Circus

#### Museum at Medina, O.

MEDINA, O., Aug. 14.—Medina may be the site of a circus museum if C. Spencer Chambers, retired superintendent of Medina schools, is successful in his negotiations with Mr. and Mrs. John Bauer.

Chambers is trying to purchase the former home of Capt. M. V. Bates, the Seville giant, in near-by Seville. House is owned by the Bauers. Chambers wants to use the property as a circus museum for thousands of circus relics and also for displays of large posters and other circus paraphernalia.

If the sale goes thru it will be the third such museum in the United States. Other museums are at Sarasota, Fla., and Dallas.

### Eastwood Liquor License

#### Nixed by Control Group

DETROIT, Aug. 14.—Final action on the liquor license for Eastwood Gardens Ballroom at Eastwood Park apparently was taken this week, with refusal to renew by the State Liquor Control Commission.

Reconsideration is possible for next season but the park ballroom will continue to operate without the liquor license.

## 74G Gross ... Winnipeg Gives Royal Am New Six-Day Carnival Still Date Mark for Continent

PORT ARTHUR, Ont., Aug. 14.—A gross of \$74,000 from rides, shows and a 15-cent gate was piled up by Royal American Shows last week at Winnipeg for what is believed to be the largest six-day still date gross ever recorded on the North American Continent. The record figure is after deduction of Manitoba taxes, roughly 16 per cent. In addition to record-smashing business at the back-end, concessions enjoyed a big week. Weather thruout was ideal. Sponsored by Lodge No. 10 of the BPOE, there were no free attractions as lures. All of the RAS shows racked up huge grosses. The Sally Rand Show, which went for \$1 was the pacemaker, with Leon Claxton's Jig Show and the Lorow Brothers' Side Show following in that order.

The Royal American's Winnipeg stand had been preceded by a succession of new record grosses chalked up by Carl Sedlmayr's org over the Western Canadian Class A fair circuit. The RAS brings its Canadian tour to a close here today, the final day of the Canadian Lakehead Exhibition, which opened Monday (9). Business here, too, has been up from previous highs, but the potential here does not permit a gross that stacks up with the other stands along the shows' Canadian route.

From here, RAS goes to Superior, Wis., where it plays Tri-State Fair next week before swinging into the major State fair route at Minnesota State Fair, St. Paul.

## Lott a Clicker In Western Canada

PRINCE ALBERT, Sask., Aug. 14.—Lucky Lott's Hell Drivers made a successful debut in Western Canada this summer, playing six fair dates and four stills before heading for Valleyfield, Que. Fair dates were Moose Jaw, Sask.; Portage la Prairie, Man.; Yorkton, Sask.; Melfort, Sask.; Vermilion, Alta., and Prince Albert, Sask.

Lott's crew, using cars and semis, drove from date to date in the West and found prairie highways a real headache. On at least two occasions, semis overturned and cars had to be abandoned. One driver, Hal von Fincke, was slightly injured in a highway accident.

### Close-Ups:

## Ralph Ammon Booted Politics Out, Created State Fair Model

By Herb Dotten

(This is another of a series on little-known facts about people prominent in outdoor show business.)

THE Wisconsin Centennial Exposition, currently running in Milwaukee, was framed as a fitting testimonial to the Badger State's progress. It is that—definitely so—and more besides. It also is a testimonial to the ability, progressiveness, big-thinking and matching performance of Ralph E. Ammon, manager. The Centennial Exposition climaxes Ralph's career as one of the nation's ablest fair managers. His plans call for him to relinquish the reins of the State fair following the exposition, into which the State fair program is absorbed to celebrate the State's 100th birthday.

When Ralph steps aside, he will leave much behind. Physically, there will be a fair plant which ranks with the country's best and presents a stark contrast to that which existed in 1930 when he took over. More important, however, will be a tradition which he has formed, a blueprint for successors to follow and a model design for the purposeful operation of State-owned fairs thruout the country.

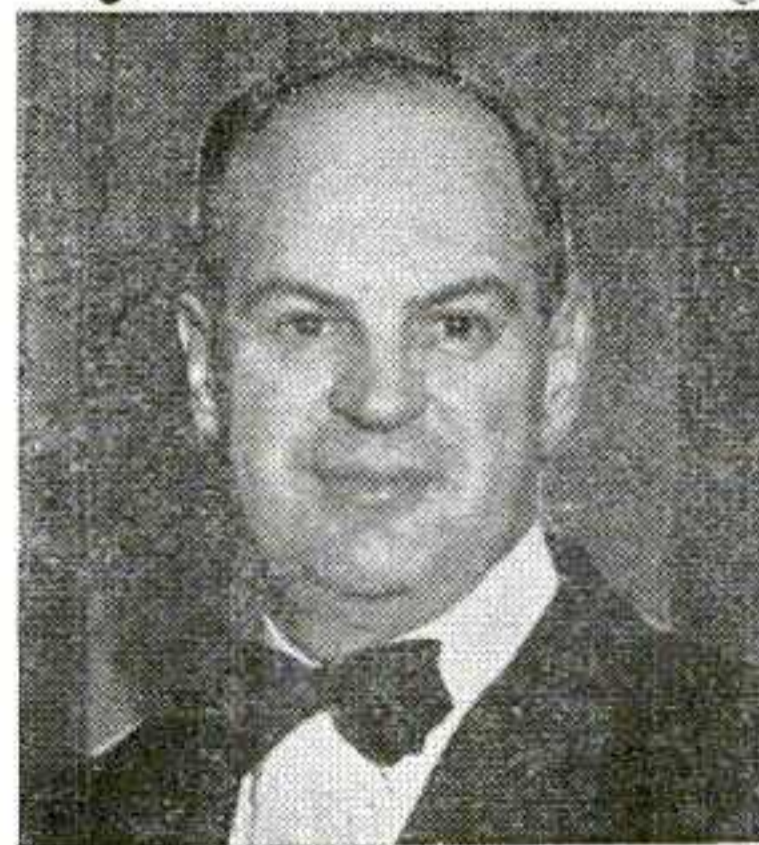
### Divorced From Politics

The key to Ammon's success has been independent management, divorced from politics, with a definite goal—that of serving a worth-while educational and entertainment program—not merely giving lip-service

to educational phases, nor following a rutted pattern of entertainment. It took a lot of doing to achieve what he has. To stave off politics was no easy fight—and fight is the word. To be sure, in divorcing the fair from politics, some of the free-rolling that otherwise might stem from State agencies was shut off. But, the sum total has paid handsome dividends.

When the late Walter H. Koehler, then Wisconsin governor, was casting about for a manager in 1930, he said, "The State fair must be taken out of politics and operated as a business." He said he wanted a man with guts. And, if he couldn't get one who was young, he added, "I'll settle for one with guts."

(See RALPH AMMON on page 56)



RALPH E. AMMON

## Hennies Bros. Rack Up Fat Midway Takes

### Hitler Car a Draw

By Herb Dotten

SPRINGFIELD, Ill., Aug. 14.—Sen. Glenn A. Taylor, of the Progressive Party, the first of three candidates for vice-president slated for appearances, today laid an egg at the Illinois State Fair here. A scant 300 was in the grandstand to hear him speak.

However, attendance at the fair today, the second day of the 10-day event, was big. Some officials put it as high as 115,000. None pegged it lower than 65,000. Veteran show folk, who have been making it for years, said the figure probably was nearer 80,000. In any event, the estimates were strictly guesses, there being no paid gate today. Admission at the outside entrances, incidentally, is charged only on five days.

The afternoon program of harness horse races (for Illinois horses only) accounted for a three-quarter grandstand. This was impressive inasmuch as it was the first time the fair offered a grandstand program on opening Saturday. At night WLS's *National Barn Dance* and Jack Owens, of ABC's *Breakfast Club*, jammed the huge grandstand. At the same time the Coliseum was filled for a horse show performance.

### Midway Biz Flourishing

Hennies Bros.' Shows, meanwhile, were racking up excellent takes on the midway. At 8 p.m. Owner Harry Hennies, who would gladly settle for the same gross as last year here, said a check of rides and shows up to that point showed that his org was running close to the excellent business of '47.

Biggest surprise was the big draw of Hitler's car. Managed by the Amusement Corporation of America, J. C. McCaffery and Herbert W. Bye, with Clif Wilson in actual supervision, the auto was launched on its tour of fairs here after being on display at Radio City, New York.

The car is spotted in front of the Women's Building and across from the Administration Building, a considerable distance from the midway, and is scaled at 50 cents for adults and 25 cents for children.

The car's arrival was preceded by much publicity, locally and in Chicago. The *Chicago Daily News* had a staff writer accompany the car and file daily stories as it was driven here from New York. The publicity was heightened by a torch of freedom, presented by New York's Mayor O'Dwyer, for delivery here to Illinois Governor Dwight Green.

The big business scored here by the car sparked speculation as to whether it would hold up in other areas. Fair execs freely admitted that the car's appearance had piled up much valuable publicity for the fair itself.

### Flicker Folk Feature

Coming in for considerable attention here was Bobby Breen, former flicker star, and Margot, stripper, who (See CROWDS FLOCK on page 85)



# CHI KIDDIELAND PAYS OFF

## Doolan Sees \$60,000 Take

Over '47 total already with six weeks to go—concesses not counted

By Hank Hurley

CHICAGO, Aug. 14.—Any of the doubting Thomases who think kiddie parks aren't a big business have only to talk to Michael J. (Mickey) Doolan, who three years ago opened Green Oaks Kiddieland at 95th and Crawford here with three rides.

Today, Doolan has nine rides with two more on order, 20 acres of land, and permanent brick buildings. He expects to gross over \$60,000 when he locks up for the winter October 1.

Mickey pulled no punches in telling about his operation.

Hit \$42,000 in '47

"Business is good, real good," Mickey said. "Last year I grossed \$42,000 on rides alone, exclusive of concessions, and three weeks ago my books showed I had passed that figure. In the remaining time I figure my gross will go over the \$60,000 mark for this year."

Doolan's spot probably is the largest exclusive kiddie park in the Chicago area. All told there are about 10 so-called kiddie parks in and around Chicago, but many of these have adult rides. Not so at Green Oaks where everything is geared for (See KIDS HELP DOOLAN, page 61)

## First-Day Records Fall at Gouverneur

GOUVERNEUR, N. Y., Aug. 14.—First-day records were broken at the Gouverneur-St. Lawrence County Fair, Monday (9), with a total attendance of 10,000 for the day. Afternoon program, with Jack Kochman's Hell Drivers on the dirt track, drew 6,000 spectators while the evening crowd was set at 4,000. Temporary bleachers had been erected adjoining the grandstand, and all seats were occupied. Attendance continued high thruout the week.

Rain Wednesday afternoon (11) interfered with the running order of the racing and grandstand programs but had little effect on attendance. Races were curtailed, but grandstand acts performed after the rain let up. This was the first time in 16 years that rain had held up an afternoon program at the Gouverneur fair. More than 1,500 persons turned out in the morning, Wednesday, to witness the high school band contests. George A. Hamid's revue was the grandstand attraction. Show featured a big line of Roxyettes and Billy Wells and the Four Fays, comedy; Four Macks, roller skaters; Rosale Sisters, perch; Spaulding Trio, dancers; Oldfield and Ware, comics, and the Ben Yost Cavaliers, vocal group. Jack Olsen emceed. George A. Hamid was a midweek visitor to the fair.

Oscar C. Buck Shows occupied the midway with 10 rides and 10 shows, including Whitey Sutton's Side Show, O'Hagan's Motordrome, Jack Kern's Dreamland Revue and the Vanities, posing show. Fair ends tonight.

## Ontario Spots Defy Bluenose Edict on Sunday Operation

TORONTO, Aug. 14.—Ontario's smouldering Sunday closing dispute developed heat this week after the majority of amusement parks in the resort areas last Sunday (8) defied a blue order to close.

The parks operated rides and shows in the face of a direct warning by Ontario's attorney general that they would face prosecution if they persisted in breaking the law, which has been on provincial statute books for years.

What caused the attorney general to take this action is hard to say, but the warning followed action the previous Sunday at Port Stanley on the orders of Crown Attorney E. W. Haines, of Elgin County, who said at the time he was taking the action in response to complaints by local residents.

The closing brought vigorous beefs from the Port Stanley showmen who claimed they were being discriminated against. This was denied by W. B. Common, of the provincial attorney general's office, who said it was up to district authorities to prosecute if there was breach of regulations.

However, local authorities did not prosecute, and most of the resorts opened as usual Sunday. The amusement park at Wasaga Beach, on Lake Simcoe, remained closed, but provincial police said that they were merely holding to the letter of the

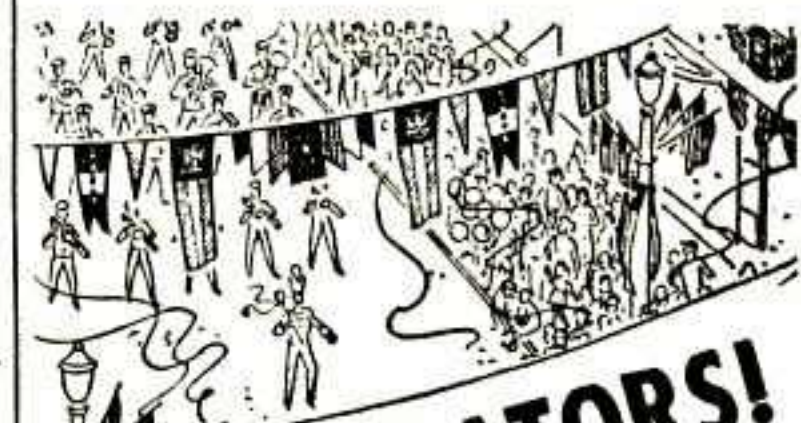
law. At Grand Bend, on Lake Huron, and Crystal Beach, on Lake Erie, rides operated as usual.

What park and resort owners are mostly worried about is that the action comes at the height of the tourist season. But, for the time being, they defied the order, and the next move is now up to the provincial attorney general.

The order does not affect night spots, since they have never operated on Sunday.

## Gate Hypo On at Mil \$

ATLANTIC CITY, Aug. 14.—To hypo attendance at the International Industrial Exposition on Hamid's Million-Dollar Pier, the admission levy was dropped last week. Until now, admission to the exposition was included with the admission ticket to the pier. Hamid also has instituted a first-run feature picture policy in the pier's theater and added a small dance band in addition to other attractions offered for the single admission.



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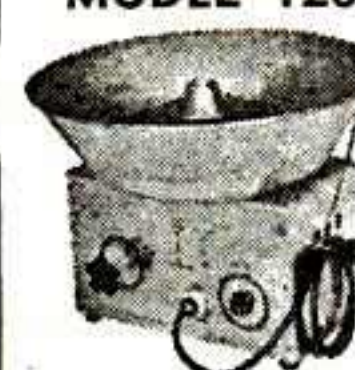
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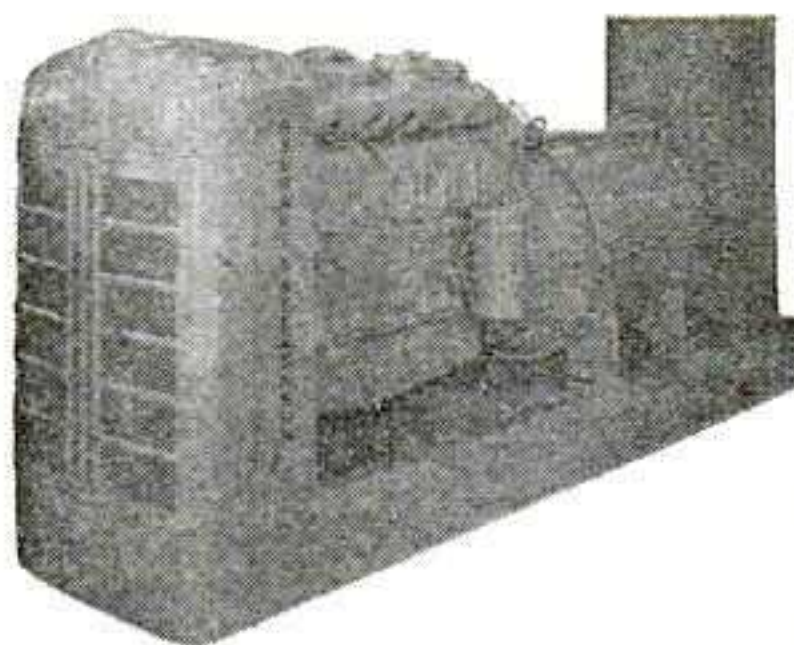
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## Clearfield Sets New 6-Day Mark

CLEARFIELD, Pa., Aug. 14.—Frank Wirth's *In the Chips Revue* and the auto thrill shows of Joie Chitwood and Lucky Lee Crosby were the principal grandstand attractions at the Clearfield Fair which closed last Saturday (7) after chalking up record-breaking attendance for its six-day run.

Joie Chitwood and crew opened the fair Monday (2) and pulled a terrific crowd. On Tuesday (3) the Frank Wirth revue took over and played to complete sellouts every night but Thursday (5) when rain cut the grandstand gate to about 60 per cent of capacity. On the closing afternoon, Saturday (7), Lucky Lee Crosby and auto-wrecking crew took over and also packed the grandstand.

Wirth's *In the Chips Revue* is an elaborately mounted musical production with a line of 16 girls and a large number of top-notch acts, including Den Dova, pantomimic comic; St. Leon Troupe, teeterboard tumblers; the Apollos, high sway pole; Homer and Holly, dancers; the Panter Singers, the Haywoods, Gautier's Bricklayers; the Bricks, comedy trampoline, and Patterson's Ford, with Uncle Hiram and Aunt Matilda. Danny Shaw emceed.

On the closing night Frank Wirth brought in Bill (Bojangles) Robinson as guest star on the revue, and he was greeted with a terrific reception.

Trotting races were run off in splendid style by starter Bob Leavy. The highlight of the special events was the firemen's parade Tuesday night (3) which was one of the most spectacular ever held here and took three hours to pass the reviewing stand. James E. Strates Shows, on the midway, also reported big biz.



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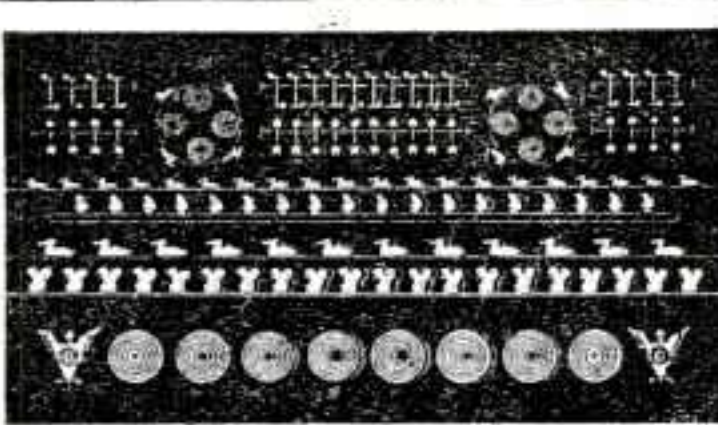
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**Beehive Forfeits  
Bonds on Fireworks  
Count at Salt Lake**

SALT LAKE CITY, Aug. 14.—Charges of violating the city fireworks code here when they were used as a special attraction July 4, were disposed of in the City Court Wednesday (11) when the Beehive Midways, Inc., Ken D. Garff, president, forfeited \$50 bonds on each of two charges of shooting fireworks within the city limits, and presenting a fireworks display without permission.

Settlement of the violations came with the dismissal of charges against Sheldon R. Brewster, secretary-manager of the Utah State Fair Board Association; Harold L. Welch, manager for the Beehive Midways, both of Salt Lake City, and James Powers, Brigham City, Utah, fireworks operator. The charges came as a result of the premature explosion of an aerial bomb which dropped in a crowd, injured 10 people, one 11-year old boy seriously.

The name of the midway corporation was substituted for the individuals upon the complaint, bail money posted and forfeited. No bench warrants were issued.

Jimmy Vohs, Salt Lake City, most seriously injured, is in fair condition in a local hospital.

**Crossbar Saves Hustri  
From Serious Injuries**

HUNTINGTON, W. Va., Aug. 14.—Willie Hustri, 38, high act, escaped serious injuries and possible death at the Kyowva Tri-State Fair in Camden Park here when he fell 20 feet before catching himself on a steel crossbrace joining two steel ladders.

In show business 35 years and for 10 years in a high act, Hustri described the fall, which would have been for 125 feet if he hadn't grasped the crossbar, as "too close for comfort."

**Grand National  
At \$ in Fran Posts  
82G for Livestock**

SAN FRANCISCO, Aug. 14.—Cash prizes totaling \$82,906 will be offered to livestock breeders at this year's Grand National Livestock Exposition, Horse Show and Rodeo which opens at the Cow Palace here September 29 for a 10-day run.

Nion R. Tucker, board of directors president, said total premiums for livestock, the rodeo and horse show will reach \$142,906 this year, a new record.

In a breakdown of livestock prizes, beef cattle will receive the heaviest end of the purse, with \$38,805 allotted to them. Dairy cattle follow with \$21,100 and swine are next with \$10,635. Sheep prizes are \$8,341 and dual purpose cattle, \$4,025.

Tucker also announced that the Zacchini family has been booked for the event and will present two feature acts. These include their cannon and flying return acts. Other acts include the Oranto Trio and the Kurts Tr'io, high pole and perch.

**Cherokee Rodeo Draws  
3,000 at Sandusky, O.**

SANDUSKY, O., Aug. 14.—More than 3,000 persons attended the Italian-American Beneficial Club's matinee and night performances of the Cherokee Rodeo here Sunday (8) between fair dates.

Cherokee Hammons, the show's owner, said capacity crowds witnessed the rodeo at the Warren, O., Fair. Show has fairs scheduled at Zanesville, London, Wooster, Van Wert and Lancaster, all Ohio.

Show, which used 30 people here, is being booked by Jack Raum, Ozark, Mo.

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## Good Fair Trek Set For Majestic Combo

ALTOONA, Pa., Aug. 14.—W. A. (Bob) Hallock, general agent, has lined up a good string of fairs for Majestic Greater Shows starting at Schuylkill County Agricultural and Miners' Fair, Mahanoy City, Pa., August 23-29, with the fair featuring free act, fireworks, daily midget auto races and Joe Chitwood's Hell Drivers the final two days.

Other fairs booked by Hallock are the Sussex County Fair, Waverly, Va., September 6-11; Nansemond County Agricultural Fair and Horse Races, Suffolk, Va., September 13-18; Montgomery County Legion Agricultural Fair, September 20-25; Chester County White Fair, October 4-9; Pickens County Fair, Easley, S. C., October 11-16; Athens (Ga.) Colored Fair, October 25-30; Anderson (S. C.) Colored Fair, November 1-6, and Elberton (Ga.) Colored Fair, November 8-13.

## List Grandstand Program At Paulsboro, Shade Gap

HARRISBURG, Pa., Aug. 14.—Grandstand attractions at the Gloucester County Fair, Paulsboro, N. J. (4-8), included Dashington's Animal Circus; Al Libby and Betty, bicycle act; Pop Melchor, clown cop and bars; the Karolis, balancing, and Cody and Cody, Western act.

At Shade Gap, at the Soldiers' and Sailors' Reunion, the program included the Roberts brothers, high act; Josef Smiley, illusionist; Rhythm Rascals, novelty band; Harrison Duo, bicycle and unicycle, and Billy Irwin, clown. Acts were booked by Cooke & Rose Theatrical Enterprises, Lancaster, Pa.

## Harlacher's Show Wins in Fitchburg

FITCHBURG, Mass., Aug. 14.—St. Bernard's Parish Circus and Midway, put on by J. C. Harlacher, at the 25-acre Bernardian Bowl, came to a close on Monday (9) with a big display of fireworks which brought an estimated gate of 25,000, the biggest crowd ever jammed into the bowl.

The show, which is skedded to become an annual event, opened August 2 with a good circus bill and numerous midway rides and attractions. Getting off to a good start with near-capacity crowd of 20,000, the total attendance for the seven nights and two matinees was close to 85,000, including more than 15,000 kiddies who were admitted to the show on Friday and Saturday afternoons thru the courtesy of local merchants and industrialists. The only off night was Thursday (5), when threatening weather caused attendance to drop to around 5,000.

## 12-Night Chi Festival Nets \$165G for Charity

CHICAGO, Aug. 14.—Proceeds from a 12-night festival here ended Sunday (8) under auspices of 18 Catholic churches and for the purpose of raising funds with which to build a home for the Italian aged, totaled \$165,000, according to Tommy Sacco, Chicago booker, who contracted the entertainment. Father Louis Donanzan was chairman of the festival which attracted more than 100,000, Sacco said.

Acts included the Flying LaVelles and Kayletta, high acts.

## Art Craner Appointed To S. Fran Pageant Staff

SAN FRANCISCO, Aug. 14.—Art Craner has joined the staff of the San Francisco Portola and Pageant, Inc., as a director of the contest department, Cyril Magin, president of the Portola Festival, scheduled October 16-23, announces.

A queen contest, to choose a queen and four princesses, will get under way September 1 and conclude October 1. More than \$5,000 worth of prizes will be awarded the winners.

## Horseback Extravaganza To Be Booked by MCA

LOS ANGELES, Aug. 14.—Music Corporation of America will book *Horsecapades*, new musical extravaganza on horseback recently organized by Mark Smith, well-known circus horse trainer, it was announced by Tom Dammon, public relations director of the show.

Deal was signed between *Horsecapades* officials and MCA execs August 10.

## Punk Parades On in Jersey

OCEAN CITY, N. J., Aug. 14.—Baby parades are in full swing at New Jersey beach resorts. Ocean City's 39th annual was held Thursday (12), with four divisions in line, led by the Philadelphia Police Band and viewed by a big turnout. The pageant at Avalon, with three divisions led by the Cape May County American Legion Band in line, took place Friday (6). Biggest was held at Wildwood Friday (6), 30,000 spectators viewing the procession in which three Philadelphia string bands took part.

FITCHBURG, Mass., Aug. 14.—The Fitchburg Housing Authority is backing a move to ban use of Falulah Field by carnivals as a result of complaints of the Federal housing project's tenants whose homes adjoin the lot.

## WARNING TO ALL BIG ELI WHEEL OWNERS

Should you be visited by a man or men who pose as BIG ELI factory representatives soliciting Wheel reconditioning work and repair parts orders, DO NOT accept their story. These men are imposters!

One show official was taken in by two such men. (One man gave his name as Murphy.) Murphy claimed he reconditioned both BIG ELI Wheels for them. These men took an order for considerable repair parts they claimed the Wheel needed. These parts were to be shipped to the Show from our factory; when they were not received, the Show official became suspicious and wrote us the complete story.

This is another form of racket being used by some so-called "Smart Boys" who desire to make easy money by misrepresentation.

## WE HAVE NO OFFICIAL TRAVELING REPRESENTATIVE

Our last official representative was Glenn L. Hyder, who left BIG ELI employ in 1942 to accept wartime work. We have had no traveling representative since that year. Should a factory representative visit you (if you do not know him personally), ask him for his credentials; he will have positive identification. His visit will be a Good Will Call and not to solicit repair business.

We appreciate your business and hope to merit ride owners' confidence in the future. We resent these racketeering imposters claiming any connection with the BIG ELI Organization and will prefer legal charges of misrepresentation and fraud if we can locate them. Your cooperation will be appreciated.

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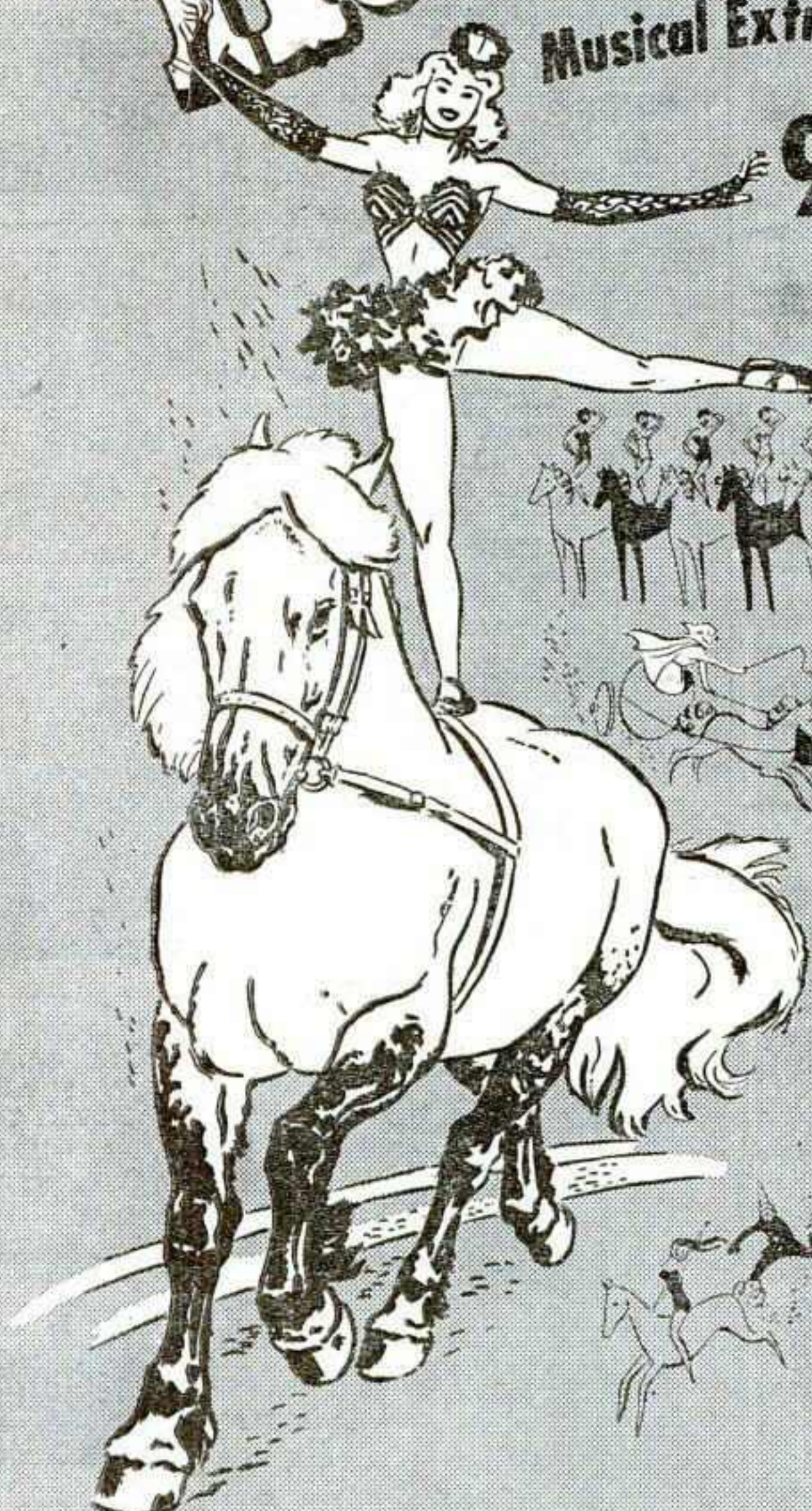
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## Fair Dates



A list of fairs, with dates one week in advance and arranged according to dates, States and cities, will appear in each issue. The complete List of Fair Dates was published in the issue dated July 31.

### August 22-28

#### CALIFORNIA

Cedarville—Modoc Co. Fair. Aug. 27-29. John G. Smitt.  
Grass Valley—Nevada Co. Fair. Aug. 26-29. Loye Freeman.  
Hayfork—Trinity Co. Fair. Aug. 28-29. J. D. Berry.  
Plymouth—Amador Co. Fair. Aug. 27-29. Wentworth Lynch.  
San Fernando—51st District Agrl. Assn. Aug. 27-29. Henry C. Coles.

#### COLORADO

Pueblo—Colorado State Fair. Aug. 23-27. Frank H. Means.

#### CONNECTICUT

Chester—Chester Agrl. Soc. Aug. 28-29. Wm. G. Stark.  
Durham—Middlesex Co. 4-H Fair Assn. Aug. 27-28. Lillian E. Lawler, Higganum, Conn.  
Lyme—Lyme Grange Fair Assn. Aug. 25. Mrs. Reginald W. Stark.  
Monroe—Fairfield Co. 4-H Fair. Aug. 27-28. Mrs. Rosemary Potenziana, R.D. 4, Danbury.

#### IDAHO

Boise—Western Idaho State Fair. Aug. 24-28. W. L. Hendrix.  
Burley—Cassia Co. Fair & Rodeo. Aug. 26-28. Saul H. Clark.  
Lava Hot Springs—Bannock Co. Fair. Aug. 27-28. Wm. D. Petty, Swan Lake, Idaho.  
Preston—Franklin Co. Fair. Aug. 27-28. Dan L. Roberts.

#### ILLINOIS

Albion—Edwards Co. Agrl. Fair Assn. Aug. 24-27. Loy L. Thread.  
Bridgeport—Lawrence Co. Fair Assn. Aug. 23-27. Grover C. Gross.  
Chicago—Cook Co. Fair at Soldier Field. Aug. 27-Sept. 6. Orville F. Cullerton.  
Fairbury—Fairbury Fair Assn. Aug. 24-27. Robert J. Maurer.  
Flora—Clay Co. Fair. Aug. 23-27. Loren Patty.  
Freeport—Stephenson Co. Junior Fair. Aug. 25-27. Roy Hefty, Orangeville, Ill.  
Georgetown—Voc. Agrl. Fair. Aug. 23-28. Grover Blayney.  
Greenup—Greenup-Cumberland Co. Fair Assn. Aug. 23-28. John Jenuine.  
Greenville—Bond Co. Fair Assn. Aug. 23-26. C. H. Johnson.  
Highland—Madison Co. Fair Assn. Aug. 26-29. A. P. Spencer.  
Petersburg—Menard Co. Agrl. Fair. Aug. 25-27. Lloyd W. Chalcraft.  
Princeton—Bureau Co. Fair. Aug. 24-27. Wayne Slutz.  
Roseville—Warren Co. Agrl. Fair. Aug. 24-27. John Felt.  
Virginia—Cass Co. Fair Assn. Aug. 26-28. E. E. Greer.

#### INDIANA

Converse—Miami Co. Fair. Aug. 24-28. Allen Kling.  
Corydon—Harrison Co. Agrl. Soc. Aug. 23-27. Dr. L. B. Wolfe.  
Crown Point—Lake Co. Fair. Aug. 24-29. George H. Neises.  
Fairview—Fairview Farmers' Fair. Aug. 25-28. Earl Furnish, Bennington, Ind.  
Frankfort—Clinton Co. Fair. Aug. 22-27. O. M. Meeker.  
Lyons—Lyons Fair. Aug. 25-28. D. R. Edwards.  
Rising Sun—Ohio Co. Fair. Aug. 24-28. Ralph E. Gossom.  
Terre Haute—Vigo Co. Fair. Aug. 22-25. E. J. Acree.  
Wabash—Wabash Co. Draft Horse Assn. Aug. 24-28. W. K. Delaplane.

#### IOWA

Algona—Kossuth Co. Fair. Aug. 23-25. A. L. Brown.  
Boone—Boone Co. Agrl. Assn. Aug. 23-25. T. N. Nelson.  
Colfax—Jasper Co. Agrl. Soc. Aug. 23-26. Leslie Doak, R. 1, Newton, Ia.  
Eagle Grove—Eagle Grove Dist. Junior Fair. Aug. 23-25. Gerhard Hanson.  
Eldon—Wapello Co. Agrl. Fair Assn. Aug. 22-26. L. W. Hall.  
Greenfield—Adair Co. Fair Assn. Aug. 23-26. H. W. Crooks.  
Grinnell—Poweshock Co. Agrl. Aug. 23-25. L. D. Brown, Brooklyn, Ia.  
Hampton—Franklin Co. Fair. Aug. 23-27. Glenn D. Craighton.  
Nashua—Big Four Fair Assn. Aug. 24-28. Norton Bloom.  
National—Clayton Co. Agrl. Soc. Aug. 27-29. Arthur Seeland, Froelich, Ia.  
Onawa—Monona Co. Fair. Aug. 23-26. Harold J. McNeill.  
Osage—Mitchell Co. Agrl. Soc. Aug. 26-28. Max Katz.  
West Liberty—Union Dist. Agrl. Soc. Aug. 23-26. Ray Wuestenberg.  
West Union—Fayette Co. Fair. Aug. 23-28. Ed Bauder.

#### KANSAS

Ablene—Central Kan. Free Fair. Aug. 23-27. Leonard Pike.  
Alma—Four-H Club Fair Assn. Aug. 26-28. A. J. Pecinovsky.  
Big Springs—Douglas Co. Fair Assn. Aug. 26-27. Carl Kamshroeder, Lecompton, Kan.  
Blue Rapids—Marshall Co. Stock Show & Fair. Aug. 24-27. O. B. Coulter.  
Cimarron—Gray Co. Fair Assn. Aug. 26-28. Charles S. Sturtevant.  
Emporia—Lyon Co. Fair Assn. Aug. 24-27. Warren R. Jones.  
Garnett—Anderson Co. Fair Assn. Aug. 25-27. Fred L. Coleman.  
Girard—Crawford Co. Fair Assn. Aug. 23-27. Marvin Green.

Goodland—Northwest Kan. Dist. Free Fair. Aug. 24-27. H. R. Shimeall.  
Harper—Harper Co. Agrl. Fair Assn. Aug. 24-27. R. E. Dresser.  
Howard—Elk Co. Fair Assn. Aug. 24-26. Noel Mullendore.  
Macksville—Stafford Co. 4-H Fair. Week of Aug. 23. Fred Hopley.  
Minneapolis—Ottawa Co. Fair. Aug. 25-27. J. Willard Fouts.  
Newton—Harvey Co. Fair. Aug. 24-27.  
Oberlin—Decatur Co. Fair Assn. Aug. 23-26. E. R. Woodward.  
Onaga—Pottawatomia Co. Fair. Aug. 25-27. Howard Haughwout.  
Osage City—Osage Co. Fair. Aug. 25-27. E. D. Cellier.  
Oswego—Lafayette Co. Fair Aug. 24-27. Arthur T. Sanders.  
Ottawa—Franklin Co. Agrl. Soc. Aug. 23-25. Willard Lister.  
Pratt—Pratt Co. Fair. Aug. 25-27. W. E. Gladhart.  
Smith Center—Smith Co. Free Fair Assn. Aug. 24-27. Paul Gilpin.  
Wakeeney—Trego Co. Free Fair. Aug. 24-27. Lew H. Galloway.  
Wetmore—Nemaha Co. Free Fair Assn. Aug. 26-28. Earl E. Church.

#### KENTUCKY

Barbourville—Knox Co. Fair Assn. Aug. 23-28. Gorman W. Taylor.  
Falmouth—Falmouth Fair. Aug. 25-28. H. B. Best.  
Glasgow—Barren Co. Am. Legion Fair. Aug. 25-28. Wm. H. Jones Jr.  
London—Laurel Co. Fair. Aug. 25-28. Ellie Asher.  
Mayfield—Graves Co. Fair. Aug. 24-27. Hoyt Jones.  
Russellville—Logan Co. Fair. Aug. 25-28. Claud Tipton.

#### MAINE

Dover-Foxcroft—Piscataquis Valley Fair. Aug. 28. Frank A. Pierce.  
Exeter—New Exeter Fair. Aug. 26-28. Keith N. Smith, Corinna, Me.  
New Gloucester—New Gloucester Fair Assn. Aug. 23. W. B. Harnden, Auburn, Me.  
Union—North Knox Agrl. Soc. Aug. 24-26. James L. Dornan, East Union.

#### MARYLAND

Cumberland—Cumberland Fair Assn. Aug. 24-27. Carl F. Schmutz.

#### MASSACHUSETTS

Cummington—Hillside Agrl. Soc. Aug. 27-29. Raymond A. Warner, Williamsburg.  
Marshfield—Marshfield Agrl. Soc. Aug. 22-28. Horace C. Keene.  
West Tisbury—Martha's Vineyard Agrl. Soc. Aug. 25-27. Mrs. H. L. Lewis, Vineyard Haven.

#### MICHIGAN

Armada—Armada Agrl. Soc. Aug. 26-29. Wilbur J. Bantien.  
Atlanta—Montgomery Co. 4-H Fair. Aug. 26-28. Mrs. Marion Huston, Lewiston, Mich.  
Big Rapids—Mecosta Co. Fair Assn. Aug. 24-28. Charles Midgley, Paris, Mich.  
Caro—Caro Fair. Aug. 23-28. Carl F. Mantey.  
Goodelle—St. Clair Co. 4-H Club Fair. Aug. 26-28. C. S. Parsons, Port Huron, Mich.  
Iron River—Iron Co. Agrl. Soc. Aug. 24-27. V. C. Vaughan.  
Marshall—Calhoun Co. Fair. Aug. 23-28. Roy H. Brigham, Battle Creek, Mich.  
Sandusky—Sanilac Co. 4-H Agrl. Soc. Aug. 24-28. Clarence E. Prentice.  
West Branch—Ogemaw Co. Agrl. Soc. Aug. 25-28. Thomas P. Rau.

#### MINNESOTA

Albert Lea—Freeborn Co. Agrl. Soc. Aug. 23-27. Herman D. Jensen.  
Alexandria—Douglas Co. Fair. Aug. 23-26. R. S. Thornton.  
Appleton—Swift Co. Fair Assn. Aug. 26-29. J. G. Anderson.  
Fairmont—Martin Co. Agrl. Soc. Aug. 23-25. Paul Peters, Sherburn, Minn.  
Fergus Falls—Otter Tail Co. Fair Assn. Aug. 25-28. Knute Hanson.  
Garden City—Blue Co. Fair. Aug. 23-25. Daniel James.  
Herman—Grant Co. Agrl. Assn. Aug. 27-29. G. I. Haney.  
Mora—Kanabec Co. Agrl. Soc. Aug. 23-25. Victor Elfstrom.  
Nevis—Hubbard Co. Agrl. Assn. Aug. 26-28. Darwin L. Erickson.  
Pine River—Cass Co. Agrl. Assn. Aug. 23-25. Homer Fraser.  
Pipestone—Pipestone Co. Agrl. Soc. Aug. 23-25. R. S. Owens.  
Preston—Fillmore Co. Agrl. Soc. Aug. 26-29. Charles H. Utley.  
Princeton—Mille Lacs Co. Aug. 25-28. R. C. Angstman.  
Proctor—St. Louis Co. Community Fair Assn. Aug. 26-29. Owen J. Larkin.  
St. James—Watonwan Co. Fair Assn. Aug. 27-29. Hubert Ransom.  
St. Paul—Minnesota State Fair. Aug. 26-Sept. 6. Raymond A. Lee.  
St. Peter—Nicollet Co. Agrl. Soc. Aug. 26-29. Dr. Roy A. Dean.  
Shakopee—Scott Co. Agrl. Soc. Aug. 23-25. R. T. Schumacher.  
Slayton—Murray Co. Agrl. Soc. Aug. 26-29. W. M. Leebens, Fulda, Minn.  
Tyler—Lincoln Co. Fair Assn. Aug. 26-29. Jens Bollesen.  
Windom—Cottonwood Co. Fair. Aug. 23-25. J. H. Tschetter, Mountain Lake, Minn.  
Worthington—Nobles Co. Fair Assn. Aug. 23-25. L. A. Hons.

#### MISSOURI

Albany—Gentry Co. Fair. Aug. 27-28. Kenneth Grace.  
Appleton City—Appleton City Fair. Aug. 25-27. George Ellis.  
Memphis—Scotland Co. Fair. Aug. 24-28. B. H. Hertenstein.  
Mountain Grove—Tri-County Fair. Aug. 25-28. Ralph G. Archer.  
Platte City—Platte Co. Agrl. Assn. Aug. 25-27. J. Frank Sexton.  
Sedalia—Missouri State Fair. Aug. 22-29. Roy S. Kemper.

#### MONTANA

Bridger—Jim Bridger Fair & Rodeo. Aug. 28-29. Herman Holzum.  
Kalispell—Northwest Montana Fair. Aug. 26-28. Ed E. Hill.  
Miles City—Eastern Montana Fair. Aug. 25-28. J. H. Bohling.

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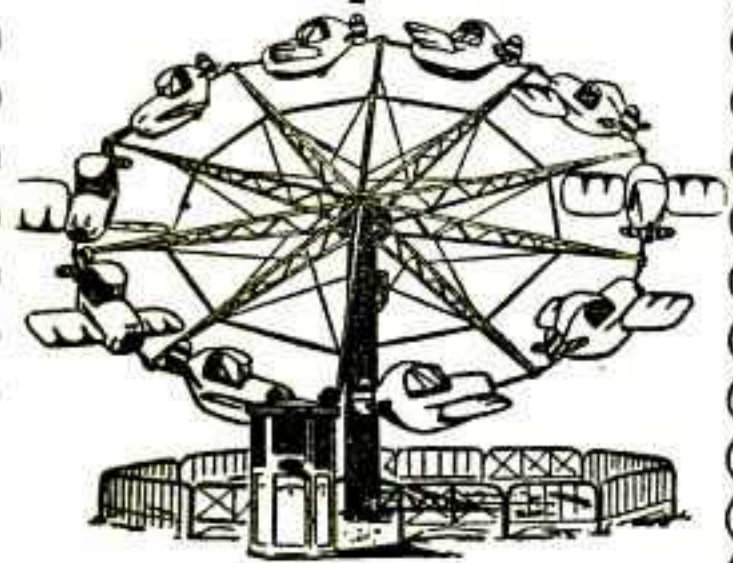
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NEBRASKA

Arlington-Washington Co. Agrl. Soc. Aug. 25-27. H. C. McClellan. Auburn-Nemaha Co. Fair Assn. Aug. 25-27. G. E. Godding. Beaver City-Furnas Co. Agrl. Soc. Aug. 25-28. John M. O'Sullivan. Broken Bow-Custer Co. Fair Assn. Aug. 24-27. Dan Thomas. Central City-Merrick Co. Fair Assn. Aug. 23-25. Edward F. Feehan. Concord-Dixon Co. Agrl. Soc. Aug. 25-27. Roy E. Johnson. Harrison-Sioux Co. Agrl. Soc. Aug. 26-28. Melvin E. Meier. Hemlingford-Box Butte Co. Agrl. Soc. Aug. 26-28. C. C. A. Burlew. Imperial-Chase Co. Fair. Aug. 26-28. Herman Brille. Leigh-Coffax Co. Agrl. Soc. Aug. 26-29. Otto C. Weber. McCook-Red Willow Co. Fair. Aug. 24-27. Nick Dempewolf, Indianola, Neb. Minden-Kearney Co. Agrl. Assn. Aug. 26-28. Mervin Peterson. Neligh-Antelope Co. Fair. Aug. 27-29. Clinton Stonebraker. North Platte-Lincoln Co. Agrl. Assn. Aug. 24-27. Clarence F. Wright. Oakland-Burt Co. Fair Assn. Aug. 23-26. Edgar Hansen, Lyons, Neb. Ogallala-Keith Co. Agrl. Soc. Aug. 23-25. R. D. Hughes. Osceola-Polk Co. Agrl. Soc. Aug. 24-26. Donald Monson. Stockville-Frontier Co. Agrl. Soc. Aug. 25-28. Richard Hopkins, Bartley, Neb. Weeping Water-Cass Co. Agrl. Soc. Aug. 25-27. Owen Welch.

NEW YORK

Ballston Spa-Saratoga Co. Agrl. Soc. Aug. 24-28. Wendell Townley. Ithaca-Tompkins Co. Agrl. Soc. Aug. 23-28. Merrill F. Curry. Malone-Franklin Co. Agrl. Soc. Aug. 23-28. H. B. Kelley. Norwich-Chenango Co. Agrl. Soc. Aug. 24-28. E. R. Hargrave. Penn Yan-Yates Co. Agrl. Soc. Aug. 25-28. Oliver Wilcox. Pike-Silver Lake Agrl. Assn. Aug. 24-27. Henry M. Wagenblass, Warsaw, N. Y. Sandy Creek-Sandy Creek Fair. Aug. 24-28. Wm. J. Potter. Vernon-Vernon Agrl. Soc. Aug. 24-29. James F. Burke.

OHIO

Athens-Athens Co. Fair. Aug. 22-26. L. C. Baker. Columbus-Ohio State Fair. Aug. 28-Sept. 3. Edwin J. Bath. Delphos-Allen Co. Agrl. Soc. Aug. 24-28. L. E. Foley. Dover-Tuscarawas Co. Agrl. Soc. Aug. 25-27. S. O. Mase. Greenville-Darke Co. Fair. Aug. 22-27. Frank Hiestand, Rossburg, O. Hicksville-Defiance Co. Agrl. Soc. Aug. 23-28. Allan D. Elliott. London-Madison Co. Agrl. Soc. Aug. 22-26. Fred M. Guy, Mechanicsburg, O. Marion-Marion Co. Agrl. Soc. Aug. 22-27. H. A. Mayers. Painesville-Lake Co. Agrl. Soc. Aug. 25-28. Robert Guthleben. Riffin-Seneca Co. Agrl. Soc. Aug. 24-27. C. B. Baker. Wellington-Lorain Co. Agrl. Soc. Aug. 24-28. Clair L. Hill. West Union-Adams Co. Agrl. Soc. Aug. 24-27. Charles S. Kirker.

OKLAHOMA

Apache-Apache Dist. Fair Assn. Aug. 25-28. O. H. Goff.

OREGON

Gresham-Multnomah Co. Fair Assn. Aug. 23-29. A. H. Lea. Hermiston-Umatilla Co. Fair Assn. Aug. 26-29. LeRoy E. Fuller. Monmouth-Polk Co. Fair. Aug. 26-28. Josiah Willis, Dallas, Ore. Newport-Lincoln Co. Fair. Aug. 27-29. Turner Bond, Toledo, Ore. Redmond-Deschutes Co. Fair. Aug. 27-29. C. O. Galloway.

PENNSYLVANIA

Centre Hall-Centre Co. Fair. Aug. 28-Sept. 2. Mrs. Samuel Grove. Gilbert-West End Fair Assn. Aug. 25. James F. Shiffer, Brodheads, Pa. Huntingdon-Huntingdon Co. Fair Assn. Aug. 23-28. J. Elmer Young, Petersburg, Pa. Kutztown-Kutztown Fair Assn. Aug. 23-28. Elmer A. F. Kline. Mahanoy City-Schuylkill Co. Fair. Aug. 23-29. Austin Dentinger. Mercer-Mercer Central Agrl. Soc. Aug. 24-28. Harry Moore. Mill Hall-Clinton Co. Grange Agrl. Assn. Aug. 25-28. J. Rex Haver. Troy-Troy Agrl. Soc. Aug. 24-28. H. D. Holcombe. Washington-Washington Co. Agrl. Fair. Aug. 23-28. J. Edward Smith.

RHODE ISLAND

Kingston-Rhode Island State Fair. Aug. 28-Sept. 6. Cort Hincken.

SOUTH DAKOTA

Kimball-Brule Co. Fair. Aug. 27-29. Frank S. Ryan. Nisland-Butte Co. Fair Assn. Aug. 26-28. Mrs. Ralph Milberg, Newell, S. D. Onida-Sully Co. Fair Assn. Aug. 26-28. John F. Neu. Parker-Turner Co. Fair. Aug. 22-25. J. C. Jensen. Sioux Falls-Sioux Empire Fair Assn. Aug. 24-29. Al Halverson. Spearfish-Lawrence Co. Fair. Aug. 27-28. T. H. Young. Tripp-Hutchinson Co. Fair Assn. Aug. 26-28. Wm. E. Hoff.

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FAIR PARK DALLAS, TEXAS We also handle Snow Supplies.

TENNESSEE

Crosville-Cumberland Co. Fair Assn. Aug. 26-28. Lester Hill Jr. Dickson-Dickson Co. Fair Assn. Aug. 25-28. Dorris B. Odell. Gallatin-Gallatin Colored Fair. Aug. 26-28. Edw. V. Anthony Sr. Hohenwald-Lewis Co. Fair. Aug. 25-28. W. G. Darden. Murfreesboro-Rutherford Co. Fair. Aug. 25-28. Burns Carroll.

TEXAS

Richardson-Richardson Community Fair. Aug. 25-28. Mrs. Jackie Huffhines.

UTAH

Coalville-Summit Co. Fair. Aug. 26-28. Ralph Rees. Logan-Cache Co. Fair Assn. Aug. 26-28. M. R. Hovey. Murray-Salt Lake Co. Fair. Aug. 25-28. Robert L. Cranmer.

VERMONT

Lyndonville-Caledonia Co. Fair Assn. Aug. 27-29. A. E. Donahue.

VIRGINIA

Fincaastle-Botetourt Co. Fair Assn. Aug. 23-28. Agnes Booze. Galax-Galax Fair. Aug. 23-28. J. I. Palmer. Keller-Eastern Shore Agrl. Fair Assn. Aug. 24-28. J. Milton Mason. Lynchburg-Lynchburg Agrl. Fair Assn. Aug. 23-28. L. H. Shrader. Woodstock-Shenandoah Co. Fair Assn. Aug. 24-28. D. H. Garman.

WASHINGTON

Battle Ground-Clark Co. Fair. Aug. 26-28. Arthur Kulin, Vancouver, Wash. Bremerton-Kitsap Co. Fair. Aug. 26-29. H. R. Hubbard. Centralia-Southwest Wash. Fair. Aug. 26-29. Arthur W. Ehret. Cusick-Pend Oreille Co. Fair Assn. Aug. 27-29. B. Strayer, Newport, Wash. Lynden-Northwest Wash. District Fair. Aug. 26-28. E. J. Elliott. Olympia-Thurston Co. 4-H Fair. Aug. 26-28. Wm. Than. Stevenson-Skamania Co. Fair. Aug. 26-28. Sam Sharpe, Carson, Wash.

WISCONSIN

Athens-Athens Agrl. Assn. Aug. 24-26. R. Neuenschwander. Black River Falls-Jackson Co. Agrl. Soc. Aug. 28-31. Douglas J. Curran. Crandon-Forest Co. Agrl. Soc. Aug. 26-29. Lester Grandino, Argonne, Wis. De Pere-Northeastern Wis. Fair. Aug. 20-24. Wm. S. Klaus. Glenwood City-Glenwood Inter-Co. Fair Assn. Aug. 24-26. Raymond C. Wall. Grantsburg-Burnett Co. Fair Assn. Aug. 26-28. Ray G. Lidbom. Iron River-Bayfield Co. Fair. Aug. 27-29. L. H. Marrihew, Washburn, Wis. Janesville-Rock Co. 4-H Fair Assn. Aug. 23-26. Roy T. Blasco. Lancaster-Grant Co. Agrl. Soc. Aug. 26-29. E. W. Terwilliger. Manitowoc-Manitowoc Co. Fair. Aug. 25-29. A. P. Rank. Mauston-Juneau Co. Agrl. Soc. Aug. 26-29. H. E. Rynearson. Menomonie-Dunn Co. Fair. Aug. 25-29. Lyle C. Pollock. Milwaukee-Wisconsin State Fair. Aug. 7-29. Ralph E. Ammon. Mondovi-Buffalo Co. Agrl. Soc. Aug. 26-29. J. V. Whelan. Neillsville-Clark Co. Agrl. Soc. Aug. 20-23. Harold Huckstead. Phillips-Price Co. Agrl. Soc. Aug. 26-29. L. F. Wlemer. Saint Croix Falls-Polk Co. Fair. Aug. 24-26. W. R. Vezina. Saxon-Iron Co. Fair Assn. Aug. 27-29. Mrs. Edward Skaja, Hurley, Wis. Sturgeon Bay-Door Co. Fair Assn. Aug. 26-29. John H. Miles. Wautoma-Waushara Co. Fair Assn. Aug. 25-29. H. N. Haferbecker. Westfield-Marquette Co. Agrl. Assn. Aug. 20-23. W. P. Fuller.

WYOMING

Douglas-Wyoming State Fair. Aug. 26-28. Earl W. Farnsworth. Gillette, Wyo.-Campbell Co. Fair Assn. Aug. 23-24. Ben C. Kohrs.

CANADA

Ayers Cliff, Que.-Stanstead Co. Agrl. Soc. Aug. 26-28. M. B. Corey, Hatley, Que. Bayfield, Ont.-Bayfield Agrl. Soc. Aug. 24-25. Charles Gemeinhard. Cookshire, Que.-Compton Co. Agrl. Soc. Aug. 23-25. W. S. J. Hodgman. Dryden, Ont.-Dryden Agrl. Soc. Aug. 24-25. D. E. Scott. Francois Lake, B. C.-Francois Lake Agrl. Soc. Aug. 24-25. Mrs. C. L. Snyder. Kenora, Ont.-Kenora Agrl. Soc. Aug. 27-28. Gerald F. Bourke. Mount Forest, Ont.-Mount Forest Agrl. Soc. Aug. 24-25. H. A. Ross. Ottawa, Ont.-Central Can. Exhn. Assn. Aug. 23-28. H. H. McElroy. Owen Sound, Ont.-Owen Sound Agrl. Soc. Aug. 26-28. E. V. Radbourne. Peterboro, Ont.-Peterboro Agrl. Soc. Aug. Aug. 25-28. G. A. Gillespie. Pictou, N. S.-Pictou & N. Colchester Exhn. Aug. 24-26. Fred W. MacKay. Port Rouge, Que.-Portneuf Agrl. Soc. Aug. 27-29. Romeo Piche. Port Alberni, B. C.-Alberni Dist. Fair Assn. Aug. 26-28. J. G. Hindmarch, Alberni, B. C. Ridgetown, Ont.-Ridgetown Agrl. Soc. Aug. 24-26. R. W. Green. Saint Casimir, Que.-Portneuf Agrl. Soc. Aug. 23-26. J. A. Foley, St. Thuribe, Que. Saint Liboire, Que.-Bagot Agrl. Soc. Aug. 27-28. Hilaire L'Heureux, Bagot, Que. Saint Pascal, Que.-Kamouraska Agrl. Soc. Aug. 27-30. Alp. Raymond. Saint Romuald, Que.-Levis Agrl. Soc. Aug. 26-27. T. Carrier, Pinteire, Que. Saint Victoire, Que.-Richelieu Agrl. Soc. Aug. 27-28. J. U. Girouard, St. Ours, Que. Sherbrooke, Que.-Sherbrooke Fair. Aug. 28-Sept. 3. Alex C. Ross. Smithers, B. C.-Bulkeley Valley Agrl. Assn. Aug. 27-28. Rev. Canon Hinchcliffe. Toronto, Ont.-Canadian National Exhn. Aug. 27-Sept. 11. Elwood A. Hughes. Vancouver, B. C.-Pacific National Exhn. Aug. 25-Sept. 6. V. Ben Williams. Victoriaville, Que.-Arthabaska Agrl. Soc. Aug. 23-25. J. Vincent Lanquette.

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# Ralph Ammon Booted Politics Out, Created State Fair Model

(Continued from page 49)

In Ralph, he got both—and more. Ralph had been successful in bringing the sagging Dane County Fair in Madison, Wis., back upon its feet. Too, he had been a farm editor of a newspaper, and, in that spot, he had vigorously assailed past fair policies and programs.

He knew the score. Besides, he had a flair for showmanship, a keen sense of publicity, and the capacity to delegate authority, thereby building a strongly operating organization and whipping up the team spirit.

### Brings It Out of Red

When he stepped in during the throes of the depression, the plant was not what it should have been. Moreover, in the preceding 10 years the State had appropriated some \$700,000 to it, an average of \$70,000 a year.

In his first four years, it got along with a \$25,000 annual appropriation. And since 1934 the State fair itself has received no appropriations.

What's more, some \$165,000 was spent on plant improvements. And a \$300,000 cash surplus was piled up by the end of 1947. All of that money since has been plowed back to make plant improvements for this year's centennial.

### Politicos Get Boot

Up to the time he assumed the management, approximately one-third of the grandstand was given away to the politicians. Members of the Legislature passed out front gate ducats galore. This practice ended abruptly when he moved in. Sniping from legislators followed but most of the shots either ricocheted or bounced back at the solons.

Each succeeding governor, incidentally, has backed Ammon solidly. And, that speaks volumes for his ability in Wisconsin, where control shifts among Republicans, Democrats and Progressives.

### Moves With Speed

Ralph moves with speed which sometimes dazzles his staunchest supporters. Too, he has been known to cut red tape to obtain the desired result—the best thing for the fair. Needless to say, those who go strictly by the book become alarmed. Invariably, however, Ralph's sincerity enables him to reach his goal.

Typical was the incident when he swung a quick deal which enabled the fair to buy, at bargain prices, bleachers with a seating capacity of 12,000. This was shortly after World War II, when the late octogenarian, Walter Goodland, was Wisconsin's governor.

The bleachers were located at Great Lakes, naval training center near Milwaukee. Property of the University of Chicago, the bleachers that had been rented to the navy were about

to be returned to the university. Ralph learned of this, dispatched a representative to the scene, found the bleachers were in excellent shape, and over the phone he arranged to buy the bleachers for \$36,000, if delivered from Chicago, \$33,500 if delivered from Great Lakes.

He had them delivered from Great Lakes. Meanwhile, it occurred to him he had broken some State regulations—chief among them the ruling that three bids are necessary prior to making any purchase over \$300. He also learned a promoter was willing to pay \$50,000 for the bleachers.

Ralph went to the State purchasing agent while the delivery was being made. He told him of the purchase and the agent was alarmed. He detailed the laws which were being violated. Ralph, in turn, emphasized what a good buy it was for the State. Finally, the issue was put to the wise, old Governor Goodland, who knew a bargain when he saw one yet was a stickler for rules and regulations. In this case, the governor allowed, a way should be found for the State to make the purchase, it being folly to do otherwise.

### Uses Plant Year-Round

Those bleachers, it developed, enabled the fairgrounds to be used for pro football games. Together with the grandstand, they provided ample seating for the strong-pulling Green Bay Packers to present four or five games a season at the fairgrounds.

The State fairgrounds, under Ralph, have seen much usage. Permanent rides, owned and operated by Charlie Rose, operate thruout the outdoor season, and almost every week-end there is some still date, auto races, thrill show, or what have you.

This has brought much revenue to the fair, and has enabled the development of a full year-round grounds staff which keeps the plant in top condition. Too, it has permitted the development of a gate and grandstand crew that functions near-perfect and with notable courtesy.

### Community Theme

Ralph is sold on the social and economic force which a fair projects upon its particular community. One of the most articulate fair men in the country, he preaches the need for constant changes in fairs. Only in that way, he maintains, will they continue to exert a force for good upon their communities.

He is outspoken in his views. Characteristically, he puts much emphasis upon youth participation in fairs. But, just as characteristically, he decries giving too much for free to the 4-H'ers and other youth groups. His theory is youth should give of their efforts, that they should be required to contribute by way of active participation

## 1948 WINNERS 36th Annual BIG ELI Fourth of July Contests

(Contest No. 1 for Single BIG ELI Wheels)

Rank	Entrant	State	Wheel Receipts
1	James Hart	Montana	\$12,954.80
2	W. B. Jacobs	Ohio	\$5,739.80
3	E. & F. Browning	Oregon	\$5,697.50
4	Tom Yanda	Iowa	\$5,685.00
5	F. J. Karle	Maryland	\$5,632.20
6	Clarence Lanke	Iowa	\$5,540.25
Total			\$42,499.35
Average per wheel for the day			\$708.22

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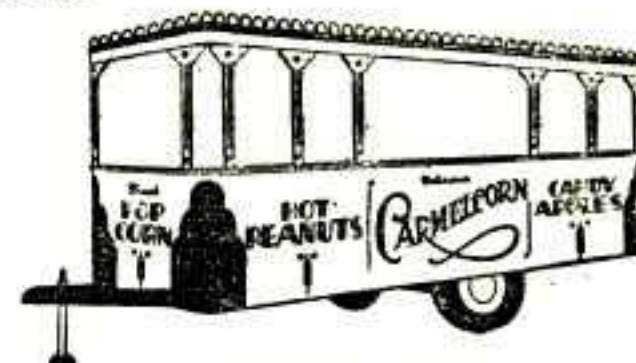
You need a steam train to make real money. These trains are grossing \$2,500 to \$12,000 a season; you can do it too in any town over 10,000. Many park officials give rent-free concession just because of the crowd pull.

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in the fair, and not merely go home with larger and larger premiums.

**Has Scout Theory**

Reflecting this, the Boy Scout camp at the fair—a camp named after him—is set up to stimulate Boy Scout participation in the conduct of the fair. A large group of scouts serve in various service capacities, and this creates leadership and responsibility. In this case, such a set-up is not designed to save a buck.

He also believes a fair should serve to sell the State's products. Thus, he makes provisions for the sale of all kinds of dairy products and beer—two of Wisconsin's leading products, as well as some of the lesser ones, such as honey and furs. In fact, the fair itself operates more than a few outlets for dairy products.

He also holds fairs have been remiss in not charging an adequate price for farm machinery displays. He maintains the fairs, generally speaking, have permitted the tail to wag the dog by submitting to the pleas of manufacturers they can't afford to pay any but low prices. And, he holds, these manufacturers are among the biggest winners at fairs.

**He's Top Man**

Ralph believes firmly in delegating authority. "That's the foundation of any successful business," he observes.

And, the fair operation bears that out. On a record-breaking day, he won't be snowed under. In fact, he may be sitting in the grandstand or casually walking the grounds. But the plant will be running smoothly, all because of proper delegation of authority, which he backs to the hilt.

**Named Agricultural Commissioner**

One sniper among the politicians rapped Ralph when he was up for the post of Wisconsin's Commissioner of Agriculture, a position he subsequently attained during an interlude when he was not serving as fair manager. The politico accused Ralph of not working full time at his desk as fair manager, this altho the fair had piled up a neat 600,000 attendance the previous year.

Ralph's retort was, "I'll consider myself a successful agriculture commissioner if after three years, I can sit at my desk and not bother with details." It is precisely upon this basis which he operates, using his time to dream up and execute new projects for the fair.

Ralph left the fair manager's job in 1938 to serve as Director of Agriculture for five years. At the end of that time, he became assistant publisher of *The Prairie Farmer*, powerful Midwest farm journal, from which post he resigned over a matter of policy. Following that, he became associated with Charlie Rose in the operation of Edgewater Park, Detroit, as co-owner and manager, returning to the fair in 1946. He terms his experience at the park as "pleasant and profitable."

In the winter of 1946, he was approached to set up a fur auction in Milwaukee. The theory was to have the buyers come to Milwaukee instead of having the furs shipped to New York for the buyers to see. The venture proved a success and continues to be, but after assisting in its launching and establishment, Ralph withdrew.

Early this year he purchased *Dairyland News*, farm newspaper, now published at Milwaukee, and plans to give it much of his time after he winds up affairs of the centennial.

Born March 31, 1901, on a farm at Carmi, Ill., Ralph in 1924 married Eileen Huble, a childhood sweetheart.

He holds a B.S. from the University of Illinois and an M.S. in journalism from the University of Wisconsin and completed work for a doctor's degree in economics. He is a member of Sigma Delta Chi, national journalistic fraternity; Alpha Kappa Delta, sociology fraternity; the City Club, Milwaukee, and the Showmen's League of America. He is a past president of the International Association of Fairs and Expositions.

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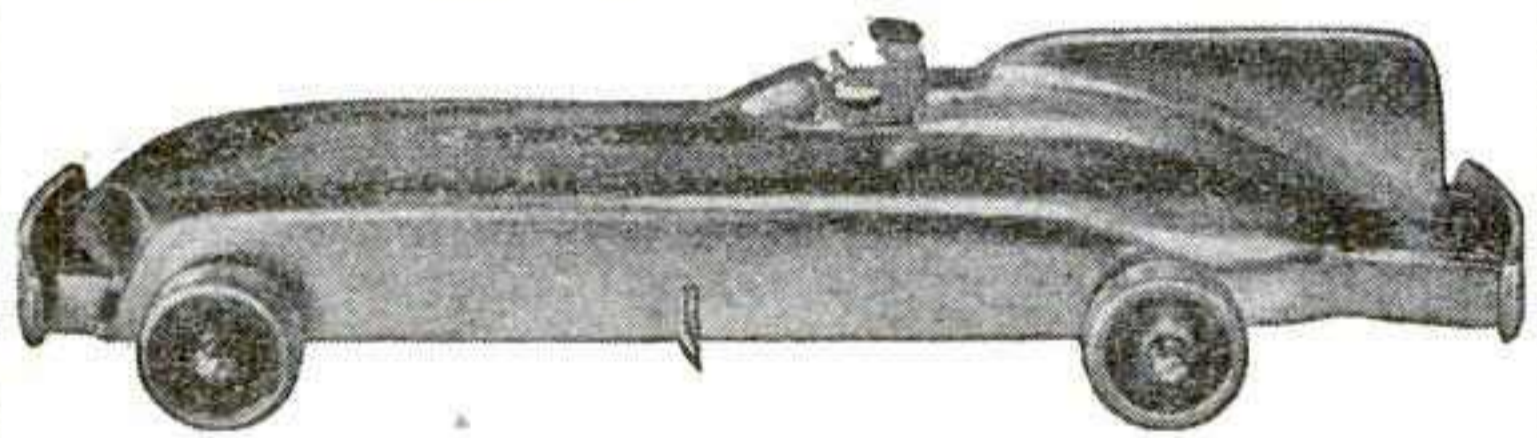
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1,000,000	... 228.00

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# Carnival Routes

Send to  
2160 Patterson St., Cincinnati 22, O.

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

Admiration: (Fair) Thomas, Okla.; (Fair) Apache 23-28.  
 Alamo Expo.: (Fair) Springfield, Mo.  
 American Beauty: Bloomfield, Ia., 17-20.  
 American Eagle: (Fair) Stronghurst, Ill.  
 American Midway: (Fair) Clarinda, Ia., 16-18; (Fair) Mt. Ayr 19-21; (Fair) Greenfield 23-26.  
 American United: La Grande, Ore.  
 A. M. P., No. 1: Rivesville, W. Va.; Newburg 23-28.  
 Badger State: Jackson, Minn., 19-22; Windom 23-25.  
 Baker United: (Fair) Winamac, Ind.; Huntington 23-28.  
 Beams Attra.: (Fair) Dayton, Pa.; (Fair) Mercer 23-28.  
 B. & C. Expo.: Ogdensburg, N. Y.; (Fair) Vernon 24-29.  
 Becht, Lee: Winchester, O.; West Union 24-27.  
 Bee's Old Reliable: Nicholasville, Ky.  
 Bernard & Barry: North Bay, Ont., Can.; Owen Sound 23-28.  
 B. & H.: Minturn, S. C.  
 Big Four Am.: Momence, Ill.  
 Big State Am. Co.: Gregory, Tex., 17-22.  
 Blue Grass: (Fair) Brownstown, Ind.; (Fair) Bridgeport, Ill., 23-27.  
 Bodart: Merrill, Wis.  
 Bogle & Reese: Girard, Kan.  
 Bohn & Sons United: Higbee, Mo., 16-18; Center 19-21.  
 Borup's United: Calhoun City, Miss.; Durant 23-28.  
 Bright Lights Expo.: (Fair) Jennerstown, Pa.; York 23-28.  
 Brownie Am.: (Fair) Independence, Kan.; Oswego 24-28.  
 Buck, O. C.: Elmira, N. Y.  
 Buffalo: Corry, Pa.  
 Bullock Am. Co.: Rhodell, W. Va.  
 B. & V.: Canandaigua, N. Y.; Ithaca 23-28.  
 Capell Bros.: Fairview, Okla.; Chickasha 23-28.  
 Capital City: (Fair) Manchester, Ky.; Barboursville 23-28.  
 Caravella Am.: Mapleton Depot, Pa.; Reedsville 23-28.  
 Carr, Lawrence: Natick, Mass.  
 Casey, E. J., No. 1: St. Vital, Man., Can., 20-21; Dryden, Ont., 23-25; Kenora 26-28; all fairs.  
 Casey, E. J., No. 2: Manitowaning, Ont., Can., 18-19; Little Current 20-21.  
 Cattlet Greater: Eudora, Kan., 19-21.  
 Cavalcade of Amusements: (State Fair) Sedalia, Mo., 17-29.  
 Central States: (Fair) Colby, Kan.; (Fair) Abilene 23-28.  
 Cetlin & Wilson: (Fair) Pontiac, Mich.; Gary, Ind., 23-28.  
 Chamos, Jimmie: Hoytville, O.  
 Cherokee Am. Co.: Effingham, Kan.  
 Coleman Bros.: (Fair) Middletown, N. Y.  
 Coleman's State Side: Miller, Ind.  
 Collins, Wm. T.: (Fair) Owatonna, Minn.; (Fair) Worthington 23-25; (Fair) St. James 27-29.  
 Conklin: (Fair) Belleville, Ont., Can., 16-18; (Fair) Three Rivers, Que., 20-26.  
 Continental: (Fair) Barton, Vt.  
 County Fair: Sidney, Neb.  
 Crafts Expo.: Roseville, Calif., 17-22.  
 Crafts 20 Big: Modesto, Calif.  
 Craig, Harry: Anadarko, Okla.  
 Crystal Expo.: Christiansburg, Va.  
 Cumberland Valley: (Fair) Winchester, Tenn.; (Fair) Crossville 23-28.  
 Cunningham's: Crooksville, O.  
 De Luxe: Wilson, Conn.; New Britain 23-28.  
 Del-Mar: Struthers, O.  
 Denton, Johnny J.: Grundy, Va.  
 Denton, Johnny J., No. 2: Bowling Green, Ky.; Rising Sun, Ind., 23-28.  
 Dick's Greater: Middletown, Pa.  
 Dixieland: Enigma, Ga.  
 Dobson's United: Spooner, Wis., 16-18; Rice Lake 19-22.  
 Douglas Greater: Tillamook, Ore.  
 Down River: Chelsea, Mich., 16-20.  
 Drago Am.: Mulberry, Ind.  
 Dudley, D. S.: Memphis, Tex.  
 Dumont: Hagerstown, Md.  
 Dyer's Greater: Ottumwa, Ia.; (Fair) Sac City 23-28.  
 Eddie's Expo.: Cannonsburg, Pa.  
 Elliott, L. W., Am. Co.: Ravenna, Mich., 20-21.  
 Endy Bros.: Ronceverte, W. Va.

Exposition at Home: Runnemede, N. J.  
 Ferris: (Fair) Watertown, N. Y.  
 Fidler United: Sheboygan, Wis.; Sturgeon Bay 23-28.  
 Fleming, Mad Cody: Jefferson, Ga.  
 Florida Am. Co.: Butler, Ind.; Garrett 23-28.  
 Francis, John: (Fair) Janesville, Wis., 19-26; Lancaster 27-29.  
 Franklin, Don: (Fair) Fredericksburg, Tex.; Austin 28-Sept. 4.  
 Frear's United: Sidney, Ia.; Emporia, Kan., 24-27.  
 Ganote Greater: Le Mars, Ia., 17-20.  
 Galety: Waterloo, N. Y.  
 Garden State: Newton, N. J.; (Fair) Kingston, R. I., 28-Sept. 6.  
 Gem City: (Fair) Escanaba, Mich.  
 Gentsch, J. A.: Meridian, Miss.  
 Gifford's: (Fair) Canton, Kan.; (Fair) Lamont, Okla., 26-27.  
 Gold Bond: (Fair) Medford, Wis., 19-22; (Fair) Glenwood City 23-26; (Fair) Phillips 27-29.  
 Golden Gate: St. Charles, Ky.  
 Golden Rule: Rockwood, Pa.; Everett 23-28.  
 Golden West: (Fair) Ukiah, Calif., 17-22; (Fair) Plymouth 24-29.  
 Gooding's American Expo.: Columbia City, Ind.  
 Gooding Am. Co., No. 1: (Fair) Troy, O., 16-20.  
 Gooding Am. Co., No. 2: (Fair) Celina, O., 16-20.  
 Gooding Am. Co., No. 3: (Fair) Zanesville, O.  
 Gooding Am. Co., No. 4: (Fair) Rockville, Ind.  
 Gooding Am. Co., No. 5: (Fair) Springfield, O., 18-20.  
 Gooding Am. Co., No. 6: Grove City, O., 20-21.  
 Gooding Greater: (Fair) Connersville, Ind., 16-20.  
 Gooding Park Attra.: (Fair) Berea, O.  
 Gra-Loy: Montpelier, Ind.  
 Granite State, No. 1: Berlin, N. H.  
 Grant's Am.: Pleasantville, Pa.  
 Great Sutton: (Fair) Waukon, Ia.; (Fair) Nashua 23-28.  
 Great Western: (Fair) Tipton, Mo.  
 Greater Rainbow: Geneva, Neb., 18-20; Fairfield 24-25; (Fair) Minden 26-28.  
 Greater United: Vernon, Tex.; Wichita Falls 23-28.  
 Groves Greater: Lake Charles, La.  
 Hale's: Jefferson, Ia., 17-20; Osceola, Neb., 24-26.  
 Hames, Bill: Sherman, Tex., 16-28.  
 Hannum, Morris: Tamaqua, Pa.; Kutztown 23-28.  
 Happy Attra.: (Fair) Mt. Gilead, O.; Bellaire 23-28.  
 Happyland: (Fair) Cheboygan, Mich.; (Fair) Caro 23-28.  
 Harris United: Anadarko, Okla.; Mountain View 23-28.  
 Harrison Greater: Smithfield, Va.  
 Heller's Acme: Tasley, Va.; East Newark, N. J., 25-Sept. 5.  
 Hennies Bros.: (State Fair) Springfield, Ill., 16-22.  
 Henson, J. L.: (Fair) Clayton, Ill.  
 Heth, L. J.: Nashville, Tenn.  
 Hill Greater: (Fair) Worland, Wyo.; (Fair) Miles City, Mont., 23-28.  
 Home State: (Fair) Long Prairie, Minn., 17-19; (Fair) Little Falls 20-22.  
 Hotlle, Buff: (Fair) Anna, Ill., 16-20; Mayfield, Ky., 24-27.  
 Imperial: (Fair) Warren, Ill.; (Fair) Fairbury 24-27.  
 Imperial Expo.: Cedar Rapids, Ia.; Albert Lea, Minn., 23-27.  
 International: (Fair) Le Center, Minn., 19-22; (Fair) Parker, S. D., 22-25.  
 Jayhawk Am. Co.: Glasco, Kan., 16-18.  
 J. & B.: Marshall, Va.  
 Johnny's United: (Fair) Elnora, Ind.; Danville 23-28.  
 Jollytime: Columbia, Pa.  
 Jones Greater: Louisa, Ky.; Ashland 23-28.  
 Jones, Johnny J., Expo.: (Fair) Ft. Wayne, Ind., 16-22; (Soldier Field) Chicago, Ill., 27-Sept. 6.  
 J. P. M.: Newport, R. I.  
 Kaus, W. C.: Bridgeton, N. J.; Woodstock, Va., 23-28.  
 Keeler's Modernistic: Preston, Md.  
 Kilgore: Terrell, Tex.; Richardson 23-28.  
 Kirkwood, Joseph J.: Charlottesville, Va.  
 La Cross: Petersburg, N. H.  
 Lagasse Am. Co.: (Fair) Weymouth, Mass.  
 Lamb, L. B.: (Fair) Humboldt, Ia., 16-19; (Fair) Manson 20-22.  
 Lane, Sammy: Eminence, Mo., 18-21.  
 Lawrence Greater: Connellsville, Pa.; (Fair) Washington 23-28.  
 Lee's United: Lakeview, Mich., 18-19; Bay City 21-23.  
 Leeright, J. R.: Benkelman, Neb., 16-18; Grant 19-21.  
 Lewis, Ted: Montvale, N. J.; Martins Creek, Pa., 23-29.  
 Lone Star: Kouts, Ind.  
 Lottridge, Harry: Rockmart, Ga.  
 Magic Empire: (Fair) Bardstown, Ky.; (Fair) Glasgow 24-28.  
 Maine Am.: Island Falls, Me.  
 Majestic Greater No. 1: Lewistown, Pa.  
 Majestic Greater No. 2: Athens, Mich.  
 Manning, Ross: Elmira, N. Y.  
 Marion Greater: Lake City, S. C.  
 Marks, John H.: Winchester, Va.; (Fair) Galax 23-28.  
 McBride Bros.: Princeton, W. Va.  
 McKee, John: (Fair) Belleville, Mich.  
 Meeker's: Wenatchee, Wash.  
 Merit: Union, Me., 23-28.  
 Merriam & Robinson: Traer, Ia.  
 Merry Midway: Cissna Park, Ill.  
 Miami Valley: Green Camp, O.  
 Midway of Mirth: Oakland, Ill.; Greenville 23-28.  
 Midwest: (Fair) Gooding, Idaho; (Fair) Burley 23-28.  
 Midwestern Expo.: (Fair) Waynesville, Mo.; (Fair) Albany 23-28.  
 Mighty Hoosier State: Camden, O.; Converse, Ind., 24-28.  
 Mighty Page: La Follette, Tenn.; Nashville 23-28.

To maintain earlier distribution schedules, it is necessary that Circus and Carnival Routes be received in the Cincinnati office of The Billboard, 2160 Patterson Street, not later than 5 p.m. (EST) on Saturdays.

# Circus Routes

Send to  
2160 Patterson St., Cincinnati 22, O.

Bailey Bros.: Newton, Kan., 17; Eldorado 18; Wichita 19-20; Wellington 21.  
 Beatty, Clyde: Mayfield, Ky., 17; Paducah 18; Henderson 19; Evansville, Ind., 20; Owensboro, Ky., 21; Madisonville 22; Hopkinsville 23; Clarksville, Tenn., 24; Paris 25; Jackson 26; Memphis 27-28.  
 Cole Bros.: Covington, Va., 17; Charlottesville 18; Richmond 19-20; Petersburg 21; Bedford 23; Marion 24; Johnson City, Tenn., 25.  
 Dalley Bros.: Milbank, S. D., 17; Wahpeton, N. D., 18; Grand Forks 19; Grafton 20; Devils Lake 21; Rugby 22.  
 Gainesville Community: Pauls Valley, Okla., 19-20; Wichita Falls, Tex., 25-27.  
 Gould, Jay: Chillicothe, Ill., 18-19; Assumption 20-21; Centerville, Ia., 23-24; Memphis, Mo., 25-28.  
 Gran Circo Americano: Port-au-Prince, Haiti, thru Sept. 5.  
 Hunt Bros.: Chambersburg, Pa., 19.  
 Jones, Al, Rodeo & Circus: (Fair) Berea, O., 17-22; (Fair) Wellington 24-28.  
 Kelly, Al G. & Miller Bros.: Crystal Falls, Mich., 17; Iron Mountain 18; Menominee 19; Pulaski, Wis., 20; Sturgeon Bay 21.  
 King Bros.: Danville, Va., 17; Chatham 18; Bedford 19; Floyd 20; Pulaski 21; Bristol, Tenn., 23.  
 Mills Bros.: Catkill, N. Y., 17; Poughkeepsie 18; Newburgh 19; Port Jervis 20; Monsey 21; Paterson, N. J., 23; Elizabeth 24; Collinsville 25; Trenton 26; Bristol, Pa., 27; Crum Lynne 28.  
 Polack Bros. (Western): (Rodeo Grounds) Reno, Nev., 19-22.  
 Polack Bros. (Eastern): Lancaster, O., 18-21.  
 Ringling Bros. and Barnum & Bailey: Ogden, Utah, 17; Pocatello, Idaho, 18; Butte, Mont., 23-25; Portland, Ore., 26-27.  
 Rogers Bros.: Wheelright, Ky., 17; Pikeville 18; Prestonsburg 19; Paintsville 20; Salyersville 21; West Liberty 23.  
 Seal Bros.: Russell, Kan., 17; Holsington 18; Ellinwood 19; Sterling 20; Halstead 21.  
 Stevens Bros.: Terry, Mont., 18; Wibaux 19; Beach, N. D., 20; Belfield 21; Amidon 22; Bowman 23; Reeder 24; Lemmon, S. D., 25; Bison 26; Buffalo 27; Belle Fourche 28.

# Misc. Routes

Send to  
2160 Patterson St., Cincinnati 22, O.

Bradly & Benson: Hillbilly Jamboree (City Auditorium) Cody, Wyo., 21-24.  
 McKennon, Joe, Show: Tula, Tex.  
 Pan-American Animal Exhibit: Grayson, Ky., 18; Greenup 19-22; Vanceburg 23-24.  
 Plunkett's Stageshow: Casper, Wyo., 19-21.  
 Slout Show: Goodland, Ind., 16-21; Monticello, Ill., 23-28.  
 Model: Independence, Ia.; West Union 23-28.  
 Model Shows of Canada: Richmond, Que., Can., 19-21.  
 Moore's Modern: (Fair) Armi, Ill., 16-20; (Fair) Albion 23-27.  
 Mound City, No. 1: Mexico, Mo.  
 Nelson, George W.: Humeston, Ia., 19-21; New Virginia 26-28.  
 Nessler's: White Hall, Ill.; Belleville 23-28.  
 Nolan, Larry: (Fair) Burlington, Colo., 16-19; Bird City, Kan., 21-22; (Fair) Oberlin 24-28.  
 Northwestern Am. Co.: Luckey, O.; Gibsonburg 23-28.  
 Ohio Valley: (Fair) Boswell, Ind.; Knox 23-28.  
 Olson Greater: Kenmare, N. D.  
 Orange Blossom: (Fair) Fairview, Ind.  
 Orange State: Englishtown, N. J.  
 Pacific Coast: Union, Ore.; (Fair) Hermiston 26-29.  
 Palace: Bucklin, Kan.  
 Palmetto Expo.: Greenville, S. C.  
 Paul's Am.: Lebanon, Mo.  
 Penn Premier: Johnsonburg, Pa.; Huntington 23-28.  
 Peppers All-State: Gallatin, Tenn.  
 Playland United: (Fair) Standish, Mich.; (Fair) West Branch 23-28.  
 Playtime Am., No. 1: Quincy, Mass., 16-20; (Fair) Marshfield 23-28.  
 Playtime Am., No. 2: Middleboro, Mass.  
 Playtime Show: Grand Tower, Ill.  
 Pleasureland: Beltsville, O.; Willard 23-28.  
 Peerless Celebration Am.: Portage, Pa.  
 Pike Am.: Monroe City, Mo.; (Fair) Mountain Grove 23-28.  
 Pioneer: Wellsboro, Pa.  
 Powlson Greater: (Fair) Pomeroy, O.; Selo 25-28.  
 Prett's Broadway: (Fair) Carlisle, Pa.; Uniontown 23-28.  
 Raftery, James M.: Goldsboro, N. C.; Farmville, Va., 23-28.  
 Reid, King: (Fair) Lowville, N. Y.; (Fair) Sandy Creek 24-28.  
 Robertson Bros.: Bowling Green, Ky.  
 Rogers Bros.: Pine River, Minn., 16-18; Bar-num 19-21; Mora 23-25.  
 Rogers Greater: (Fair) Mt. Carmel, Ill.; (Fair) Terre Haute, Ind., 22-25; Zeigler, Ill., 27-Sept. 3.  
 Royal American: Superior, Wis.; Minneapolis, Minn., 23-Sept. 6.  
 Royal Crown: Washington, Ind.  
 Royal Expo.: Landover Hills, Md.  
 Rupe's Midway for Fun: Holyrood, Kan.  
 Scotty's United: Martensdale, Ia., 16-18.  
 Shan Bros.: Maryville, Tenn.; London, Ky., 23-28.  
 Silver Slipper: Oneida, Tenn.  
 Silver Star: Montpelier, Idaho.  
 Silver State, No. 1: Akron, Colo., 16-18; Hugo 19-21.  
 Silver State, No. 2: Stuart, Neb., 18-19; Bassett 20-22.  
 Smith, Casey: Holjls, Okla.  
 Smith, George Clyde: Sykesville, Pa.; (Fair) Mill Hall 23-28.  
 Snapp Greater: DePere, Wis.  
 Southern States: (Long Beach Resort) Panama City, Fla., thru Sept. 6.

Southern Valley: Mammoth Spring, Ark.; Jonesboro 23-28.  
 Srader, M. A.: Holdrege, Neb.; Goodland, Kan., 23-28.  
 Stafford: New Richmond, Ind.  
 Standard Am. Co.: Smithville, Tenn.  
 Standard, No. 1: Buffalo, Wyo.  
 Standard, No. 2: Lamedeer, Mont., 16-18; Broadus 19-22.  
 Star Am. Co.: Lake City, Ark.  
 Starlight Am. Co.: San Marcos, Tex.  
 Starr, Joe: Moffett, Okla.  
 Stephens, C. A.: St. Paul, Va.  
 Strates, James E.: (Fair) Hamburg, N. Y.  
 Stum'o, Fred R.: Miller, Mo.; (Fair) Sheldon 25-28.  
 Sunflower State: (Fair) Deshler, Neb.  
 Sunset Am. Co.: (Fair) Monticello, Ia.; (Fair) Preston, Minn., 25-29.  
 Sweeney's United: Widen, W. Va.  
 Texas: Tatum, N. M.  
 Texas Expo.: Ysleta, Tex.; Fabens 23-28.  
 Thomas Am.: Spencer, Ind.  
 Thompson Bros., No. 1: Phillipsburg, Pa.  
 Thompson Bros., No. 2: Mill Hall, Pa.  
 Thomas Joyland: Wanamaker, Ind.; Crown Point 23-28.  
 Tidwell, T. J.: (Fair) Ferryton, Tex.; (Fair) Harper, Kan., 23-28.  
 Tip Top: Downing, Wis., 17-18; Scandinavia 20-22; Birnamwood 27-29.  
 Tivoli Expo.: Northwood, Ia., 16-18; Decorah 19-22; Eldon 23-26.  
 Turner Bros.: Chicago Heights, Ill.; (Fair) Greenup 23-27.  
 20th Century: Norton, Kan.  
 Twin City: (Fair) Coon Rapids, Ia.; (Fair) Blue Rapids, Kan., 24-29.  
 United Expo.: Plymouth, Ill.  
 United States: Sutton, W. Va.; Clay 23-28.  
 Utah Expo.: Price, Utah.  
 Van Billiard: Seaford, Del.  
 Veterans United: (Fair) Emmetsburg, Ia., 16-18; (Fair) Alta 19-21; (Fair) Pocahontas 23-26.  
 Victory Expo.: (Fair) Davenport, Ia.  
 Victory United: Julesburg, Colo., 16-18.  
 Virginia Greater: Crisfield, Md.; Keller, Va., 23-28.  
 Wade, Roscoe: Wauseon, O.  
 Wade, W. G., No. 1: (Fair) Mason, Mich.; (Fair) Sandusky 23-28.  
 Wade, W. G., No. 2: (Fair) Rensselaer, Ind.; (Fair) Wabash 24-28.  
 Wallace Bros.: (Fair) Lebanon, Ky.; (Fair) Falmouth 23-28.  
 Wallace Bros. of Canada: (Fair) Belleville, Ont., Can., 16-18; (Fair) Three Rivers, Que., 19-26.  
 Wallace, I. K.: Shenandoah, Va.; Washington 23-28.  
 Wallace & Murray: Logan, W. Va.  
 Ward, John R.: Casper, Wyo.  
 West Coast: Corvallis, Ore.; (Fair) Gresham 23-29.  
 Whalen & Riley: Plains, Kan.; Ashland 23-28.  
 Wheeler, Eddie L.: Soddy, Tenn.  
 White Star Attra.: Carcy, O.  
 White's Rides: (Fair) Clarksville, Tenn.  
 Williams Am. Co.: Sugar Grove, Va.  
 Wilson Famous: Sheffield, Ill., 17-20; (Fair) Princeton 24-27.  
 Wilson Greater: Montrose, Colo.  
 Winchester Am. Co.: Purcellville, Va.  
 Wolf Am.: Clarksville, Va.; Gaffney, S. C., 23-28.  
 Wolf Greater: (Fair) Anoka, Minn., 16-18; (Fair) Waconia 19-22; (Fair) Garden City 23-25.  
 Wonder City: Decaturville, Tenn.  
 World of Mirth: Skowhegan, Me.  
 World of Pleasure: (Fair) Midland, Mich.; (Fair) Marshall 23-28.  
 World of Today: New Ulm, Minn.; Sioux Falls, S. D., 23-28.  
 York, Mollie: Oakland, Me.  
 Ziegler: Morton, Wash.



## Dog Shows

**CALIFORNIA**  
 Stockton—Aug 22 Frank Belmore.

**CONNECTICUT**  
 Litchfield—Aug 28. Foley. 2009 Ranstead St., Philadelphia.

**IOWA**  
 Sioux City—Aug 31-Sept 1 Mrs. George W. Mitchell Jr.  
 Waterloo—Aug 29 Mrs. Russell Peterson.

**MASSACHUSETTS**  
 Great Barrington—Aug 29 Foley. 2009 Ranstead St., Philadelphia.  
 Marshfield—Aug 22 Horace J. Perry. 445 Criscent St., Brockton, Mass.

**OHIO**  
 Canton—Aug 22 Elizabeth Fogel. 245 2nd St., N. W.  
 Ravenna—Aug 28 J. T. Collins.

**PENNSYLVANIA**  
 Chester—Aug 21 Foley. 2009 Ranstead St., Philadelphia.

## Auto Races Close Bedford

BEDFORD, Pa., Aug. 14.—Bedford Fair, celebrating its 75th anniversary, winds up a six-day run tonight. Feature attraction this afternoon was AAA-sanctioned big car races, with such drivers as Ted Horne, Joie Chitwood and Bill Holland at the wheels. Principal grandstand attractions were George A. Hamid's revue, Cervone's band, and auto thrill shows of Jack Kochman and Joie Chitwood. Endy Bros.' Shows were on the midway. Youngsters were admitted free until 5 p.m., Tuesday (10), Children's Day, which also featured a morning horse show. Horse races were also offered on that day and Thursday and Friday.

SEE OUR AD  
 PAGE 69  
 THIS ISSUE  
 BRYDON

AT LIBERTY  
 A-1 Contracting and Advance Agent  
 25 years' experience; good appearance, sober and thoroughly reliable. Will consider only first-class attraction of merit. Also have first-class Press Agent with me. Write or Wire BOX D-22 c/o The Billboard Cincinnati 22, O.

WANTED ADVANCE AGENT  
 With car that can stay sober for Donkey Ball Game. No paper to post. State salary. Wire at once:  
**D. B. SHORES**  
 Long Island, Va., until Aug. 21.



# SPEEDWAY ROUND-UP

### Schindler No. 1

HARTFORD, Conn.—Bill Schindler won the feature race at Cherry Park Midget Auto Speedway, in suburban Avon Sunday night (18). Steve McGrath took top honors in the Stafford Springs, Conn., Midget Auto Track feature race Friday night (6).

### Kedenburg Preps Derby

FREEPORT (L. I.), N. Y.—Promoter Jake Kedenburg is getting set for running the annual Labor Day Soap Box Derby, under American Legion sponsorship. The derby will be presented in conjunction with Kedenburg's Labor Day afternoon card of midget auto racing. Drivers in the limelight at the Freeport (L. I.) Speedstrip include Ted Tappet, Vernon Land, Johnny Zeke, Steve McGrath, Andy Furci, Ray Nestor, Tony Martino, Red Marlowe and Henry Renard.

### Lux Wins at Mechanicsburg

MECHANICSBURG, Pa. — Lucky Lux, Lebanon, Pa., won the feature big car dirt track event at Williams Grove Speedway Friday (6) night before a gate of about 6,000. Promoter Roy Richwine lists the following events for the speedway: September 5, 100-lap stock car race; September 12, AAA big car races, and October 3, 100-lap midget championship contest.

### Bloomsburg Contract to Richwine

BLOOMSBURG, Pa.—Directors of Bloomsburg Fair Association have again awarded a contract for the staging of the fair's auto race to Roy Richwine, operator of Williams Grove Park and Speedway, Mechanicsburg, Pa. Richwine said he will arrange a 50 or 100-lap midget car contest on the fair's speedway for the afternoon of October 2. The event will be followed by a midget contest on Richwine's speedway October 3.

### 7,500 See Hanks Win

LOS ANGELES—Sam Hanks led all the way to capture the midget feature at the Coliseum Friday (6) before a crowd of 7,500. Joe Garson was second and Andy Linden third. Bill Dickey copped the semi-main.

### Form New Group

EL MONTE, Calif.—The California Roadster Association (CRA) has formed a circuit for the purpose of racing on the speedway here, it has been announced by officials of the association. The new group, which features Dan Freeland, Jim Davis and Lou Figaro, among others, will spin over the local oval for the first time August 15.

### Heath Zigs to Victory

CULVER CITY, Calif. — Allan Heath, starting in the last row, zig-zagged thru the field to win the midget auto race feature at the speedway here Tuesday (10) before 4,432 fans. Duane Sears nabbed the semi-main and Heath also sped to victory in the trophy dash.

### Bennett Hits Win Column

SACRAMENTO — Addie Bennett, Oakland, sped to his first midget auto feature win at Hughes Stadium here Monday (2). Freddy Agabashian took second place and Johnny Soares third. Fred Friday bagged the semi-main and the trophy dash went to Agabashian.

### Beverlin Twin Victor

EL MONTE, Calif.—Tommy Beverlin captured both the semi-main and the feature midget auto races at the SCMA contests here Sunday (8) before 3,723 fans. Bill Leroy was second in the main event, with Jerry Curry finishing in third spot. Hal Minyard won the trophy dash.

### Carroll Leads All Way

PASADENA, Calif.—Bobby Carroll, of Fresno, led from wire to wire to win the 50-lap feature midget auto race at the Rose Bowl here Wednesday (4) before a crowd of 12,256. Cecil Green copped second, with Lyle Dickey third. Jack Habermehl won the trophy dash, Duke Nalon nabbed the first semi-final and Carroll took the second.

### Revise L. A. Results

LOS ANGELES—Race driver Danny Oakes has been ruled official winner of Gilmore Stadium's disputed midget car race of July 22 in place of Karl Young, who was reduced to ninth place. The new order of finish for the first three places were Oakes, first; Bill Baring, second, and Billy Vukovich, third. The order was reversed upon checking of an international rule which states: "In the event of the stopping of a race, due to an accident, cars retired by said accident shall not figure in awards."

### Gibb Cycle Winner

LOS ANGELES—Jim Gibb raced to victory in the four-lap scratch final of the motorcycle racing program at Lincoln Park here Friday (6) before 5,669 fans. Royal Carroll was second and Pee Wee Cullum third. Pete Feuerhelm nabbed the handicap final, with Carroll second.

### Tipton Outlasts Rivals

CULVER CITY, Calif.—Archie Tipton fought off challenges by Bud Van Maanen, runner-up, and Dick Vineyard, third, to win the roadster feature at the Speedway here Friday (6) before 3,965 spectators. Grant Lambert took the semi-main.

### Ruttman Wins at Gilmore

LOS ANGELES—Troy Ruttman won the feature event of the Gilmore Stadium midget races here Thursday (5) before 10,500 fans. Ruttman nabbed the 60-lapper after a rugged duel with Billy Vukovich, of Fresno, who placed second. Karl Young finished third. Bill Homeyer won the semi-main, while the trophy dash went to Vukovich.

## Mabel Stark, 60, Clawed by Tigers

JACKSON, Mich., Aug. 14.—Mrs. Mabel Stark, 60, wild animal trainer with Polack Bros.' Eastern Unit, suffered shock and deep gouges on her thigh and ankle when clawed by tigers during her act here.

Circus attendants reported two of the eight tigers in the cage began fighting soon after Mrs. Stark began her act. When she moved in to separate them, a third animal, recently added to the act, set upon her.

Disengaging herself deftly from the tiger's claws, Mrs. Stark ignored her bloodstained clothing and signals from circus officials to cut short the performance. For eight minutes she continued to crack her whip and put the animals thru their paces.

Following the act she was taken to her hotel room, where she was treated by a physician.

E. F. Titus, South America, writes interestingly of his collection of lady contortionists. Charles Kitto, Beloit, Wis., had an article regarding old-time circus bandwagons featured in the parade at Delavan, Wis., in *The Beloit Daily News* July 19. The Columbia bandwagon mentioned in the article was made by the J. W. Beggs Wagon Company, Kansas City, Mo.

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# RIVERVIEW BIZ AHEAD OF 1947

## Demo Picnic Is Scheduled

Politicos to gather in Chi Sept. 12—Schmidt likes car giveaway

CHICAGO, Aug. 14.—As the park season moves into the stretch, attendance and business at Riverview is running ahead of last year, according to George Schmidt, president-general manager of the Chicago amusement center.

This is in contrast to many spots thruout the country which, while reporting good business, say business is down a shade from a year ago.

Riverview gets its Mardi Gras under way tonight with a big parade, the opening of the tournament of music and other extra activities. As was proven last year, attendance zooms during the Mardi Gras and Schmidt sees no reason why this year will be an exception.

### Dem Shindig Set

Another promotion expected to hypo attendance figures comes Sunday, September 12, when the county central committee of the Democratic party holds its picnic. According to Schmidt, there is no telling how many will attend the affair, but he figures it will be well attended. This crowd, together with regular Riverview patrons, should give the park a bang-up closing day.

Democratic officials, Schmidt said, are hopeful of having President Truman attend the picnic and rally, but a check with party officials in Chicago Friday (13) showed there was nothing definite about his appearance.

### Giveaways Satisfy

Schmidt said he was more than satisfied with the car giveaway promotion, tried for the first time this year, and "believe me, you, we will do it again next year, not once but probably three or four times during the season."

Riverview probably will go more and more for promotions next year, Schmidt said, altho outside of the car promotion and the Mardi Gras he has nothing definite in mind.

## Marlin Perkins To Fly To Africa for Gorillas

CHICAGO, Aug. 14.—R. Marlin Perkins, director of Lincoln Park Zoo, was authorized by the park board Tuesday (10) to fly to Africa to get some baby gorillas. He will leave Chicago Saturday (21). The commissioners voted \$4,500 for the project after being informed by Perkins that an American Presbyterian mission at Yaounda, French Cameroons, had three young gorillas, sex unknown, for him. At present the zoo's only gorilla is Bushman, 570-pound monster.

The baby gorillas will be flown back here in light aluminum cages, Perkins said. He also reported that part of the expenses involved in their capture will be paid by Irvin Young, Chicago, a patron of the zoo.

A 635-pound male polar bear recently was added to the Bronx, N. Y., Zoo as a companion for the three females already housed there. The bear was imported from Denmark.

## Coney Island, New York

By UNO

Moe S. Silberman, of Moe's 5-Star Final game, was elected prexy of the Coney Island Carnival Company, in charge of details of this year's Golden Anniversary (current theme) Mardi Gras week set for September 13 to 19, according to a proclamation August 7 by John Cashmore, boro president of Brooklyn. . . . Chamber of Commerce board of directors, protesting newspaper reports about water pollution which has been the main cause

## Eastern Spots Get Big Crowds

NEW YORK, Aug. 14.—Favorable weather last week-end brought good turnouts to practically all resorts and parks in this area.

Coney Island reported a Sunday (18) crowd estimated at 1,250,000, while Rockaway Beach lagged behind with a comparatively low 700,000, probably due to congested roads caused by the huge crowd which attended the wind-up of the air show and exposition at adjoining Idlewild Air Field. The air show drew a final-day crowd of 265,000.

Coney Island drew 600,000 Tuesday (10) night for its regular fireworks display. Rockaway Beach presented a special pyro display Wednesday (11) in honor of members of the New York Legislature. Fireworks and the law-makers drew 400,000 people who scurried for home when rain hit about 10 p.m.

Outlying beaches drew peak crowds Sunday (8), Jones Beach heading the parade with 90,000, followed by Long Beach, 85,000; Atlantic Beach, 60,000, and Orchard Beach, 50,000.

## While Strolling Thru the Park

Harry A. Illions, owner-manager of Celoron Park, Jamestown, N. Y., sends along a new advertising brochure which goes all out in telling folks about his funspot. It is an attractive piece, carrying pictures and a short history of the park.

Laurene Pringle, women's editor of *The Detroit Free Press*, by-lined a feature article in that paper July 25 upon the expansion of kiddie rides at Detroit parks. She emphasized precautions operators take for the safety of small fry. She quoted Manager Earl E. Urganhart, Jefferson Beach Park, as saying that small fry attendance at that spot was double last year's because of Detroit's daylight saving time.

The following acts were booked by Cooke & Rose Theatrical Enterprises, Lancaster, Pa., in Pennsylvania and New York parks the week of August 2-8: Tim Mix and Estrella, musical novelty, at Dorney Park, Allentown, Pa.; Kay Colleano Family, wire and juggling, Hecla Park, Bellefonte, Pa.; Miss Carmita, high pole and slide, Rocky Glen Park, Moosic, Pa.; Louise Weir, cloud swing, Dreamland Park, Rochester, N. Y.; Wilson's Circus Attractions, Bland Park, Altoona, Pa.; Kavanaugh and Ramon, comedy team, Island Park, Sunbury, Pa.; Grandpa Jones, *Grand Ol' Opry*; Pop Melchor, clown cop, and the Noray Sisters, acrobatics, Mount Gretna Park, Mt. Gretna, Pa., and the Whirling Axis, skating duo, Kishaquillos Park, Lewistown, Pa.

for lack of visitors at the beach, cited a telegram received recently from the New York City Health Department which, they said, approved of bathing generally at Coney.

Hy Delman, who operates the only archery concession on the Island (his second season), on Stillwell between the Bowery and Boardwalk, plans a vaude and television career after the season. Several years' practice and study of the game have made Delman an expert in trick shots with the bow and arrow. On his new venture he will have the assistance of his wife, Jacqueline. . . . Tirza, after her Coney season, takes her new edition of a Wine Bath, now in course of construction, on the road to be co-featured with Yvette and her parrot on Ray Marsh Brydon's show touring the big fairs. Itinerary includes Detroit, September 3-12; Hutchinson, Kan., September 18-24; Memphis, September 26-October 3, and Dallas, October 9-24.

Amuse-U, Inc., Arcade in Feltman's, operated by Herbert Weaver and Benno Herz, has Mary Flynn again in the cashier's booth; Emily White and Mrs. Alice Weaver, behind the prize counter, and James Quinn, general assistant. . . . Rocket ride on Surf West Eighth Street and Sky Dive on the Bowery are both controlled by the Airway Operating Company, of which Philip Calemares is prexy and Harry Chamas secretary-treasurer. Rocket has for operation (See CONEY ISLAND on page 97)

## Grant Postponement In Garden Pier Case

ATLANTIC CITY, Aug. 14.—Another postponement was granted Mrs. Miriam R. Levin, of Bala, Pa., by Vice-Chancellor Vincent S. Haneman in her court dispute with the city for redemption of the \$1,500,000 Garden Pier, taking the case to September 14.

The resort in 1944 foreclosed on the pier because of back taxes, but in July, 1947, Mrs. Levin was granted a court order setting aside the foreclosure when she proved she was out of the country at that time serving with the WAC, and was not informed of the city's action.

Back taxes due the city total \$150,000, but city officials have indicated they would consider a settlement. The latest postponement was granted when William Charlton, counsel for Mrs. Levin, a one-third owner of the pier, and Acting City Solicitor Daniel S. Dowling informed the court that they had been unable to reach an agreement as yet.

## Olympic Schedules Events; Four Free Acts Offered

IRVINGTON, N. J., Aug. 14.—Special events skedded for Henry Guenther's Olympic Park include a concert by Joe Basile's band Sunday (15) and a big picnic of the Essex division of the New Jersey Bakers' Board of Trade Wednesday (18).

Basile's augmented band, with vocalist Bubbles Ricardo, will give out with an all-Sousa music fest.

Features of the bakers' outing will be an exhibition of 100 elaborately decorated cakes—which will be given away to park patrons—and a pie-eating contest, plus free cookies for kiddies.

Heading the line-up of acts in this week's circus bill are the Flying Romas; Al Libby and Betty, bike act; Jules Deswald, comedy and dogs, and Risko and Nina, jugglers.

## Eastwood Up for Sale, Kerner Says

### Legal Hurdles Reason

DETROIT, Aug. 14.—Detroit's Eastwood Amusement Park, owned by Max B. Kerner and Henry Wagner, who also operate Jefferson Beach Park here, will be offered for sale to the highest bidder, Kerner announced here Wednesday (11). Reason for selling, Kerner said, is the result of the long series of legal difficulties which have harassed the park owners the past year.

Kerner said the objections by the city council and the decision of the State Liquor Control Commission in refusing the spot a liquor license have made the operation unprofitable.

Kerner, however, left himself an out on the sale. He indicated if a reasonable understanding was reached with the authorities concerned to permit normal park operation, the decision to sell might be reconsidered.

Wagner told *The Billboard* that the whole story of developments has disgusted him with the park operation and that he is determined to sell.

It was learned that the best offer to date has come from an undisclosed Negro group which planned to make the spot primarily a colored operation. It is recalled that attempts to establish a colored park at Sugar Island the last three years has been unsuccessful so far, due largely, it is reported, to lack of necessary capital.

It is presumed that Kerner and Wagner, if they sell Eastwood, will continue to operate Jefferson Beach Park, altho no comment was made on that point.

## Minnie World's Fair Planned for Omaha

OMAHA, Aug. 14.—The Omaha Parks and Recreation Commission announces plans for a miniature world's fair at Carter Lake on the east outskirts of the city. F. Ellwood Allen, New York, has been hired to plan the development.

Two concessions already are operating in the lake area. E. F. Lang, of Omaha, has a miniature train and Jack Ramsey, Kansas City, Mo., has a pony ride. Reports are a Roller Coaster will be set up in the area.

Allen's preliminary plans call for an amusement park area, swim pools, bath house, boat house, dance pavilion, bowling alleys, skating rink, golf course and clubhouse, open-air theater.

## Indian Lake, O., Operator Denied Temporary Injunction

BELLEFONTAINE, O., Aug. 14.—French L. Wilgus, Indian Lake amusement operator, has been denied a temporary injunction in Common Pleas Court here in his effort to prevent the Indian Lake Amusement Company from sponsoring floorshow type entertainment which allegedly is in violation of a contract between the two parties. The amusement company is a competitor of Wilgus, across the Russell Point Lagoon.

The suit asks \$25,000 damages, charging that sponsorship of the Three Sons last month by the amusement company at its Moonlight Terrace violated an agreement.



# KIDS HELP DOOLAN BALE IT

## Chi Funspot Tops Year Ago

Rides alone gross over 42G so far with six weeks to go —concesses not counted

(Continued from page 50)

kiddies between the ages of two and eight.

### Doolan No Stranger

Doolan is no stranger in the ride business. For years he operated some 28 rides around Chicago and suburbs. When the war came along, help was too tough to get and Doolan decided to sell his rides and retire.

"In 1946, I decided I was tired of loafing," Doolan said by way of starting to tell how he happened to open his spot. "I decided to open a strictly kiddie park and finally settled on this site."

Doolan has spared no expense in making his place inviting. He maintains he has an investment of between \$90,000 and \$100,000, exclusive of land. Located in an ideal section, because of the various locations from which to draw and because of the good highways leading to the spot, the park is a blaze of lights and easily can be seen from a long distance.

Nearing the park, you are attracted by the entrance arch, a brick struc-

## Phila. Zoo Gets 3 Ballplayers To Throw First Fish

PHILADELPHIA, Aug. 14.—Three members of the Philadelphia Athletics, major league baseball team, were on hand to throw out the first fish on opening day of the Philadelphia Zoo's new policy of letting the public feed the sea lions. Eddie Joost, short-stop; Sam Chapman, center fielder, and Dave Keefe, coach, were on hand to throw fast ones to Teddy, the big bull seal, and his harem of three. And Teddy, no mean felder himself when it comes to fish, was right in there grabbing them as fast as they came.

Hereafter anybody can feed the sea lions. At 1 p.m. each afternoon (weather permitting) the zoo will sell butterfish to visitors at a nickel a fish and the visitors can toss 'em in. Sales will continue until the animals have received their daily quota. The plan is designed primarily to let the public have some fun.

For the fastidious, there will be tongs to hold the fish as it is thrown. But junior can take the finny food in his fingers if he wants to, provided, of course, he can borrow dad's handkerchief to wipe his hands on afterward.

ture containing glass bricks with varied-color neon lighting. While the park itself, naturally, does not take in the 20 acres—much of it is used for parking space—you get the idea of neatness and compactness once thru the entrance. Doolan has one central ticket booth. Ride tickets go for two for 25 cents.

### Permanent Buildings

Permanent brick buildings house the hot dogs, popcorn, soft drinks and ice cream concessions. The ice cream building is set aside from the rest of the buildings and is presided over by Mrs. Doolan. Patrons may be served at umbrella tables, spotted in a grassy section enclosed by a hedge. Concession buildings and attendants are the last word in neatness, something Doolan and his wife insist upon.

Rides include a Century Flyer miniature train (National Amusement Device Company) with nine cars, giving the ride a capacity of 108 kiddies or 72 adults; a Parker Merry-Go-Round, Allan Herschell Kiddie Auto, Smith & Smith Airplane Swing, Mangel's Roto-Whip, National Amusement Device's Ferris Wheel, miniature streetcar, Mexican burros and Drive-Yourself boats, the latter out of operation for a few days while new Briggs & Stratton motors are being installed.

### Two Others Ordered

According to Doolan, two others are on order. One is Travers pony-buggy ride, on order since last December, and a Coaster from the National Amusement Device Company, Dayton, which will be in operation next spring.

The midway is black top and Doolan sees to it that it is kept free of paper. "That black top and the water, which I had piped in and which I buy from Evergreen Park Village, cost me around \$12,000 alone," Doolan said.

The spot opens May 1 and October 1. Hours are from 2 p.m. to 10:30 p.m., "which is all we need," Doolan said.

Two other permanent buildings in the park, both of brick construction, are an electrical building which

## Special Events Hype Clementon Gates

CLEMENTON, N. J., Aug. 14.—Clementon Lake Park, catering to the Philadelphia-Camden area, is hyping attendance thru special events and free attractions.

Special events run off the past week were the National and Middle Atlantic Swimming Championships, Wednesday night (11), and Penny Day (with kiddies getting two-cent ducats on all amusements until 5 p.m., Thursday (12)).

The free attraction is the Three Barretts, high tower bar act. Fireworks displays are presented Friday night.

houses the various light and power switches (all wires, cables, etc., are underground) and one which houses modern restrooms.

Despite much parking space, Doolan says he probably could use more on Sundays and holidays. The park is outfitted with plenty of gaily painted chairs so that dad and mom can sit down and rest while junior makes the round of the rides.

The eat and drink stands are presided over by Mrs. Doolan and Mickey's sister, Catherine, who, according to Mickey, "see to it that all are kept spick and span."

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of Roller Coasters, Old Mills, Mill Chutes, Fun Houses, Kiddie Ferris Wheels and the famous Century Flyer Miniature Train — operating now in more than 100 leading amusement parks in the United States with gratifying revenue results.

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Thoroughly experienced in maintaining, repairing and operating ride. Must be reliable and steady. Year round work. Good salary and bonus. Living conditions pleasant. Write, stating extent of experience, salary customarily earned and references.

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ROCKAWAY BEACH, N. Y.

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Miniature Railroad, now operating in Rolling Green Park. Lease expires this season. Engine, three Cars, 2000 ft. of Track.

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## SEE OUR AD PAGE 69 THIS ISSUE BRYDON

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IN THIS LOCALITY FOR SUNDAY DATES. WRITE

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# IT'S 'GOOD NIGHT' IN DENVER

## R-B Matinee Biz Builds

Show arrives in plenty of time after long haul from K. C.—weather perfect

DENVER, Aug. 14.—Ringling Bros. and Barnum & Bailey bid goodbye to Denver here tonight and moved to Salt Lake City where the show plays a one-day stand Monday (16).

Night business made Denver an okay three-day stand and, had the matinee biz been as good, it would have been a red one. Opening Thursday (12), the first matinee attendance was fair, but the folks came out in droves to pack the big top at night. Friday (13) the matinee crowd was better than the previous day but still not up to standard. At night it was a sellout. Today's matinee was better than the two previous days, but the throng turned out in goodly numbers at night to bring smiles to the faces of show officials.

The 722-mile run here from Kansas City, Mo., via the Santa Fe, was made in good time and the show was up and ready to go at 10 a.m. Thursday.

A two-day stand in Kansas City was registered as average, matinees both days being strong, with full ones at night.

At Omaha, cold weather and rain hurt attendance, but even in the face of this, business was capacity at night after a fair matinee. Advance publicity was heavy.

Des Moines proved a red one, the matinee being near-capacity and night show drawing a small overflow. Show used the lot eight miles from Des Moines, on the edge of West Des Moines, being unable to use the fairgrounds because of the closeness of the fair date. It was the first time a circus had used the new lot and it was bad from a traffic standpoint, only one road leading into the lot.

Show arrived from Waterloo, Ia., in plenty of time and was set up and ready to go early.

## Ely, Minn., Gives Overflow Crowd to K-M Despite Rain

ELY, Minn., Aug. 14.—Rain failed to dampen the enthusiasm of circus fans here Monday (9), and Al G. Kelly-Miller Bros. played to an overflow crowd at night after a near-capacity matinee.

Biz at Big Falls, Minn., was off, with only a half-house on hand at each of the two shows.

Warroad gave with a pair of strong houses.

## Ralph W. Woodward Dies in Bloomington

BLOOMINGTON, Ind., Aug. 14.—Ralph W. Woodward, 58, former circus treasurer and executive, died of a heart attack Monday (9) at his home here.

He was associated with the American Circus Corporation for many years, having started as treasurer of the Hagenbeck-Wallace Circus when the show left its West Baden, Ind., quarters in 1916. His service with that show was continuous over the years, being interrupted only by Woodward's time spent in the service (See R. W. Woodward Dies, page 100)

## His Knocks Boost

NEWPORT NEWS, Va., Aug. 14.—When King Bros.' Circus played here this week, the big top was near a revival tent meeting which had been attracting thousands nightly. The presiding revivalist roundly denounced circuses.

Despite the pastor's blasting, the King show played to a big matinee audience and was obliged to put on an extra performance at night—with capacity audiences of nearly 5,000 at both night shows.

## Mills Org Hits Full Houses in Swing Thru N. Y.

FORT PLAIN, N. Y., Aug. 14.—Mills Bros. played to full houses here, Little Falls, Norwich and Oneonta on its swing thru the State of New York.

Here, George Duffy, local circus fan and philanthropist, helped swell the house by purchasing tickets for 1,500 children.

Hilly streets leading to grounds in Little Falls proved too steep for some of the show's vehicles to navigate, and the org's elephant was called into play to haul the trucks up the incline.

The stand at Norwich was a homecoming for Ellen Knight, of Allen and Ellen, wire act. She was born in near-by Sherburne and attended school in Norwich.

The full one at the Oneonta ma-

## Dailey Gets Big Welcome In Nebraska After Highly Successful Stands in Iowa

### Columbus Gives Capacity Matinee and Straw at Night

COLUMBUS, Neb., Aug. 14.—Moving out of Iowa where it enjoyed top business, Dailey Bros.' Circus received an enthusiastic welcome in the form of a packed house at the matinee and a straw at night from Columbus circus fans. The circus-hungry mid-Nebraska populace, spurred by ideal weather, came early and the big top was packed before matinee time. At night it was necessary to spread canvas in front of the reserved seat section to take care of overflow. The night show was delayed 18 minutes as the crowd continued to surge in after starting time. Matinee at Norfolk was

light, but at night it was better than a three-quarter house despite threatening weather. Show was delayed getting out of Norfolk because of washouts on the railroad near Hoskins, Neb., and on the run near Stanton and Beemer, Neb.

The show wound up its Iowa stands with a red one at Carroll, where both matinee and night straws were registered despite cloudy and damp weather and opposition from a carnival.

Business in Marshalltown, Ia., was excellent considering two tough hurdles. In the first place the show didn't arrive until 9:30 a.m., but the matinee was only 15 minutes late starting. The weather was cloudy and threatening, but better than a three-quarter house was on tap. Night draw was hurt by showers but still the show registered a strong one.

Two near-capacity houses were chalked up in Mason City, Ia., the first time, incidentally, the show played this town. Org moved into Mason City from Cresco, Ia., where it played to two big ones.

Ben Davenport, owner of Dailey Bros., was hospitalized in Mason City after being taken ill the day before. He is in St. Joseph's Hospital. Davenport was the subject of a feature story, with a picture, written by staff man Carl Wright, of *The Mason City Globe-Gazette*.

## Business Booming For King Bros. Org

PORTSMOUTH, Va., Aug. 14.—King Bros., the first circus to play this area in 1948, has found business good on its swing thru the State.

Show drew a full house here Wednesday night (11), following a near-capacity at the matinee.

A pair of overflows witnessed the show the previous day in Newport News.

Biz was strong in Petersburg, too, with a full house at night and a strong house at the matinee.

The afternoon attendance was believed hit by fear of the polio epidemic. Only one case has been reported in Petersburg, but the disease is raging thru North Carolina. At (See Biz Booms for King on page 100)

## Jersey Gets S.O.S.

TRENTON, N. J., Aug. 14.—Something new has been added to the calls for help received by the New Jersey State Employment Service. For the first time in its existence the bureau received an urgent call last week from a traveling circus for a daring young girl on the flying trapeze. So far no takers.



WHEN COLE BROS.' CIRCUS recently played Aurora, Ill., a reunion was held between two old friends, Col. Zack Terrell, of the show, and Clint W. Finney, former general agent, now retired. Mr. and Mrs. Terrell are pictured above entertaining Finney (left) on the lot, after which they adjourned to the Terrells' private car on the circus train for dinner. Finney later entertained the Terrells in his home, where they looked over his extensive collection of old-time circuses. The reunion was arranged in advance thru Terrell's direction by Florree Galt, press agent for the show.



### King Org, Revival Meet in P. A. War; Everybody Happy

NEWPORT NEWS, Va., Aug. 14.—King Bros. and a tented revival meeting vied for noisemaking honors here Tuesday (10), but it all ended with everyone happy.

The circus and Evangelist Oliver B. Greene's meeting were located side-by-side at the old ball park, and near-by residents were well aware of the fact as the two shows bid for patronage via loud-speakers.

An agreement was reached, however, and everything worked out okay—even to the satisfaction of the listening "audience."

## NOTICE

- NATE LEON
- HOWARD Y. BARY
- DICK SCATTERDAY
- JACK FENTON
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### AL G. KELLY & MILLER BROS.' CIRCUS WANTS AT ONCE

Good Bull Man, must be sober; two Grooms, Circus Cook, Working Men, Iona Stevens wants Butchers. Ralph Phillips, come on. Crystal Falls, Mich., Aug. 17; Iron Mountain, 18; Menominee, 19; Pulaski, Wis., 20; Sturgeon Bay, 21.

#### WANTED

### For Bailey Bros.' Circus

2 Coupon Agents for outside store, 1 Shum Skillo Agent. Deba Pfifer, wire.

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Legal Adjuster, El Dorado, Kans., Aug. 18; Wichita, 19; Wellington, 20.

### P-H-O-N-E M-E-N

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**LEE CHURCH**

Cambrian Hotel Jackson, Ohio

### Duffy Hosts Kids, Builds Mills Biz

FORT PLAIN, N. Y., Aug. 14.—Jack Mills, Mills Bros.' Circus, says that his org had the biggest day of its New York tour and one of the biggest of the season here Wednesday (11), thanks to George Duffy, CFA.

Duffy bought tickets for every youngster here, 1,500 of them marching to Duffy Circus Lot No. 1 in parade formation behind Big Burma, Mills elephant, and the local VFW Drum Corps. The show played under the VFW. He assisted in arrangements for water, gasoline and other details.

He and a number of his young friends were on hand for breakfast in the cookhouse and Mr. and Mrs. Duffy were present to greet the kiddies at the matinee. There were other circus fans and showfolk on hand, including John R. Van Arnum, former minstrel operator; Milo Smith, secretary-treasurer of the Circus Model Builders' Association, Herkimer, N. Y., who showed many of his pictures and model wagon wheels; Mr. and Mrs. Richard McGarrity and son, New Hartford, N. Y.; Mayor John Saltsman and family, Fort Plain; W. T. Linney, fan, of Fort Plain, and J. Henry Ware and family of Little Falls, N. Y. Ware, a member of the Masonic Club, under which Mills played the preceding day, recorded a good day's business, selling some 700 tickets for the Little Falls showings. All fans and friends were entertained at supper in the cookhouse by Jack Mills.

#### Circus Historical Society

WICHITA, Kan., Aug. 14.—Frank F. Farrell, with the James M. Cole Circus, plays the grandstand show at the Morristown, N. J., Fair the week of August 16. Dad White has returned to his home in Fredonia, Kan., after a trip to Goshen, N. Y., and Brunswick, N. J. Joe Fleming, Trenton, Neb., caught the Al G. Kelly-Miller Bros.' Circus when it played his hometown. Mr. and Mrs. Fay F. Reed report they caught the Ringling show in St. Paul.

Fred and Bette Leonard caught Seal Bros. at Anthony, Kan., and again at Kingman, Kan., and renewed acquaintances with Mr. and Mrs. Bud E. Anderson, owners; Chief and Tillie Keyes, Andy Kelly, Willie Rawls and



WHEN GALLOWAY CALHOUN, left, Imperial Potentate of the Shrine, was in Portland, Ore., recently for a visit, Sam L. Ward, promotion director of Polack Bros., was on hand to greet him. The two put on their widest grins for the photographer.

### Labor Shortage Hits Beatty, So Performers Help

LINCOLN, Ill., Aug. 14.—Clyde Beatty, who has had more or less of a tough go since leaving Los Angeles this spring, where he enjoyed a big stand, was hit by a labor shortage here. But the circus got up and down, thanks to some of the performers who pitched in to work side by side with the crew.

Show played on the Lincoln Speedway lot on the west side of town, the first time this lot has been used by a circus.

Despite good weather, business was on the weak side, both matinee and night shows drawing only half houses.

The story was a bit better at Kankakee, Ill., where strong houses were registered at both shows.

the Bantas family, Lou Hayak saw Dailey Bros. at Marshalltown, Ia. Mr. and Mrs. Joe Tracy visited Dailey and Cole when the shows played Buffalo, and visited Buzzy Potts on the Ringling show. They saw Mills Bros. at Hamburg, N. Y., and entertained Mr. and Mrs. Jack Mills at their home. With the Mills they visited Charles Gerlach, former bandleader on the John Robinson show.—BETTE LEONARD.

## UNDER THE MARQUEE

Sailor Joe, tattooed man, is with the Bertram Mills Circus in London.

Dread of winter is the beginning of a canvasman's good manners.

Ann Sheridan, film actress, will ride one of the Ringling elephants at a benefit show in Los Angeles.

Charles (Kid) Koster pens that he is living in the country in North Hollywood, Calif.

Edward H. Hodgini worked his comedy Ford act at the Brodhead, Ky., Fair, August 9-14.

Fear of opposition is caused by the suspicion that it might backfire.

Mr. and Mrs. Herbert A. Douglas, West Chester, Pa., recently visited Calliope Bill Green of Washington, Kan.

Jack A. Leontini, personal manager of the Wallenda Circus unit, planed from Nashville, to Macon, Ga., recently looking after fall bookings.

The Felix Moraleses have moved to their farm in Doniphan, Mo., but Felix will finish the season with the James M. Cole Circus.

A student billposter's first mistake is trying to post a frozen three-sheet in a high wind.

Al Clarkson, advance agent for James Heron's Wild Life and Animal Oddities Exhibit, is in Burlington, Ia., hospital for surgery. He expects to rejoin the show within two weeks.

Emmett W. Sims, formerly in the press department of Cole Bros., has joined Ringling-Barnum as contract—(See Under the Marquee on page 98)

## DAILEY BROS.' CIRCUS

Needs several Acts for Big Show. Prefer families doing two or more Acts. Also Wild West People for concert Wire only.

**TIGER BILL SNYDER**

Milbank, S. D., Aug. 17; Wahpeton, N. D., 18; Grand Forks, 19; Grafton, 20; Devils Lake, 21.

## Late Trains Continue To Haunt Cole

### Org Blows Two Matinees

FAIRMONT, W. Va., Aug. 14.—Late train arrivals, which have been plaguing Cole Bros. for the last few weeks, continued to hit the show again this week and caused the cancellation of the matinee here. Show did capacity at night, however.

In one other spot, Lancaster, O., the show was forced to cancel its matinee because of a late arrival, but business at night was capacity. In two other Ohio spots, business was excellent, Coshocton giving with a three-quarter matinee and a full night house, and Dover registering capacity at the matinee which was the only show given to speed up the schedule.

At Coshocton the show was late in arriving and the matinee was three hours late. Despite this a strong house was on hand, which, in all probability, would have been capacity had it started on time.

Norwood, O., registered good business, the matinee drawing a three-quarters and a full one at night. An all-day rain the day before the show's arrival made for a muddy lot. A minor mishap occurred in Norwood when two wagons, being pushed by a tractor, jackknifed and crashed into a well house at Waterworks Park. Damage was slight.

At Follansbee, W. Va., a late arrival meant only a half house at the matinee but it was a turnaway at night. Wheeling, W. Va., gave with a light matinee but near-capacity at night.

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### SEE OUR AD PAGE 69 THIS ISSUE BRYDON

#### MUSICIANS WANTED FOR KING BROS' CIRCUS

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**JACK BELL**

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#### 2 - PHONEMEN - 2

Who can cut it. Book, U. P. C. Tickets, Banners. Two Crews in action.

**CHAIRMAN—ROOM 307 WARD BLDG.**

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### Clyde Beatty

The past week found us in the heat and dust of Illinois. Charles Hilderra called it a season and headed for Monterey, Calif., to go deer hunting. Joining him was Bob Emrico.

Cook Tom Terry observed his birthday by frying chicken for everyone. Gee-Gee Engesser celebrated her birthday August 6. Nellie Dutton and her troupe visited all day in Lincoln, Ill., and she and Oscar Lowande cut up many a jackpot. Also in Lincoln the writer met Mr. and Mrs. John Baker and son. The cake they brought was enjoyed by all. At Bloomington, Ill., Ed Raycroft entertained at a dinner between shows. Attending were Maxie and Janie Tubis, Bill and Mary Moore, Johnny Milonga, Kathleen Cline, Bill Lewis and Maxwell and Sue Staley.

Carmen Petracco entertained his daughter while we were near Chicago. Doc Osborne looks quite the efficient physician in his new white uniform. Dave Murphy wants to thank Freddie Freeman for mentioning his name in the same category with the celebrated free-rollers as Henry Kyes and Otto Griebing. Jack Gibson is superintendent of ring stock.

Edna Curtis and her mother caught the show in Peoria and were the guests of Mr. and Mrs. Beatty. At Peoria, Al Fleet entertained Billy and Gee-Gee Powell and Oscar Lowande at his farm between shows. The Side Show is using a breakaway banner line for an opening, for as I was coming down the midway during the first opening I was amazed to see the banner line part in the middle and fall two ways.

Visitors: Andy Bakalar, Al Witt, Harry Covey, Earl and Richard Shipley, Burt Wilson, Mr. and Mrs. George B. Flint; Ray, Velma and Bobby Goodbrake; Mrs. James Hall, Clyde Noble, Mr. and Mrs. Fachini, the Cuban Macks and J. Raymond Morris.—LAURENCE CROSS.

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## Dressing Room Gossip

### Cole Bros.

Louise Cristiani, a picture of grace and perfection in the air. . . . Don Beall, subbing for Alabama in the pony and Liberty act. . . . George Churchill up to his eyes in banners. . . . Dick Scatterday back on the show for one of his rare visits and in conference with his understudy, Billy Griffin. . . . Otto Griebing having to get Paul Nelson to start the little car every show. Seems Paul has that car mesmerized. . . . Florence Tennyson looking as cool as a cucumber on these hot days. . . . The writer still looking for the guy who poured water in his white shoes. . . . Joe Good, our behind-the-counter man in the pie car, being so patient with some of our prima donnas. . . . George Voise making unteem trips to the outside coffee stand. . . . The cute way some of our web girls paint their heels and elbows.

Hammerhead telling that everything is under control now since Hammerhead Jr. joined. . . . Jimmy Kaaro, Joe Chwirka and Tommy and Alice Privett doing a good job in the Wild West. . . . Henry Kyes and his swell band having an outing with his friend from India. . . . Harold Voise proudly displaying the pictures of Eileen. . . . How about some pictures from you, Tony Concello?

The Cristiani horses trying to eat up the dresses on the line belonging to Pat Scott, Alice Privett and Florence Tennyson. . . . Marion Partello getting even with all those who steal her carrots. . . . A bow to Tom and Win Gregory and Glen and Ann Townsend for the nice things they always are doing for our gang. . . . Jack Crippen tripling in brass by clowning, handling kiddie tickets downtown and playing the steam calliope. . . . Talk of putting a zebra in the place of the pony in the car gag because the pony is getting too rough. . . . Kenneth Waite getting plenty of laughs with his race horse gag and big heads. . . . Horace Laird, mail man, loaded down with mail and packages. . . . Jack Kennedy sharpening his barber tools that are never used.

Visitors: Don C. Fosgate, Ack Willard, Lieut. Lee Allen Estes, C. Foster Bell, Bob Hickey, Mr. and Mrs. Bruno Zacchini, Glenn Tracy; E. Walter Evans, Larry Gatto and Charlie Wirth, of The Billboard; Hank Allgeir, Dr. William Huebener, Harry M. Simpson, Ed Hillhouse; Cecil Scott and son, Bobby; Clyde Patterson, Mac McLean, E. Curley Bridgeman, Forrest Fought, Mr. and Mrs. William Dressman, Germania Loyal, Mrs. Gus Schwab; Mrs. George Foreman and son, Sherman; Mr. and Mrs. Harry Dan Sr., Berty Hodgini, H. E. Watson, Mr. and Mrs. Griffin and Joe Sherman.—FREDDIE FREEMAN.

### Dales Bros.

Everyone is catching up on his rest since leaving the vicinity of Chicago. With all the visitors, night clubs, excursions and shopping tours, everyone was all in. Some of the folks on the show even braved the 90 miles to Milwaukee to visit the Big One.

The fellow on this show who is walking on air is Donnie McIntosh. He's been that way ever since Billie Dunlop and Harry Ferguson delivered his new Chevrolet.

Charley Cuthbert is doing a good job with the candy pitch and Tommy Bentley is doing a bang-up job with the openings on the Side Show. Buddy Henderson left after spending his vacation with the family. Our newlywed, Evelyn Jordan, is learning how to do her laundry in a bucket. Besie Dales has shed 20 pounds. Jean (Shorty) Jardens' weekly fudge parties for the front door trailerites are a big success. How about the backyard, Shorty?

The lot in Princeton, Ill., was ideal. There were enough large oak trees for all the trailers to park under. There was plenty of grass on the lot, not to mention the slides for the kiddies and the swim pool.

Most of the husbands on the show are going to have some added expense in a few days. Doctor Slack spent an entire afternoon on the show piercing the ears of the girls. At present the gals have strings in their ears but soon will expect earrings. And gold ones yet!

Mr. and Mrs. Raymond Altenrose celebrated their 28th wedding anniversary and Mac and Peggy McDonald their first.

A large number of our personnel visited the Beatty show at Rock Island, Ill. We had a special table at Staley's cookhouse and were served a fried chicken dinner. Thanks, John and Gladys. Charlie Cuthbert added four new band numbers, including *I'm Jealous*, for the web number. Vocal is by Marcie Visingard. Peggy McDonald and her sister, Billie Henderson, are making new wardrobe. Dorothy Olivario is back with us making Wild West line-up and concert. Louise Abbott is picking up extra change by making hand-crochet pillow cases for Christmas presents. The acrobatic act has added the three high, with Chee Chee Pierce, age 9, as top mounter.

I. B. McCoy has taken over as manager of the Side Show. Evelyn Jordan gave us a thrill when the horse she was riding ran away. Billie Henderson livened up the midway the other day by doing the jitterbug on the bally platform. Tommy Bentley and Vivian Reeh spend their time between shows practicing swinging traps. The Altamose family closed the season in Albia, Ia.

Life's little perplexities: A sudden rain hitting just at spec time. . . . Billie Henderson's wire stakes always pulling. . . . Larry Davis's trailer light cord always a few feet short of reaching the switch box. . . . Evelyn Jordan wondering who will be her web setter for the next show. . . . Keller Pressley putting up the show on a lot half large enough. . . . Tommy Bentley always forgetting his umbrella for the foot slide.

Hospitalized recently was Ted Rae. He's okay again and back on the show.

Birthdays: Carol Allmose and Gracie McIntosh.

Visitors: Ralph and Rose Clawson, Harry Robertson, Ray Marsh Brydon, Ray and Gertie Morris, Orrin and Dorothy Davenport, Lulu Davenport and her husband, Jack Crumbly, Phillip Bonta, Johnny Behmilla, Mr. and Mrs. Coffman, Mr. and Mrs. Kempston and daughter, Mr. and Mrs. Isley, Ray and Ann Doering, Mr. and Mrs. Oscar Caselvario, Mr. and Mrs. Earle Hansen and Bruce Warren.—CORA DAVIS.

### Bailey Bros.

Jack (Ko Ko) Fairburn left us in La Junta, Colo., to return to his home in Los Angeles because of a skin ailment. He was accompanied by his wife, Grace, better known as Lo Ko. Grover Nitchman returned to Chicago. Jean Evans returned to Los Angeles until the start of the early fall indoor dates at Houston and Fort Worth.

Mrs. Ina Scott is visiting her husband H. L. Scott, mechanic. The lot next to the cookhouse in Lamar, Colo., was infested with rattle snakes and everyone was scared stiff. Lucy Arenz would have been in all her glory on this spot.

Clown alley has dwindled to four. Frank Ellis and Ernie Stewart are keeping up with the trend of times while out on the Western plains. They have taken to wearing levys and 10-gallon hats.

Swede, Mabel and Hunky Johnson's concert is so good that when they announce it is all out and over the band men throw up their horns and the bandstand goes down.

Our jump from Lamar to Garden City, Kan., was 104 miles. All the equipment arrived in good time and the matinee was only 15 minutes late. Thanks for the co-operation from the Shreveport lot superintendent, Blue Lundy, and his big top crew, and the prop department even with our labor shortage.

Kay (Clarke) Burslem came over from the Ringling show to visit her father, who has been on the sick list. She jumped in and worked the acts for her sister, who also has been ill.

The seven Riding Conleys joined in Concordia, Kan., after making an 816-mile jump from Cincinnati.

Visitors: Bill Longstreet, Jack Sterling; Baldy Chapman, ex-wardrobe man on Tom Mix Circus; Hap Johnson, former clown with the Dailley show; Mr. and Mrs. D. F. Dugger, CFA from Birmingham; Jimmie Crowe; Mrs. Dora Lee Stevenson, daughter of Jack Harrison; Kay (Clarke) Burslem, Ed Hiler, Jack, Peggy and Mom Harrison.—ALBERT WHITE.

### Polack Bros.' Eastern

Mabel Stark, who joined this unit in Jackson, Mich., after completion of the movie, *Song of India*, was knocked and dragged around a bit by one of her tigers during the second night's performance in Jackson. The tigers, weary and restless from traveling (the Starks went thru a flood en route), suddenly began to fight upon entering the arena. Miss Stark, attempting to separate the animals, suffered severe lacerations. Proving herself a real trouper, she carried on despite the wounds.

The craze of buying trucks and trailers is by no means over. Harry May and Rio Zavatta are the latest to join the buying troupe. Rio says he got his trailer so his wife, Irma, would have a comfortable place to sleep while traveling.

The Antaleks visited and Joe's version of the terrible floods they endured while playing the State of Washington with Clyde Beatty made a lot of us glad we were spared that experience. Tommy Comstock, former calliope player with Cole Bros., also caught the show and visited with Whitey and Edythe Boyd.

If we, in the men's dressing room, had one request to make it would be to have a separate tent for those card-playing friends who monopolize the center of the dressing room every day.

A great many novel breakaways have been executed in the past, but the one the writer made Friday night (6) in Jackson, beats them all. The one side of the cloud swing rigging broke from the pole and crashed into the one opposite. Riding the rope all the way down, your scribe escaped with only leg injuries and shock. P. S.: The new breakaway definitely is not successful.—BILLY BARTON.



**Dailey Bros.**

We paraded elephants, camels and ring stock thru the city square in Newton, Ia., the washing machine city, in honor of Harry Kelly, ex-cookhouse man, who had as many thrills as any of the kiddies who attended the show. Mr. and Mrs. Rube Ray and Pipo Rollon entertained children in seven different wards of a charity hospital. We have heard of the "bear" that walks thru sleeping coaches, but can't imagine why a "bear" wants ash trays and face towels. Louis Reed still is hobbling around on crutches from the battering he took when a car struck him at the runs. That little gadabout, Eva, the Republican elephant, was gone from the show for a couple of days, attending, above all things, a fair. Charles Sanders, stilt walker, tried to turn a somersault on the trampoline without benefit of instructions and suffered cuts and bruises on his head and shoulders.

Tex Owens, son of Chief Black Elk, old-time trouper, joined to paint the show. Phillip Garkow, trumpet player on the Ringling show when Merle Evans took over that band, joined Joe Rossi's band. Sweetie Mae Tumkins, wife of our head waiter, joined to take over the duties of caring for the Davenports in their private car. Ben Davenport is hospitalized in Mason City, Ia., with malaria.

A swollen river beside the lot in Norfolk, Neb., gave us some anxious moments. Local people said it could cover the lot to a depth of six feet. Jimmy Boyle, boss hostler, added two outstanding teams to the baggage department—roans and sorrels. Pipo Rolon is one man who has as much fun clowning as the people who pay to see him. He has adopted the woodpecker call as his special entrance shout.

Mildred Pyle is back in action now that her broken foot has mended. Munci O'Brien had a birthday Monday (9) and received more dresses than she could wear out in a year. Henry V. Poulsen, former member of the San Antonio Symphony Orchestra and former member of the Ringling-Barnum band, now with Joe Rossi's band, has added two kettle drums to his equipment.

Anna Cimipotti entertained the writer at supper at her farmhouse in Mason City, Ia. She has a number of beautiful white horses on the farm, her father once being a noted horse trainer. Jimmy Ray is back wrestling after an enforced lay-off because of a back injury.

Birthdays: Emma Valdez, Marie Murrillo and Maria Marabilles.

Visitors: Endy Barr, calliope player; Tex Woodward, owner of the Midwest Exposition Shows; Chester Espy, formerly of the Parker & Watts Circus; John Daly, Merle Mork, Ernest Otteson, Johnnie Welsh, Phil Yonker, CFAers from Prairie du Chien, Wis.; Mike Kitman, Mickey Humphries, Frank and LaVerne Allen, and two sisters of Mrs. Hansen, of our wardrobe department, and their husbands and daughters; Mr. and Mrs. Blackie Woods, owners of Star Bros.' Circus, who reported their one-ringer is doing well; George Heubler, who stopped over between fair dates; Dell Thompson, sister of Walter Schmyler; Lee Fox, owner of the Mulligan and Garrity Minstrel Show; Harvey Davenport and family of the Sac and Fox tribe at Tama, Ia., who visited Chief Yellow Eyes; Mrs. Cecil Stapleton, who visited her husband; Mrs. Wells, T. P. and Jackie Lewis and daughter, Georgina, and Mr. and Mrs. Earl Hammond and family of Hammond's Enterprises. — HAZEL KING.

**Ringling-Barnum**

With our Kansas City, Mo., stay of two days, we closed our successful tour of the Midwestern States and jumped into Denver. Our Sunday off in K. C. was enjoyed by all, with the movies getting a big play. The new lot in K. C. proved a good one. A bright new addition to the show is the all nylon band top. Really sets off the backyard.

The atom smasher gag again is a big part of the show and will remain in the program for the Western tour. This original clown gag gets one of the biggest laughs of the show. A big welcome was given the organ recital by Stan Sten, which is now a daily feature before the show begins. The music is enjoyed by the personnel of the show, as well as the customers.

Dolly and Tex Copeland celebrated their fifth wedding anniversary and Florence and Richard their first. Barbara Petry, Buzzie Potts and Ira Millette celebrated birthdays. Genevieve McCarthy rejoined after her recent illness. Roxy Cropper joined the ladies wardrobe staff. Louis Rosen is spending his vacation with us and working on the front door.

Visitors: Carl King, former band leader on the Ringling show, who visited Merle Evans; Gussie Signor, Clara Nash, Ernie White, Mrs. Bones Brown, C. D. Curtis, Lillian Kincaid and Juanita Hobson.

Backyard scenes: Mike Doyle's calliope renditions keep us entertained before spec. . . . Ira Millette and Buzzie Potts having plenty of time to celebrate their birthdays on our Sunday off and taking advantage of it. . . . The visiting clown from Sioux City getting a royal welcome from Red Grumley and the candy butchers. . . . Mars Bennett, the envy of all with her new hammock. . . . All the clowns in the clown car got fired by Frankie Saluto, but one by one he is hiring them back. Seems that he didn't make his appearance one show and blamed it on all the clowns for not raising the car hood. Is all forgiven now, Frankie? . . . The Side Show ticket sellers sporting their sharpest cravats and white shirts for our Western jaunt. Lulu's bazooka bubble gum gag is a big hit with the kids.—MARY JANE MILLER.

**King Bros.**

After a triumphant tour of New Jersey and Long Island, the show entered Maryland at Annapolis, where two packed houses greeted us in spite of rain and mud and where we enjoyed working before one of the most enthusiastic audiences in a long time at the night show. Jackie Rinehart was on hand all day visiting Charlie and Jewel Poplin, along with his buddy, Buck Smith. Jackie sort of upset the night show with his mile-a-minute roping in the concert. He's terrific.

Also on hand were Dr. and Mrs. Mann and party, Tan and Carrie Araki, Gracie Shell, Jack Fox and party from New York and Mlle. Lucy and Danlo, who visited the Cristianis.

Doting parents around the show these days: Cosette and Remo Cristianiani and their little man, age 3 months and growing like a weed. . . . Norma and Lester McGee joined, along with Patsy and their young man. . . . Nadio Cristianiani has taken up with Chief Full Horse and makes Indian spec every day since he was presented with an Indian headdress by Prince Running Water. Sally Bell, Gary Rosenheim and Patty Delaney are his most envious admirers and are waiting their chance to get into the act. Cutest thing in juvenile department: Little Sheila Marchette telling her daddy to go get a bull when Rebel gets stuck. Seems he is the champion of champions on the show. We miss little Robin Miller very much—so Dales Bros., how about some word of our favorite little man of last season?

Event of the week was the birthday of Marguerite Caudillo. She received many gifts and served cake

**Polack Bros.' Western**

The small resort town of Santa Cruz, Calif., surprised us all with heavy turnaways every performance during the break-in three-day stand. The Great Francisco erected his high sway pole in front of the building, due to the limitations inside the building, and was presented as an added attraction at the close of each performance. The Ward-Bells were forced to use uprights for their flying rigging for the first time this season for an indoor date, and many of the other acts had to shorten their apparatus to fit the small stage.

The over-night jump into San Jose was taken in stride and promoter Jimmy Rison's promise of new records for this Polack stand materialized. Rison's new program book was excellent with stories and pictures of each act in the order of their appearance. Helping considerably were the nightly half-hour broadcasts originating from the building.

As Assistant Manager Ross Paul so aptly said, "Our ladies, bless their hearts, found their way into the hearts of every man on the show" by preparing a spaghetti and meat ball dinner for the NPLSP club's halfway party. The feed was instigated by President Clint Barnes and executed by Secretary Frieda Wiswell with the official chef, Jo Madison, condescending to supervise the mass production of sauce, par excellence for 125 servings. Official taster was Slivers Madison. Besides Secretary Wiswell and Chef Madison with assistant Irene Barnes, the other ladies on the committee were Jean Moore, Betty Bell, Somay Huang and Josephine and Vicky Berosini. Ernie Wiswell was the life of the party by knowing how to play by ear, assisted by Harry Bernstein on the zither.

Thomas K. Upton and Harry Dann's cousin, Virginia Powell, circus movie enthusiasts, entertained the personnel for two days with reel upon reel of various circus movies including this org's complete performance taken earlier in the season. The movie fever is still high with George Paige going overboard with a new sound outfit, giving changes of program nightly. Walter and Polly Majeski are skedded to weaken next.

The laugh of the week, as given by Louise Moore, five-year-old daughter of canine educator, Dwight: When asked over the air by a backstage radio interviewer why her mother, Jean, doesn't work in the show, Louise said, "Mama used to work in daddy's dog act but he got so mean to her she had to quit."

High-wire performer Josephine Berosini experienced a close call when a sway guy snapped during her solo number. By sitting astride the wire until repairs were made, she was able to complete her routine. Not so fortunate was Helaine, whose buster during the acrobatic number resulted in six stitches in her leg. Cleo Gamble is hobbling around on one foot, having been struck on the other with a hammer.

Famous last words: "If you'll just button your lip for a minute, sir, I'll tell you why I blew spec." — HAROLD BARNES.

and ice cream to the personnel. Frankie Cain is back after a week's vacation.

Where does Slim Girard get all the energy for his practice sessions between shows? The Caudillo Sisters are busy with their traps and muscle grinds for the winter dates.

Milly Chamberty is out of the show with an infected hand, which necessitated an operation, but is doing fine and will be back in harness soon. George's arm is coming along fine, too, and he will be back in shows soon. Eddie Hendricks is carrying on with a turned ankle, knee injury and torn ligament in the wire act and menage number, while the writer and Betty Biller are scratching themselves silly these days. It's poison ivy. —SYLVIA GREGORY.

**Hunt Bros.**

Five days in Atlantic City—four and one-half days it rained. And in spite of the fact that there was over a foot of water all over the lot, we did some business. The show is contracted there for next season, but will be on a different lot. On her first birthday, Peggy Ann Simpson, daughter of Mr. and Mrs. Red Simpson, made her debut in circus business by riding in tournament with her mother.

Charles Hunt passed his birthday but wouldn't have a party. Walter Jenner and his seal, Buddy, left and opened with Terrell Jacobs's show at Milwaukee. Joe LaFrance, general agent for James M. Cole show, was a visitor. He trouped with the writer on the Glen Beveridge Rep Show in the Middlewest about 30 years ago. Another new member in the tournament is the young daughter of Harry Hunt, Marcia.—NORMAN HANLEY.

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**BUTCHERS and CONCESSION HELP WANTED**  
 Wire or join as per route  
**MAX TUBIS**  
 c/o CLYDE BEATTY CIRCUS  
 Mayfield, Ky., Aug. 17; Paducah, 18; Henderson, 19; Evansville, Ind., 20; Owensboro, Ky., 21.

**WANT Promotional Managers**  
 Who can handle Phone Men. Must be sober, reliable and no limbsters. Also able to finance self. If you are broke do not answer. Must be ready to start immediately. Write or wire, stating where you can be reached by phone.  
**JACK MILLS, c/o Mills Bros.' Circus**  
 Catskill, Aug. 17; Poughkeepsie, 18; Newburgh, 19; Port Jervis, 20; Monsey, 21; all New York. Patterson, 23; Elizabeth, 24; both New Jersey.

**WANTED FOR MILLS BROS.' CIRCUS SIDE SHOW**  
 Colored Musicians, strong Trumpet or Trombone, Saxophone; 2 Chorus Girls, Side Show Acts, Inside Lecturer who does Act, good Feature for Annex. Best Cook House on the road. Answer:  
 Kingston, N. Y., Aug. 17; Poughkeepsie, 18; Newburgh, 19; Port Jervis, 20; Monsey, 21; or as per route.  
**LONG SEASON SOUTH**

**ROGERS BROS.' CIRCUS WANTS**  
 Side Show Manager, also Side Show Ticket Seller and Side Show Acts, Punch, Vent, Magic or other Acts. Joe Chwirka, get in touch with SI Itubens. Mills and Daniels, come on. Can use Concert Attraction, also Comedy Bar Act or Ground Act for Big Show.  
 McDowell, Aug. 16; Wheelwright, 17; Pikeville, 18; Prestonsburg, 19; Paintsville, 20; Salyersville, 21; all Kentucky.  
 P.S.: Want Billposter that will put up dubs and paper, who is sober and drives truck.

**CATCHER WANTED**  
 For Flying Act immediately. State salary and experience in first letter.  
**BOX D-23**  
 c/o The Billboard Cincinnati 22, O.



# IONIA REACHES FOR NEW HIGH

## Income Is Up Despite Rain

All-time peaks attained in sale of exhibit, concess space—midway gross rises

IONIA, Mich., Aug. 14. — Ionia's Free Fair, which last year took a whacking from a heat wave, this week encountered rain and threatening skies the first three of its six days, yet it tossed off the weather handicap, and Wednesday night (11) it was romping along at a pace that topped last year, both in attendance and in income. What's more, there were many signs which indicated the current fair, despite its rain-punctuated start, might prove to be more successful, dollar-wise, than any of its predecessors.

Income thru Wednesday (11) was far and away ahead of 1947 to that point. A record sale of commercial exhibit space, an all-time high in space devoted to farm machinery exhibitors, and a new peak in concession space entered into the hiked dollar total.

### Midway Take Up

So, too, did the midway take, which thru Wednesday was up sharply from last year and running close, if not ahead of 1946. (Details in Carnival Section.) The grandstand, always the source of a big chunk of income, was up from last year, and, while running under 1946, the advance sale of tickets indicated that it would finish on a powerful note.

Only the weather held grandstand attendance down. Tuesday night, just about when the evening show was to start, there was rain. It continued thruout the show, falling lightly, and then, as the show was about to break, it broke loose. The imminence of rain had held down the night stand crowd, yet even with that the crowd was good.

Tuesday afternoon rain dogged the afternoon program. It fell from about noon until 3:30 p.m., yet the covered stands were filled to capacity. When the weather cleared, the stage was swept dry and circus acts were presented. Meanwhile, the track was reconditioned and the horse races were run off. It took time, being about 7 p.m. when the program was finished.

### 500 Get Refunds

However, it saved the greater portion of the grandstand receipts. Ticket refunds were granted to about 500 (See IONIA'S NEW HIGH, page 100)

## Roanoke Annual Opens August 30

ROANOKE, Va., Aug. 14.—The annual Roanoke Fair, sponsored by American Legion Post No. 3 and featuring what is expected to be the largest livestock and poultry exhibits in the event's history, is scheduled August 30-September 4.

J. J. Bower, of Peters Creek, vice-president of the Madison Square Garden Poultry Show, will be superintendent of the poultry department at the fair.

Special events include a baby show and the selection of a Miss Roanoke, with Jimmy St. Clair and his circus band playing for the grandstand show. There will be fireworks each night.

## Barnes-Carruthers No. 1 Revue Sells Well With Ionia Patrons

IONIA, Mich., Aug. 14.—There wasn't an applause meter at Ionia Free Fair this week. Had there been, it would have registered high scores as the No. 1 fair revue produced by Barnes-Carruthers Theatrical Enterprises, Chicago, made its season's bow.

Even an applause meter couldn't catch the full measure of the audience's appreciation. There are many spots in the show that build appreciation of a quality that does not vent itself in hand-clapping.

The show is nothing, if not exquisitely wrought. Costuming is gorgeous. In one number it is breath-taking. At least, that was the patrons' reactions to *A Little Bit of Dresden* when the show was caught Wednesday night (11).

That the number, offering chorines dressed as so many pieces of Dresden china (nothing of itself unusual for this type show), should be greeted with such a warm response is unusual. The heartiness of the response stemmed largely from the costumes. Made of plastics of vivid hues, they glisten under the spotlights and give off a gleam approximating that of real china as well as the fragility of Dresden.

Costuming also is rich in the three other numbers. *On the Rue de la Paix* is particularly colorful, possibly too much, but the effect is spectacular. The opening number, *Summer Day*, is charming, with the gals arrayed in rose net and carrying parasols, and the finale, built around Lotie Mayer's *Disappearing Water Ballet*, is spectacularly eye-filling and a brilliant closing.

In this last number Dorothy Hild's line of 24 girls are arrayed in glitter-

ing costumes to suggest various jewels, while the diving gals, capping a succession of quick changes, climax their offerings in sparkling swim suits. Together, it is quite a lot of glitter and truly impressive. All of it is brought to a rousing finish when fountains gush and fireworks candles go off simultaneously.

The simplicity and quiet coloring of the set, a new one, lends much to the production. Unlike many sets for such shows, it doesn't clamor for attention. Instead it points up the striking beauty of the production numbers.

### Strong Acts

The Dorothy Hild line is more than adequate. Ditto Donna Parker's *Masters of Melody*, a chorus of nine male and one fem voice. Acts which scored heavily include the Gray Sisters, two teen-agers who captivated with a refreshing xylophone performance. (See B-C REVUE on page 100)

## Early Turnouts Big at Bangor

BANGOR, Me., Aug. 14.—Up to Thursday (12) night Bangor State Fair had registered total attendance close to 80,000, with two good days remaining. While general attendance was high, the races got off to a slow start with a small Monday (9) crowd which risked only \$28,625 on the nags. Track crowds were bigger Tuesday and betting jumped to \$43,414 (\$4,509 better than last year). Biggest track day was Wednesday, with \$59,109 going thru the mutuel windows—but this was \$2,702 under the Wednesday mark of 1947.

Fair teed off Saturday (7) with afternoon and night performances of Jack Kochman's Hell Drivers who drew 12,000 spectators.

Monday was 4-H Day, and members of the clubs and Scout groups were guests of the fair. Night attendance for the grandstand show was 8,000. Fireworks served as the wind-up.

### Kids' Bargain Tabs

Tuesday was Children's Day, teen-agers paying only the 15 cents tax. Kiddies under 12 were admitted free during the entire run of the fair. Regular admission was 50 cents plus 10 cents tax.

Friday (13) was Shrine Day, with a big turnout to witness the parade of the renowned Anah Temple Band and uniformed patrol, plus special fireworks.

The grandstand show, *Roxyette Revue*, was a George A. Hamid production, featuring Sharkey, the seal, and a line. Acts appearing in the revue were Florence Hin Low, contortionist; Coco, Steve and Eddy, comics; Bob Parry, trampoline; Bill Vess and the California Queens, aerialists; Mlle. Arden and Renard and Arden. George Ventre's band provided the music.

Local newspapers gave the fair a big play with pix and write-ups.

### Butte County, S. D., Set

NISLAND, S. D., Aug. 14.—The Johnny Guinther Entertainment Agency will furnish the show for the 20th annual Butte County Fair here (26-28). Carnival attractions will be provided by the Big Rocky Mountain Carnival Company.

## Billings Bowls Over Records

Gate, grandstand, midway, mutuels run ahead of '47 —Great Falls sock success

BILLINGS, Mont., Aug. 14.—Thru Thursday (12), with two days of its six-day run still to go, the Midland Empire Fair and Rodeo here was well on its way to topping records in various departments.

Practically everything was up. The gate was running about 5 per cent ahead of 1947. The grandstand, too, registered gains. The midway, where the John R. Ward Shows held sway, was running in front of 1947, when a truck show supplied the rides, shows and concessions.

Even the pari-mutuel totals were ahead of 1947, altho, to be sure, the margin in this instance was small. Leo Cramer's Rodeo is the afternoon co-feature with the horse races. A revue and acts booked thru Barnes-Carruthers Theatrical Enterprises, Chicago, and fireworks by Thearle-Duffield Fireworks, Chicago, comprise the night grandstand entertainment.

The fair here is the second major one of the season to enjoy big business. The North Montana State Fair, Great Falls, last week was a record breaker in attendance and income.

## Hastings, Mich., Off 5-10% From '47

DETROIT, Aug. 14.—Attendance at the Barry County Free Fair at Hastings, Mich., which closed Saturday (7) was estimated at around 55,000, a drop of between 5 and 10 per cent from last year. Despite favorable weather, afternoon crowds especially were off, with the weather evidently encouraging the wheat belt farmers to stick to harvesting.

Exhibits were reported double those of 1947. Merchants' exhibits were especially strong and a new horse barn was filled. Installation of new electrical equipment thruout the grounds was placed in service for the first time.

Attendance at the grandstand show, Jack Raum's Thrill Show and Circus, just about equaled 1947 despite a poor Tuesday matinee when so few people were in the stands that the show was called off and money refunded. W. G. Wade Shows, on the midway, felt a drop of approximately 10 per cent from last year.

## Revived Nausemond, Va., Annual Set Sept. 13-18

SUFFOLK, Va., Aug. 14.—Nausemond County Fair will be revived here September 13-18 under new directorship in the form of the Nausemond County 4-H and the Future Farmers of America.

New officers are S. A. Benth, president, and L. E. Pettyjohn, secretary-treasurer. The board of directors includes William Jones, Driver; Sam Oliver, Chuckatuck; Edward Felton, Holland; Park Brinkley, Liberty Springs, and Rudolph Badger, Cypress Chapel.

## Bennettsville Gets Charter

COLUMBIA, S. C., Aug. 14.—Marlboro County Fair, Inc., of Bennettsville, has obtained a charter from the secretary of State to promote an agricultural fair under authorized capital stock of \$1,000. J. Murray Jackson is president.

## Chitwood Opens Annual in W. Va.

LEWISBURG, W. Va., Aug. 14.—Joie Chitwood and His Hell Drivers will get the State fair off to a fast start here Monday afternoon (16).

The program for the remainder of the fair, which will run thru Saturday (21), includes exhibits, cattle judging, races, the State fair horse show, free acts in front of the grandstand, Frank Cervone and His Four-Star Band and a midway.

## Jackson County, Okla., Annual Sets Prize List

ALTUS, Okla., Aug. 14.—Premiums will total approximately \$3,700 for the Jackson County Fair here September 16-18. Fair catalogs will be available Sunday (15).

A horse show September 16 will be sponsored by the Southwest Oklahoma Roundup Club, with competition in quarter horses, Palominos and gaited horses.

## Woods County, Okla., Free Annual Slated Sept. 23-25

ALVA, Okla., Aug. 14.—The Woods County Free Fair will be held September 23-25 on the new fairgrounds here, Jim Whitney, fair board secretary, announces.

Buck Wright, assistant county agent, has been named general superintendent and will work with 11 department heads.



## Los Angeles Annual Certain To Be Most Colorful Affair

POMONA, Calif., Aug. 14.—Light and color will enrich this year's Los Angeles County Fair, here for 17 days beginning September 17. More than 60 painters are working to complete the improvements for the first post-war event. Last fair was held in 1941.

Colors of the Far-West landscape predominate and among the 75 shades being used are terra cottas from the desert, lemon from the citrus groves and blue from the California sky. The colors were chosen to stimulate enthusiasm in the 350-acre setting, to eliminate glare of former lighter colors, to increase appearance of scale and weight of the structures and to take advantage of the many new shades of coloring developed since the war.

The huge paint job represents the most extensive use of color in any group of buildings of similar size in the country, said Marvin Johnson, contractor in charge of the redecorating project. He stated that 23,000 gallons of paint in special colors are being used on the job.

### Brushes in Action

A total of 4,500,000 square feet of surface will be covered by brush and spray processes. All buildings are being repainted. In the grandstand, a structure seating 10,500 persons, 400,000 square feet of surface will receive two coats. In addition, there are three miles of stables being done over.

Five of the 75 colors are being used in and on the new agricultural building which is 148 feet wide and 800 feet long. Blue is predominant in the massive concrete and steel structure. Borders are painted green and mul-

## Portola Rhubarb Quiets Down, But Still Bit Confused

SAN FRANCISCO, Aug. 14.—The much confused situation revolving around the Portola Festival and Pageant to be held here in October has taken on a quieter air following the hot political battle precipitated after the engagement of Norman Manning, Hollywood, to direct parades and pageantry.

Manning; Charles Teevlin, local parade organizer, and Art Craner, well-known Western showman and celebration manager, took over new offices at 77 O'Farrell Street here July 25 and settled down to try to untangle the situation.

Craner was to have directed the city-wide queen contest, but organizational red tape is said to have delayed the plans. On August 6 there was still no official sanction, it was reported, and it was uncertain whether or not Craner would have time to carry out his commitment.

The Portola Festival has had a stormy path since its inception almost two years ago and has been reorganized several times, both with and without the official blessing of the city of San Francisco.

Cyril Magnin, local department store exec, is president of the organization with Harvey Toy, hotel man, and Charles Rosenthal, realty operator, as vice-presidents. Major O. J. Keatings had been the executive secretary and still remains as director of the business end of the festival.

Program calls for two parades, a pageant at the Cow Palace, Paris fashion show, dances, golf tournament, rowing races and other features, all of which is now scheduled October 3-23. Actual celebration is to be held October 16-23.

berry. Interior will receive new drapes as well as a paint job.

The former Japanese camp at the exposition site is being converted into an attractive series of buildings for use by the 4-H and FFA groups. Some 400 youngsters from all over the State will be accommodated in these living quarters.

Colored netting will cover the outdoor machinery display near the center of the main exhibit area.

### "Grand Axis" Set

A "Grand Axis," or Avenue of Lights, will be resplendent in subdued and colored lighting scheme employed in 50 pylons, each 34 feet high. These outline a broad pedestrian walk from the north end of the grandstand to the row of main exhibit buildings, thence east to the radio-television building, which is one of the newest structures on the grounds.

The base of the pylons will have a broad surface to be used as benches for tired fairgoers. Atop the main part of the pylons will be panels of light in different colors and above will be steel shafts at the peak of which will be banners and flags.

## Woodland Event Opens August 19

WOODLAND, Calif., Aug. 14.—Work is progressing according to schedule on the refurbishing of the Yolo County fairgrounds here and will be completed in time for the event which opens Thursday (19) and runs thru August 22.

The fairgrounds, used as an army work camp during the war years, are badly run down, it is reported, and considerable reconstruction is necessary. This year's event will be the first fair here in seven years.

Stock barns have been renovated with paint and a new concrete floor has been installed. Improved rest room facilities have been completed and a new rodeo arena is being built.

Rodeo manager this year will be James Millerick, well known in the outdoor show and rodeo fields. He is the nephew of the late Jack Millerick and manages, among others, the Gilroy Gymkhana events.

Promotional and publicity campaigns are well under way. Bill and Bette Girard, known in the fair industry as the Three Bee Puppeteers, have temporarily put aside their puppets to help in this capacity. They have been showing Western Fairs Association color films at fraternal and civic gatherings to whip up enthusiasm for the fair. They report excellent results and predict everything points to a successful event.

A free vaude show has been booked. Acts include the Morrelli Trio, roller skating act; George Cortello and His Hollywood Canine Actors, and Montynes, from Mexico, doing a hand and ladder balancing act. Attractions were booked thru Eddie Burke's office.

New manager of the fair this year is Stewart Waite, veteran fair man who formerly managed the Yreka and Siskiyou County fairs.

## Flourtown Annual Clicks

FLOURTOWN, Pa., Aug. 14.—Flourtown Fair, which has been sponsored by Flourtown Fire Company for the past 25 years, came to a close tonight after a successful 11-day run. Peak attendance was Friday (6) when more than 10,000 persons turned out for the big parade in which fire-fighting apparatus was in line with marching groups of uniformed fire fighters, ladies' auxiliaries and bands. Morris Hannum Shows occupied the midway.

## Outlook Good, Says Rocky Mount Chief

ROCKY MOUNT, N. C., Aug. 14.—Manager Norman Y. Chambliss believes the 1948 edition of Rocky Mount Fair, September 27-October 1, will be the best yet held, basing his prediction on high opening prices for tobacco in this section, a full program of amusements booked for the event, and increased interest of the public in the fair.

Work of getting the grounds in shape is now in progress, Chambliss said. A new paved road leading into the grounds has been provided by the State. This year agricultural exhibits will be housed in tents because an exhibit hall was destroyed by fire some months ago.

Prell's Broadway Shows have been contracted for the midway, and the George A. Hamid office will offer the grandstand program of circus acts. Fireworks will be presented nightly. The Prell organization is expected to have a number of rides ready for the pre-opening, September 26, when Joie Chitwood's Hell Drivers will appear.

Three children's days will be offered, Tuesday (28) for local schools, Wednesday for colored schools of the city and surrounding counties, and Friday for white children of near-by counties.

**WANTED**  
**A GOOD CARNIVAL**  
with about six Rides and thirty to forty Concessions to play  
**MARION COUNTY FAIR**  
at Jasper, Tenn., Sept. 9-10-11

**FOREST PARK FREE FAIR**  
September 6 to 12 Inclusive  
Want Shows, Concessions, Free Acts  
**A. KARST**  
FOREST PARK HANOVER, PA.  
Phone 3-5286

**RIDES WANTED**  
**HOPKINS COUNTY FAIR**  
SEPTEMBER 9 THROUGH 11  
MADISONVILLE, KENTUCKY, BOX 311  
Write or wire  
G. FRANK BROWN JR.  
Entertainment Committee

**WANT AERIAL ACT**  
Due to cancellation, Sept. 14 to 18. Can use one Platform Act. No Musicals.  
**DE KALB COUNTY FREE STREET FAIR**  
W. E. WALTER, Secy.  
Waterloo, Ind.

## RHODE ISLAND STATE FAIR

KINGSTON, RHODE ISLAND

August 28 Thru September 6

10 DAYS 10 NITES

Grandstand Show Twice Daily

RHODE ISLAND'S ONE AND ONLY AGRICULTURAL FAIR

100,000—Anticipated Attendance—100,000

Two-day Society Horse Show, huge Agricultural Exhibits, Live-stock, Grange Displays, State 4-H Contests, State Displays, U. S. Dept. Interior Display, Ox and Horse Pulling Contests, Implements, Auto Show, Home Economics, Commercial Displays, Soil Conservation Display, a Complete Circus twice daily in front of grandstand, Jimmie Lynch Death Dodgers twice on Labor Day, September 6th.

GARDEN STATE SHOWS, first time in New England, on Midway. THE GREATEST FAIR RHODE ISLAND HAS EVER HELD.

JUST A FEW CHOICE SPACES LEFT IN BUILDING AND UNDER GRANDSTAND ON MIDWAY. THIS IS THE RED ONE IN NEW ENGLAND THIS YEAR. NO EXCLUSIVES. ALL ARE WELCOME. GYPSIES, SAVE YOUR STAMPS.

Address all correspondence to:

**CORT R. HINCKEN, General Manager**  
Telephone: Narragansett 1243 West Kingston, Rhode Island

## LYNCHBURG AGRICULTURAL FAIR

LYNCHBURG, VA. — AUGUST 23 TO 28

Thrill Show Saturday; Barn Dance, Free Acts, Fireworks; Something Big Doing Every Day.

### WANT FOR INDEPENDENT MIDWAY

DIRECT SALES AND DEMONSTRATORS, EATING STANDS OF ALL KINDS, COOK HOUSE, CRAB, BEER STAND, CANDY FLOSS, CORN ON COB, AGE, SCALES, PHOTOS, PALMISTRY, GAMES OF ALL KINDS THAT WORK FOR MERCHANDISE: BALL GAMES, DUCK POND, CORK GALLERY, PENNY PITCH, HOOP-LA, SHORT RANGE, PITCH-TILL-YOU-WIN, COKE BOTTLES, AND ANY LEGITIMATE GAMES.

Address:

**HARRY BURKE, Manager of Concessions**  
LYNCHBURG, VA.



# WIS. PASSES 500,000 MARK

## Crowds Light At Paid Shows

**Strong expo exhibits—features overpower grandstand, midway attractions**

MILWAUKEE, Aug. 14.—Wisconsin Centennial Exposition at 1 p.m. Friday (13), seventh day of its 23-day run, topped the 500,000 mark. A 90,452 turnout, the best weekday crowd to date, Thursday (12) sent the gate soaring and buoyed officials' confidence that, given a fair break in the weather, the expo would wind up with a total paid gate of 1,500,000 or better.

While attendance jumped, the expo was failing to get the expected play for its grandstand show or for midway attractions. *Songs of a Century*, adjudged the best grandstand show ever staged at the State fairgrounds, did pick up Wednesday and Thursday nights (11-12), pulling an average of 5,000 for both those shows. But this was far under the standard for the event, judged by past State fairs here. Moreover, Monday and Tuesday failed to produce better than relatively slim night grandstand crowds.

On the midway, the ride section (See WISCONSIN TOPS on page 100)

## La Porte Event Clicks — Paid Gate and All

LA PORTE, Ind., Aug. 14.—The 103d edition of the La Porte County Fair was ushered in Monday (9) with a paid gate, the first time in its history that it charged on kick-off day, and attendance stood up strongly in face of the tariff.

On the midway, where Al Wagner's Cavalcade of Amusements supply the attractions, the gross from rides and shows that day topped the business on the corresponding day in 1947.

Attendance thru Thursday (12) continued excellent, with night turnouts particularly large. Jimmie Lynch's Death Dodgers played to a sellout Monday night and a three-quarter grandstand the following afternoon.

A Barnes-Carruthers revue, with acts, took over Tuesday (10) in front of the grandstand for three nights, with WLS's Barn Dance moving in Friday night (13). Horse racing, plus acts, were in for each afternoon beginning Wednesday (11).

## Tri-State at Madison, S. D.

MADISON, S. D., Aug. 14.—Tri-State Amusement Company furnished the midway attractions for the Izaak Walton Club's annual Turtle Days celebration here.

## Chippewa Falls Hits New Highs, Gate Upped 23%

CHIPPEWA FALLS, Wis., Aug. 14.—The Northern Wisconsin District Fair, which closed here Sunday (8), was the most successful in the history of the event.

Figures released by Archie Putnam, secretary, showed the gate up 23 per cent over last year, the previous peak. The grandstand attendance also hit new highs, with a revue and acts furnished by Barnes-Carruthers Theatrical Enterprises, Chicago, the first five nights doing excellent business. Even the harness horse races, presented daily excepting closing day, drew record crowds. Jimmie Lynch's Death Dodgers pulled an overflow grandstand Saturday night (7) and a huge turnout Sunday afternoon.

The Imperial Exposition Shows established a new high mark for the midway, topping last year's ride and show income by 11 per cent. The 1947 gross had been the previous peak.

A survey of attendance indicated that patrons came from at least 212 villages and cities in Wisconsin, from 27 States, and that a surprisingly large patronage was obtained from Illinois.

## Princess Anne Records Lost, So Officials Cancel '48 Event

NORFOLK, Va., Aug. 14.—Princess Anne County Fair, scheduled for the Agricade in October, has been canceled as an indirect result of the death of Frank (Doc) Shean, promoter of the event.

When Shean died recently at Virginia Beach, his car was parked in front of the Pinewood Hotel. In the car were the fair's records, as Shean had made preliminary arrangements and tentative bookings himself. The car remained in front of the hotel two days, and when it was claimed, the records were missing.

M. C. Mohr, treasurer of the fair organization, said that many exhibitors had been advised of the cancellation but that others, known only to Shean, could not be contacted. Mohr said the directors of the fair would plan a tri-county event for 1949.

## California Annuals Hike P.-A. Program To \$631,000 Figure

SACRAMENTO, Aug. 14.—Advertising and publicity expenditures for the 78 non-profit fairs in California have increased from \$42,000 in 1941, to \$631,000 in 1948, according to figures released by the Western Fairs Association.

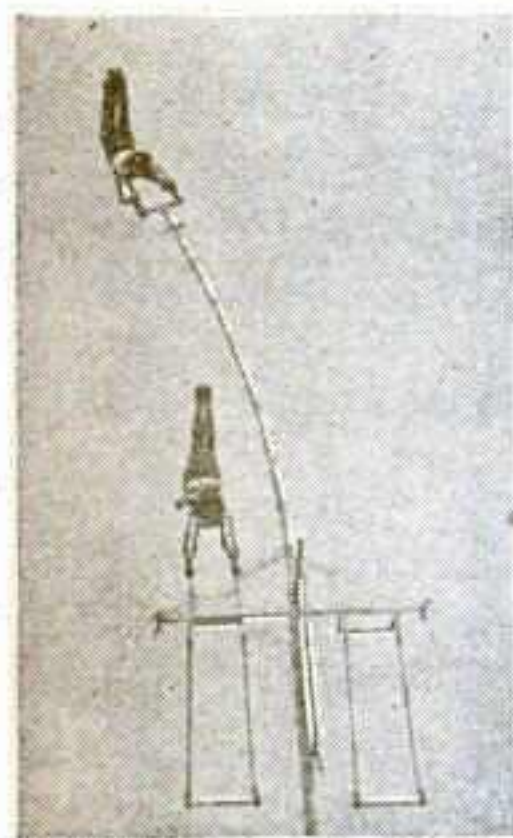
It was pointed out, however, that there was considerably less activity in the fair industry during the war years. Much of the additional expenditure, tho, is the result of a new policy of WFA members, it is said.

This policy came about thru a survey of the most successful fairs of the nation and resulted in recommendation that California fairs spend from 15 to 20 per cent of the outside gate revenues for publicity and advertising, with new emphasis on purchase of paid space in local papers.

Nearly all California fairs now conform to this recommendation and their combined result has been reflected in the \$631,000 figure for this year.

Added revenue to publishers has been made possible thru publication of each fair's premium book. These average \$502 for each fair and total an additional \$40,000 expenditure.

## AERIAL CHARLTON'S



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**RAY AND SHIRLEY**  
**Chilling Thrills**  
**in the Clouds!**

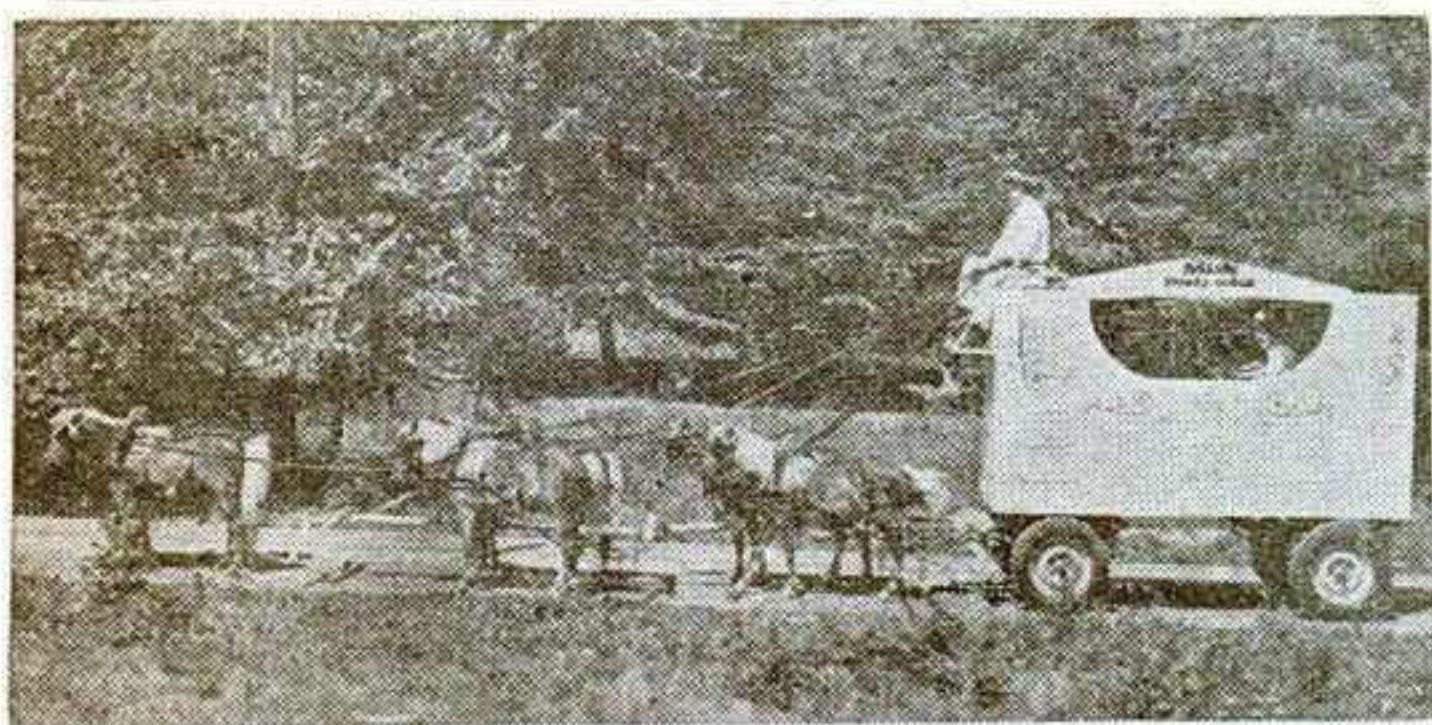
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Famous Six Head Hitch of Thoro-Bred Silver Dappled Chestnut Ponies to Beautiful Band-Wagon and Calliope. Available for Fairs, Circuses, Parks and Celebrations. For estimate write

**G. LESLIE MILLER—PARADE PONIES, Bloomsburg, Pa.**

## GRANGERS FREE FAIR & PICNIC

**WILLIAMS GROVE, MECHANICSBURG, PA.**

**AUGUST 30 TO SEPTEMBER 6, INCLUSIVE**

**ANNUAL ATTENDANCE OVER 100,000**

Can place a few more Legitimate Concessions. No Flats or "C". This is a great Show spot. Will make any good 10-in-1 or other Shows excellent P.C. deal. Write, wire or phone:

**RICHWINE, MECHANICSBURG 437**

## Want—FOR FIREMEN'S FAIR AND FARM SHOW—Want

**MARION CENTER, PENNSYLVANIA**

Good, clean Carnival with Major and Kiddie Rides; legitimate Concessions, Fun House or Wild Life for week of Sept. 13th or 20th or 27th.

(The reason for this ad is due to the folding of the show that was booked.)

Will have Firemen's Parade, Horse-Pulling Contest, Community Auction, Pet Show and other events. Will book for 1949 park season Rides, Portable Roller Rink and Concessions.

**CHARLES P. NIGHTINGALE, Manager, Marion Center Community Park.**

## CONCESSIONS AND SHOWS WANTED

**FOR EL PASO, ILLINOIS, CORN FESTIVAL & FREE STREET FAIR—SEPT. 8-8-10-11.**

"The Biggest Little Street Fair in Illinois"

Good clean Shows—no gypsies—legitimate Concessions—Stock, Wheels, Novelty and any others of merit. Hurry—hurry—come and get your winter bank roll.

**TOMMY SACCO—Music and Entertainment**

203 NO. WABASH AVE., CHICAGO 1

Phone: ANDover 6112



### Nitery Op Boosts L. A. County Fair

POMONA, Calif., Aug. 14.—A new kind of gimmick to advertise the Los Angeles County Fair, scheduled to open here September 17 for a 17-day run, has been used effectively thru the co-operation of a local restaurant owner.

George Hottinger, owner of the Idyllwild Cafe, popular local cafe and night spot, has had his main dining room redecorated with a fair motif. Hottinger obtained three sets of their 24-sheet billboard paper and papered the interior of the cafe with them.

Result was an eye-opener and townspeople flocked to the nitery to view the novel redecoration job. Hottinger will leave the paper up until after the fair.

### Clearfield Annual Records Click Run

CLEARFIELD, Pa., Aug. 14. — Sparked by a new board and a heavy advance publicity program, the six-day Clearfield County Fair closed its most successful run Saturday (7), according to F. C. (Lefty) Brion, publicity director.

Lucky Lee Crosby and His All-American Hell Drivers drew a record crowd of 16,000 thru the gates Saturday, Brion reported, and a Frank Wirth grandstand show was called the best ever presented here. The James E. Strates Shows had an excellent week on the midway.

The new board includes Harry Gano, president; Ted Brion, manager; Bob Levy, secretary and announcer of the five-day running race meet, and Ed Clark, concessions superintendent. The annual is under management of the local volunteer fire department.

### Malone Annual Spends 10G For New Stage Facilities

MALONE, N. Y., Aug. 14.—The management of Franklin County Fair, August 23-29, is spending \$10,000 on renovation of fairgrounds entertainment facilities, according to H. Bernard Kelly, president and secretary. Biggest improvement is construction of a new 35 by 72-foot elevated stage, with a lower stage, 40 by 60 feet.

Among attractions at the fair will be George A. Hamid's Show Time revue and an auto thrill show. A total of \$15,000 in purses has been set aside for four afternoons of trotting races.

### Boonville Bucks Rain To Win

BOONVILLE, N. Y., Aug. 14.—Due to heavy rains Thursday (5), which killed the day, the Boonville Fair was extended an additional day to close Sunday (8). Opening Tuesday (3), the fair was marked by high attendances every day except Thursday. Friday (6), Farmers' Day, brought out a big crowd. The grandstand was jammed for racing and for the George A. Hamid revue and Joe Basile's band. The climax was night fireworks. Special events Saturday were the annual horse show, baseball games and racing. King Reid Shows placed to good business on the midway.

### Thomas at Cootie Cele

DELL RAPIDS, S. D., Aug. 14.—Art B. Thomas Shows provided the midway attractions for the 28th annual Cootie Days celebration here this year.

### DeWaldo for S. D. Date

CENTERVILLE, S. D., Aug. 14.—DeWaldo Shows are scheduled to provide the stage entertainment for the annual Turner County Fair here (23-25).

### Greensboro Stress On Entertainment, Exhibits of Farm

GREENSBORO, N. C., Aug. 14. — A complete program of amusements and stress on agricultural exhibits is the keynote for the 48th annual Greensboro Fair, October 11-16, according to Manager Norman Y. Chambliss and his assistant, Mrs. Clyde Kendall.

For the Sunday (10) pre-opening, Chambliss has arranged for stock car races under the direction of Bill France, Daytona Beach, Fla., who will also present the same type of races the final day. Featured opening night attractions will be Kochman's World Champion Hell Drivers, who are also scheduled for a Thursday engagement, and George A. Hamid grandstand acts, booked for the week. World of Mirth Shows will provide the midway.

In addition to Guilford and adjoining county exhibits, arrangements have been made for three car loads of exhibits by the Department of Agriculture, to be housed in a building set aside for their use. Chambliss said nearly all available exhibit space in buildings has been sold.

### Georgia's Annual Gets New Building

MACON, Ga., Aug. 14.—Another brick building will be available for the Georgia State Fair this year, E. Ross Jordan, general manager announced. This structure, leased by the city to private interests for years, will house the fall flower show.

Thru a construction and reconversion program in the past two years, the State fair has acquired five additional buildings. These include a modernistic administration building and a cattle building, complete with judging ring and amphitheater.

Work on the grounds for this year's event, skedded for October 18-23, has already started. Members of the Macon Exchange Club, operators of the fair, will open advance ticket sale early in September. Prizes have been upped in about 200 classifications and the new premium catalog will be ready for distribution in a few days, Jordan said.

Robert M. Penland, fair president, says special efforts will be made to boost attendance this year. For the past five years the total attendance has ranged from 100,000 to 115,000. With great increases in population in this section, Penland believes attendance can be doubled.

For the first time in many years, the fair will have the use of the baseball stadium for free acts and fireworks. Thrill and stage shows may be added. Free acts have been booked thru the Gus Sun Agency. Endy Bros.' Shows will return to the midway for the third consecutive year.

### Urges Grange Co-Operation In Building Mass. Annual

NORTHAMPTON, Mass., Aug. 14. —More than 40 representatives of 12 granges meeting here this week heard Robert P. Trask, State department of agriculture's division of fairs, urge them to back the Three-County Fair in efforts to make that show an outstanding fair, and also heard him praise local fair directors for their hand in enabling the Three-County event to make a comeback in recent years.

Assisting Trask in his plea for solid backing was the announcement made by fair officials that they had substantially increased the financial awards for grange exhibits at the annual exposition which opens September 5 for a week.

# FIRST AND LAST CALL

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For the finest most powerful Money-Producing Route of INDEPENDENT FAIR MIDWAYS ever contracted on THE NORTH AMERICAN CONTINENT

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THEN THE PROUD, POWERFUL PAPPY OF 'EM ALL

1947 1,739,123 STATE FAIR OF TEXAS 1948 to hit 2,000,000

### FOR ART SPENCER'S LION DROME RIDERS

RIDERS! Boys and Girls, Straight Wall and Trick. Top salaries to any sober, energetic Performers. Must be in Toronto Aug. 25. State who you are, who you're with, by wire; no time to dicker. Don't misrepresent. Bally Boys and Girls who can Ride Rollers, contact address below.

### FOR BEAUTIFUL BAGDAD

Starring the Exotic

YVETTE DARE and SARONG STEALING PARROT

GIRLS Well formed, youthful and peppy for bally and line work; Character Dancers (state type and wardrobe). Producer to act as Line Captain. Two Voices, male and female (state kind); Novelty Acts of all kinds, anything suitable for the most lavish ORIENTAL REVUE ever produced. Skaters, jugglers, Comedy (No Smut), Musical Dance Teams or Single Hoofers; nothing too big or too good. And remember, if Fair Dates under canvas is good enough for the one and only RAND, it's good enough for you. Hammond Organist with own organ. (Remember, this is for 6 weeks of top dates with 12 more pending in Mexico City.) Latin American Specialties wanted. Drummer with complete set of traps that can be featured (Relief Drummer without traps), First and Second Trumpets, Sax that doubles Clarinet, String Bass that can read, fake and ad lib; Accordionist who can double in band and solo spot and production numbers. All Musicians must be able to read and cut a Show. Everyone replying to Revue Ad: STATE ALL; send photos if only snaps. Sober House Electrician that cuts light cues. Boss Canvasman to handle new 60x135-ft. Stage End Top, Pusher and Canvashands, Circus Help desired. Boro Seat Man

### BAGDAD CO-STARRING THE

"TERRIFIC TIRZA" Goddess of the Wine Bath

We need a first-class Talker. HONEY LEE WALKER, this is your dish. Show opens Hutchinson, Kan., Sept. 18; rehearsals, Sept. 16. Tickets to all responsible parties. First-class Pullman accommodations to all after joining. What a pleasure to go INDEPENDENT.

### FOR TERRELL JACOBS CIRCUS

Ground Acts of all kinds. Small Animal Acts, Monkey, Chimp, Dog, Pick-Out Pony, etc., etc. Clowns: Tramp, Eccentric, White Face. (No Aerial Acts wanted.) A-1 Calliopiast wanted; Tommy Comstock or Buddy Giess, wire. Or others in their class. Circus-style Drummer with traps, Circus Musicians on all instruments. LEE HINKLEY, WIRE; have good money deal for you. Boss Props, Hands and Helpers in all departments. Boss Tender with experience in all style and size Tops. A-1 Talker to work rung-up as Ringmaster on Front. NORMAN CARROL or MAX KIMMER, this is made to order for you. BALLY GIRLS and Come-In Worker (Drag). Show opens Detroit; rehearsals, Sept. 1, Fair Grounds.

### FOR SAM HOWARD'S

(Star of Billy Rose's Aquacade)

### AQUA FOLLIES OF 1948

Bally Boys and Girls, we furnish suits and trunks; Girl Swimmers for Water Ballet, Boy and Girl Divers, Water and Trampoline Clowns. Long season in Florida Pools to follow Fair Route. Talker who can sell AMERICA'S BEST WATER SHOW, bar none. An M-C who is quick on delivery and knows the score. Working Men, Grinding Ticket Sellers. All report to Detroit, Mich., State Fair Grounds, between Aug. 28 and Sept. 1. (Rehearsals the 1st.) Butchers and Venders for all Shows. Those not afflicted with Leaditis or the Indiana R. A.

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# C. & W. ROCKS IONIA RECORD

## Gross Runs Neck-and-Neck First Half Despite Weather

Raynell's girl unit paces biz, appears headed for all-time high take for individual show at Michigan annual — two burned, one critically, in explosion

IONIA, Mich., Aug. 14.—All-time midway records for the Ionia Free Fair were wobbling Wednesday (11) before the power of the Cetlin & Wilson Shows, despite unfavorable weather. A comparison of figures then, the third day of the six-day run, put the C. & W. ride and show gross substantially ahead of last year, when a different org played the date. Moreover, figures showed that the C. & W. aggregation was running neck and neck with business in 1946, the fair's peak year. This last is, indeed, impressive, for in 1946 the weather thru the first three days was ideal. Such was not the case last year, nor this year. A torrid heat spell gripped the fair during the first four days in 1947 and the attendance wilted. This year, it was rain and overcast skies which harassed the program.

Despite the rain and menacing skies, the midway racked up superb grosses. Monday (9), the opener, was the only good weather day. With the weather in its favor, the C. & W. unit registered a gross which topped last year by some 15 per cent and passed the peak 1946 take for the corresponding day by a slight margin.

### Weather Hurts

Tuesday (10) the skies threatened and the threat was carried out. It rained lightly during the night show and just as the grandstand show was about to break, the skies let loose, sending the folks scurrying home and killing the big potential of the late midway play.

Wednesday (11) a light rain fell steadily during the early afternoon. This forced the covering of many rides and not until 3:30 p.m. did the skies clear. Meanwhile, many customers left the grounds.

However, there was a huge turnout at night and the Cetlin & Wilson aggregation (See C&W JARS on page 82)

## Stanley Crime Unit To Join Cavalcade

CINCINNATI, Aug. 14.—Charles Stanley, Crime Show operator at Coney Island Park here, will join Al Wagner's Cavalcade of Amusements at Missouri State Fair, Sedalia, with a new crime attraction, he announced this week.

According to Stanley the new attraction will be presented via educational films and will deal with sex, crime and juvenile delinquency. Unit will be transported on new cab-over-engine truck and new banners have been added.

Stanley is the owner of the bullet-riddled Clyde Barrow-Bonnie Parker death car and the armored John Dillinger car. For the past several years, Stanley has had crime shows on the F. E. Gooding Amusement Company and Hennies Bros.' Shows.

Pinky Pepper and Bobby Fransee visited the Big One in Des Moines and renewed acquaintances with Bobby Irene and Fredia Pushnick and family.

## California Shows' Biz Proves Okay In Spite of Rain

FRESNO, Calif., Aug. 14.—Bob Schoonover, owner of California Shows, reports business so far this year has been satisfactory, with the exception of the early part of the season which was off due to bad weather.

Org played the V-J Day Celebration here (12-15). Ted Levitt, agent, made the deal and managed to place five rides on the court house grounds on Van Ness Avenue. All Fresno veteran organizations participated in the event.

Shows were completely redecorated this year and fluorescent light towers added to the midway, which give plenty of flash at night.

Schoonover and his wife, Betty, intend to make a trip east this year to attend the Chicago convention. They recently purchased a new home here and will winter the shows in this area.

## Joey Moss Reinterment Held in San Francisco

SAN FRANCISCO, Aug. 14.—The body of Joey Moss, former concessionaire at Eastwood Park, Detroit, was reinterred at Golden Gate Military Cemetery here last week. Services were attended by his wife, daughter and three brothers—Eddie, Ben and Moe, all Detroit showmen. Moss's body originally had been returned to Detroit from France, where he was killed August 27, 1944.

The Joey Moss Michigan Showmen's American Legion Post No. 442 was represented at the services by George Harris, of its executive committee.

## Cavalcade's Biz At La Porte, Ind., Better 'n' 1947

LA PORTE, Ind., Aug. 14.—Al Wagner's Cavalcade of Amusements registered better business here this week during the early part of the La Porte County Fair than it did in 1947.

The increase was recorded in the face of the fact that a paid gate was Monday (9). This was a new departure for the fair, which never before in its 103-year history had teed off with an admission-carrying gate.

Thru Thursday (12), attendance and midway patronage continued to build.

Hammond, Ind., played the previous week, proved a big winner for everyone on the Cavalcade. Night crowds were large and the spending was free. Kids' matinee in that spot grossed slightly more than \$1,200, the third week in succession that it topped the \$1,000 mark.

## Imperial Exposition Tops Chippewa Falls Midway Mark by 11%

COMANCHE, Ia., Aug. 14.—The Imperial Exposition Shows had a breather here this week, a four-day still date to break the jump from Chippewa Falls, Wis., to Cedar Rapids, Ia., where it opens Sunday (15) at the All-Iowa Fair.

The Northern Wisconsin District Fair at Chippewa Falls, ended Sunday (8), yielded a record-breaking gross for that event. It topped by 11 per cent the fair's previous midway record, set last year when the same show, then the Wonder Shows of America, since retitled and rebuilt, played the stand.

## Braunstein Feted At Cambridge Feed

CAMBRIDGE, Md., Aug. 14.—Ben Braunstein, business manager of the Jack J. Perry Shows, was tendered a surprise birthday party here by Mrs. Ned Braunstein, at the Cambridge Restaurant. Over a score of people from the shows and several officials of the committee of the American Legion V-J Celebration, for which the org was the midway attraction, were present. Jack Perry, owner-manager of the shows, aided with decorations.

Many telegrams and gifts were received and after the steak dinner was served, with cocktails at the bar, Max Sharp entertained with stories and songs. Among the guests were Sulley Sullivan, Mr. and Mrs. Harry Broeffle, Mr. and Mrs. Issy Firesides, Mr. and Mrs. Jack J. Perry, Mr. and Mrs. Dick Downey, Mr. and Mrs. Roger Fingers, Mr. and Mrs. Maxie Sharp, Barney Colt, Mr. and Mrs. Sam Byers, Mr. and Mrs. Al Lytton, Mr. and Mrs. D. E. Brown, Mr. and Mrs. Joe King, Mr. and Mrs. A. R. Whitesides and Tony Lento.

Also present were Assistant Judge Alton Andrews, Chairman Lee Bradshaw and Promotional Director Howard Robbins, of the V-J Celebration.

The Perry Shows opened Monday (9) to one of the largest crowds for one night at this event, the second annual American Legion V-J Celebration put on here. Business continued good, with large crowds and free spending.

# Ward Piles It Up in Montana

## Sets New Mark At Great Falls

Early days at Billings put shows ahead of '47 gross —org holds jamboree

BILLINGS, Mont., Aug. 14.—It's happy days, indeed, for the John R. Ward Shows in this wheat country.

Last week at the North Montana State Fair, Great Falls, the Ward org shook loose from the jinx that has tagged it most of the season. It racked up an all-time high midway gross at the Great Falls Fair. As a matter of cold fact, all money taken in the final two days of the event there comprised the margin over which the Ward org topped the take, made by a different org, for the full run of the 1947 event.

And here this week, the Ward aggregation was running better than 5 per cent ahead of 1947 in the first three days of operation.

There is ample money in this section, what with wheat and barley (See WARD PILES IT UP, page 82)

## World of Mirth's Biz Matches Good Publicity Breaks

BANGOR, Me., Aug. 14.—World of Mirth Shows, midway attraction at Bangor State Fair, August 7-14, is profiting from the big attendance this year and also is getting a tremendous amount of good publicity in the local newspapers, with plenty of pix of rides and attractions.

Gerald (Frenchy) Snellens, shows' general representative, landed on the front page of *The Bangor Daily News* in a feature story by Delmont T. Dunbar, topped by a true-to-life portrait of himself with one of his big cigars and a tie that was almost as striking as the orange-tinted overcoat he sported last winter.

Shows came here from the fair at Fresque Isle, where Fred Philips, general manager of the recently terminated Fredericton (N. B.) Centennial, was a week-long visitor on the lot, renewing acquaintances with Owner Frank Bergen and Doc Cann and with Joe Hughes, of the Hamid office.

## Added Saturday At Muncie Fair Nets JJJ \$3,500

KOKOMO, Ind., Aug. 14.—The Johnny J. Jones Exposition got away to a fair start here in a still date sandwiched in between the Muncie (Ind.) Fair last week and the Allen County Fair at Fort Wayne, Ind., next week. The date here gave Morris Lipsky, co-owner, time to make a trip to Chicago to arrange for the org's coming stand at the Cook County Fair there. Lipsky, together with Ralph Lockett, general agent, spent one night visiting Al Wagner's Cavalcade of Amusements at the La Porte, Ind., Fair.

The Muncie Fair yielded a gross of \$3,500 Saturday (7), the closing date. The Saturday closing was a new feature at Muncie this year, the fair hereto having wound up Friday night. The take from rides and shows for the fair's full run was rated satisfactory. Most concessions did not work there the greater part of the fair.



# In Behalf Of ROYAL AMERICAN SHOWS

WORLD'S LARGEST MIDWAY



We take this opportunity to thank individually all of the officials and members of the Western Canada Class A Exhibitions and the Canadian Lakehead Exhibition.

Only through you and your splendid organizations was it possible for ROYAL AMERICAN SHOWS to again present to the people of Canada the type of show they enjoy.

Your wholehearted co-operation, too, was a great and outstanding factor without which we would never have accomplished the feat of doubling all previous grosses and breaking any record ever accomplished on the North American continent.

We feel that your traditional courtesy and hospitality has formed a link of friendship that sets a fine example of what the people of the world are striving for today.

We take this time, too, to thank the Canadian Pacific and Canadian National Railways for their outstanding service. Through the co-operation of these great and efficient systems it was made possible for our trains to continually arrive, even before schedule, at their destinations. And to every man and woman of our own organization, to our executive staff, to those who brought it in and set it up, and to the show and ride operators and their assistants, we render our fullest thanks and congratulations for their outstanding co-operation and workmanship.

Only through such co-operation can organization exist and expand.

To all Western Canadian Exhibition Managers and Directors we proudly present this testament of our gratitude.

Sincerely,

Carl J. Sedlmayr

C. J. Sedlmayr, Jr.



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**PUNKS, Doz.** .....\$27.00  
 With the New Look.  
**BIG 6 CATS, Ea.** ..... 7.50  
 23-Inch. Wool All Around.  
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 8 Colors—9 Jackpots  
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 Sponge Rubber Bottom, Point Charts,  
 Dice Box and Numeral Dice. Complete.  
 SEND DEPOSIT

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**MIDWAY CONFAB**

Al B. Palmer, Wild Life and Unborn Show operator, visited the Chicago office of *The Billboard* Wednesday (11).

The day when a midwayite gets caught up with his work is on or about November 6.

Amos (Tom) Wolf, of the Catlett Shows, who recently took delivery on a new trailer and pick-up truck, plans to winter in Arizona.

C. H. (Pop) Sorenson has returned to the Larry Nolan Shows with his bargain counter and California nugget stand.

Belle Evans, following a four-week vacation in Nebraska, recently joined Frear's United Shows for the remainder of the season.

Words of wisdom spoken by old-timers are of great benefit to other old-timers, who take turns at listening.

Corkie Zimmerman and Danny LaRouech, cookhouse operators for many years, have combined and are operating the cookhouse on the Victory Exposition Shows.

Cameron G. Murray, managing the W. G. Wade No. 2 Shows, reports an excellent one-week stand at the Centennial Celebration at Greenville, Mich.

Pinky Pepper, annex attraction of McCormack's Side Show on the L. B. Lamb Shows, playing Iowa fairs, is readying a new act for Southern night clubs.

A generous concession manager is one who hopes his agents are getting a lot of money, because he knows he isn't.

Bob Anderson joined the Joseph J. Kirkwood Shows in Newburgh, N. Y., with a Girl Show. He now has two. He is featuring his wife, Betty Real, in *Chez Paree*.

Joe and Mollie Mooney are still operating their Girl Show with the L. J. Heth Shows. Line-up includes

Lee Carroll, Cathy Kert, Charmagne and Tapateeta. Paul Beebe and Paul Parker are on tickets and Lee Kirt is talker.

Princess Luana, known as Panther Peggy in showbiz, will take her Hawaiian troupe, together with a semi, on the road to the West Coast. She will feature her snake dance.

Berney Smuckler, carnival operator, recently released from a Detroit hospital following an operation, is recuperating at the home of his sister in Detroit. His wife, Marie, is managing the show during his absence.

Should a concession manager retire at the age of 65, he can honestly say that he has seen and heard everything.

J. KIRKWOOD DECKER, son of Mr. and Mrs. Ralph Decker, owners of the Joseph J. Kirkwood Shows, is spending his summer vacation on the show, where he has a new 1948 Ferris Wheel and tractor and trailer to haul the ride. Come fall, Decker will resume his work at University of Maryland.



Louise Endy, wife of Ralph Endy and president of the Ladies' Auxiliary, Miami Showmen's Association, recently visited Lillian Elkins to extend condolences on the death of Mrs. Elkins's mother, Mrs. Olga Miller.

Lydia Snook, a member of Carl J. Lauther's Side Show on the Johnny J. Jones Exposition, has returned to her home in Reading, Pa., where she is undergoing X-ray treatments daily. She would like to read letters from friends.

Marlene Brody, daughter of Mr. and Mrs. M. K. Brody, won the blue ribbon at the horse show Saturday (7) at Whispering Pines Camp, Mercer, Wis. Brody is owner of the M.

**FOR SALE**

Beautifully framed, complete Snake Show, all new equipment, except 14x21 Top, good condition, Banners, 30-Ft. Front. All lighting equipment, P.A. set inside Panel, enclosed pit. 4 large Boas, 2 Indigos, 40 little Boas. Also 15x18 flameproof Blue Top complete, 30-Ft. Pipe Banner Line, all wiring. Am retiring account of health. Now in operation.

STATE FAIR, SPRINGFIELD, ILL., TILL AUG. 22.

Wire Mgr., Snake Show

**WANT**

**ROLL-O-PLANE FOREMAN**

**AT ONCE**

COME ON — TOP SALARY

**ENDY BROS.' SHOWS**

LEWISBURG, WEST VIRGINIA

**Midway of Mirth Shows**

**WANT**

MERCHANDISE CONCESSIONS OF ALL KINDS. BUMPER, DUCK POND, BLOWER, CLASS PITCH, AIRPLANE, CUSTARD. SECOND MEN ON RIDES, MUST DRIVE TRUCKS. CAN PLACE GIRL SHOW, HAVE COMPLETE OUTFIT FOR SAME.

Aug. 23 to 26, Greenville, Ill. (Fair); Aug. 27 & 28, Kids' Day, Manito, Ill.; Aug. 31-Sept. 3, Augusta, Ill. (Fair); Sept. 6, Labor Day, Sparta, Ill.; then south. Address: V.F.W. HOMECOMING, Oakland, Ill., this week.

**TWIN CITY SHOW WANTS**

**OCTOPUS FOREMAN AND SECOND MAN.**

Top wages. Must know his business. Come on or wire COON RAPIDS, IOWA

**Rupe's Midway For Fun**

Will book Photo, Fish Pond, Darts, Cork, Long or Short Range Lead, Stock Ball Game, any other Concessions not conflicting. P.S.: Want couple to take charge of Bingo, Agents for Ball Games and P.C. Also Help on Wheel and Chairplane. Agents who worked for A. D. (Durb) Sandusky, come on, can place you. Stafford Co. Macksville, Kan., Fair, 3-Day Labor Day. Then the Big Home Coming Celebration to follow.

MRS. W. R. RUPE HOLYROOD, KAN.

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**2 PENNANT MACHINE OPERATORS**

with own machines for the Canadian National Exhibition, Toronto—(crew hats) first time shown here—good proposition for fast operators. Phone, write or wire

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120 West Lodge Ave. Toronto, Ontario

**NINA SCOTT WANTS**

Swinging Ball Agents, Dick Dort, come on. Other Agents, Jack Foster, come on. Help in all departments of our Show. Long season, south bound. Wire or come on, Tommy Walls.

**I. K. WALLACE ATTRACTIONS**

Shenandoah, Virginia, this week; Washington, Va., Apple Festival, Aug. 23-28.

**COOKHOUSE FOR SALE**

Fully equipped, nothing further to buy to start operation. Includes new top less than two months old, and 1937 Chev. Bus, in A-1 shape, for transportation. Price \$1,700.00. Contact

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As the natives of the jungle prepare them. White native and others. Female heads with long hair, prepaid \$4.00; Male heads, prepaid \$6.00. Many other manufactured attractions: Wolf Boy Fish Girl, Ape Boy, Cannibal Heads and Bodies, Shrunk Bodies, life-size Mummies and Bodies. Attractions made to order. Write for Prices and Photos. TATE'S CURIOSITY SHOP 5240 EAST VAN BUREN PHOENIX, ARIZONA

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SECOND MEN ON ALL RIDES. Must drive Semi. GRIND STORE AGENTS for Razzle Dance, Roll-down, Pin Store, Bear Wheel, Swinging Ball. Communicate with Chas. H. Sutton; if you know me, come on. WANT SLUM STORE AGENTS OF ALL KINDS. MONKEY SHOW OPERATOR WANTED. ADDRESS: Parker, S. D., Aug. 22-25.

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All winter's work, 2 Southern States, now operating. No snow or lushies. Answer:

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General Delivery Asheville, N. C.

**WANT AGENTS**

For Six Cats and Buckets. Contact **BUSTER AND MARTHA** c/o Shan Bros.' Shows Maryville, Tenn., this week; London, Ky., next week. (Also Geo. Kelly wants Hanky Pank Agent.)

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or anyone knowing their present whereabouts, please wire JOHN JONES, Clear Lake, Iowa, at once.

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One converted Smith & Smith Chairplane with six aluminum ships; same have large rudders and propellers. Can be seen anytime in operation, \$3,000.00; without engine, \$500.00 less. Also 24 Chairplane Seats with chains, \$5.00 each. Fred Schaefer, Play Ground Park, R. 5, Box 16, Beaumont, Texas.

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5 sizes boxes—cones—bags—snow cones—floss papers—colors—napkins—spoons—ready-to-use flavors—apple sticks.

Machines — All-rubber shock-mounted. Stay ahead with Sno-King Ice Shavers—capacity, 500 lbs. per hour. Used Popcorn and Peanut Machines bought and sold. Guaranteed trouble free. Big money makers.

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**MULLEN-CONN SHOWS**

of Seashores, Inc.

All Concessions and Shows now open for 10 weeks of the best spots in the tobacco territory; everything open. This is the place to get your winter B.R. Show has 7 office-owned Rides and first that come on will be shown preference. Want well-framed Bingo and Cook House and that cater to show people. Need First Men on some Rides, Second and Third Men on all Rides. Your salary every day if you want it and don't drink; can't use drunks. Show carries Free Act. John Marks and Floyd Shieks, contact me at once; suggestion by C. M. Rumley; nice opportunity for you. All replies to

Myrtle Beach, S. C., until Sept. 6, and then as per route.



### AGENTS WANTED

Two Skillo and one Grind Store Agent now. Positively no drunks. Fifteen Fairs starting now, out until Xmas. Wire immediately.  
**MARTY MICHELS**  
**SOUTHERN VALLEY SHOWS**  
 Mammoth Springs, Arkansas

### WANT

Agent for Count Store and Blower. Also Foreman for Eli and Second Men on all Rides.  
**WILSON GREATER SHOWS**  
 Montrose, Colo., Aug. 16-22.

### WANTED

For MICHIGAN CENTER BOOSTER CLUB ANNUAL LABOR DAY CELEBRATION Michigan Center, Mich., Sept. 4-5-6. SHOWS — RIDES — CONCESSIONS. Darrow Amusements on Midway. Contact **N. E. DARROW** Jackson, Mich., or **ROY WOODALL** Jackson, Mich.

### Tivoli Exposition Shows

**WANT**  
 Ferris Wheel Foreman for one or two Wheels to join at once. Also Ride Help for all other Rides.  
 Northwood, Iowa, until August 18; Decorah, Iowa, Aug. 19-22.  
 Wire or Call  
**H. V. PETERSEN, Mgr.**

### FOR SALE

Concession Truck converted from bus. Equipped to handle Ice Cream, Hamburgers, Potato Chips, Pop Corn. Dry Popper to make Candy Corn, Candy Furnace, 3 Copper Kettles, 80x72x1 Steel Slab for making Candy, 120-Gallon Water Storage Tank and Sinks. All bottle gas equipped, two gas tanks, good rubber all around, Hall-Scott motor in good shape. Clutch has been overhauled. In operation on Highway 89, North 207th St., Seattle, Wash. Contact:  
**H. H. KNAACK**

# W. C. KAUS SHOWS

**NOW BOOKING FOR**  
**SHENANDOAH COUNTY FAIR, Aug. 24 to 28**  
 BIG 5 Days Woodstock, Virginia 5 Nights BIG  
 Concessions of all kinds working for stock, except Bingo.  
 Rides—Caterpillar, Tilt or Whip.  
 Shows—Let us know what you have.  
 Help—Wheel Foreman and Second Man; must be able to drive Semis. All contact by wire:  
**RUSS OWENS, Gen. Mgr.**  
 Bridgeton, N. J., this week; then Woodstock, Va.

## JAMES M. RAFTERY SHOWS

**FARMVILLE, N. C., TOBACCO FESTIVAL, AUGUST 23-28**  
**NASHVILLE, N. C., FAIR, AUGUST 30-SEPTEMBER 4**  
**ALL FAIRS AND CELEBRATIONS TO NOVEMBER 20**  
**WANT CONCESSIONS:** Custard, French Fries, Age, Scales, Novelties, Popcorn, Candy Apples or any other Legitimate Concession. Some P.C. open. Bill Porter, contact.  
**WANT:** Grandstand Attractions, Thrill Show and Auto Races for Wilmington, N. C., Fair, Oct. 25-30. Can use Free Acts commencing at Farmville, N. C.  
**WANT:** Dancers for Girl Show, also Girls for Posing Show. Salary no object.  
**WANT:** Waiters and Griddle Men for Cookhouse. Can place Ride Help at all times.  
**WANT:** Chorus Girls, Comedians and Musicians for Minstrel Show.  
 Address:  
**JAMES M. RAFTERY SHOWS**  
 GOLDSBORO, N. C., this week; then as per route.

K. Brody Company, Chicago, carnival merchandise org.

Helen Barfield writes that she is in Rochester, Minn., where she will undergo her second operation at the Mayo Clinic. Helen adds that she will join her husband and his palmistry concession on the Funland Shows just as soon as she is able.

Being a general agent has its advantages, among them being the delightful ability to sleep one off 100 miles away from the office wagon.

Monroe Hoge, of Johnny J. Denton Shows, was given a surprise birthday dinner by his wife August 9 at Brodhead, Ky. Those present were Henry Wilson, Redneck Erves, Harry O'Brien, Mike Moore, Johnny Howard and Harry Moore and their wives.

Line-up on Clarence and Madge Thames's Garden of Allah Show on the Florida Amusement Company, includes Whitey Rogers, talker; Art Kimbro, tickets; Juanita Thames, Rose O'Day, Yvette, Penny Dale, Toni Arden and Bettye Ryan, dancers. Margie Ginn rejoined in Marion, Ind.

Saddest of all stories about a midwayite is the one about the fellow who went home for a week's rest and found his wife insisting on being taken to an amusement park.

The carnival was the subject of a page feature of *The Cleveland Plain Dealer's* pictorial section of its August 8 edition. Edited by W. E. Hill, piece does a nifty burlesque of the varied personalities associated with the carnival business, along with the patrons for whom the carnival proves an outstanding amusement outlet.

J. George Loos, owner of the Greater United Shows, left the hospital in Littlefield, Tex., where he had been confined for the past six weeks, on Tuesday (10) and rejoined his organization in Lubbock, Tex. Loos was operated on for a blood clot in

# CAPELL BROS. SHOWS

America's Cleanest Midway

### WANT FOR THE FOLLOWING FAIRS AND CONCESSIONS:

Fairview Fair and Race Meet, Fairview, Okla., Aug. 16-21; Annual Rodeo Celebration, Chickasha, Okla., Aug. 24-28; Henryetta, Okla., Big Labor Day Celebration, Sept. 2-6 (held in Nichols Park under auspices of Range Riders' Club and Producers of Rodeo Celebration, and signers of our contract—not a two-man committee, with a weed patch called the City Park.); then the Choctaw County Free Fair, Hugo, Okla.; then the Idabel, Okla., Free Fair, Idabel, Okla., with Ashdown, Ark., and Nashville, Ark., Fairs to follow.  
 STOCK CONCESSIONS OF ALL KINDS (no exclusives at these dates). CAN PLACE AGENTS FOR HANKY PANKS AND WANT A FEW MORE SOBER GRIND STORE AGENTS. WANT MANAGER WITH TALENT FOR GIRL SHOW; MAN TO HANDLE CORILLA SHOW; HAVE BEAUTIFUL SNAKE SHOW—WILL TURN OVER TO SOBER, CAPABLE OPERATOR. DICK KANTHE WANTS ATHLETIC SHOW PEOPLE.  
 WANT CAPABLE HELP ON NEW FLY-O-PLANE, OCTOPUS AND TILT-A-WHIRL. FOREMAN FOR FERRIS WHEEL. WORKING MEN FOR 10 RIDES. Top salaries.  
 CAN ALWAYS PLACE USEFUL SHOW PEOPLE. (Drunks, agitators, tourists, stay where you are.) Address:

**H. N. (DOC) CAPELL, Mgr.**

As Per Route Above  
 P.S.: We don't have anything to sell, but will pay spot cash for late model Rides for #2 Unit. What have you?

# C.C. (SPECKS) GROSCURTH PRESENTS BLUE GRASS SHOWS

FEATURING THOROUGHbred ENTERTAINMENT  
**BRIDGEPORT, ILLINOIS (Lawrence County Fair)**  
 Week AUGUST 23 followed by a continuous route of bona fide Fairs, including  
**BOONVILLE, INDIANA (Sunday, September 5 and Labor Day)**  
**THE BIGGEST LABOR DAY CELEBRATION IN SOUTHERN INDIANA**  
 Can place a reasonable number of legitimate Stock and Slum Concessions. Shows—Any worth-while attraction with own equipment and transportation.  
**SPECIAL — INTERESTED IN GOOD GIRL SHOW. A REAL ATTRACTION WILL GET WELL HERE. All wire**  
**C. C. GROSCURTH, Gen. Mgr. "Blue Grass Shows"**  
 All this week, Brownstown, Indiana (Fair); all next week, Bridgeport, Illinois (Fair).

# THOMAS Land JOY AMUSEMENTS

CAN PLACE SHOWS FOR CROWN POINT AND KENTLAND, INDIANA, FAIRS ESPECIALLY WANT SIDE SHOW. FAT SHOW, ANIMAL SHOW AND MIDGET SHOW.  
**MOTORDROME**  
 SPEEDY PALMER, CAN PLACE YOU; WIRE. CAN PLACE FOREMAN AND SECOND MEN ON RIDE. Good treatment, real salary and long season.  
**FOR SALE**  
 Streamlined Caterpillar and Roll-o-Plane. Real buy, good mechanical condition, ready to run.  
 All wire **LLOYD I. THOMAS, Mgr.** New Bethel, Ind.

# TURNER BROS. Shows

**WANT** **WANT**  
**For DU QUOIN STATE FAIR (Illinois Largest)**  
**9 BIG DAYS AND NIGHTS—9 - - - OPEN SUNDAY, AUG. 29, THRU LABOR DAY**  
 Can place Stock Concessions that work for 10¢ (NO EX.). Can use Midget Show, Fat Show, Snake Show, Mechanical Show or any attraction of merit with own transportation and equipment.  
 This week, WIRE Chicago Heights, Ill.; next week, WIRE Greenup, Ill.; then DU QUOIN.

## CONCESSION AGENTS WANTED

By Lou Cecchini and John Levaggi for the Los Angeles County Fair at Pomona, Calif., Sept. 17 to Oct. 3  
 Agents for legitimate Merchandise Lay-Down Concessions and Plaster Stores, must be sober and dependable, working Concessions on percentage to Agents. Write or wire c/o Crafts Exposition Show, Roseville, Calif., or Crafts Twenty Big Shows, per route, or at 3424 Las Palmas Avenue, Glendale 8, Calif.

## THE GREAT ANGELICA FAIR

Angelica, N. Y.—104th Year—Day and Night—September 1-4  
 WILL BOOK Milk Bottles, Cats, Darts, Pitch-Tilt-Wins, High Striker, Huckly Buck, Cans Racks, Pitches, Jewelry, Grind Stores, Penny Arcade, Potato Chips. All Cook House privileges sold. WILL BOOK Independent Shows, including Wild Life, Minstrel, Fat, Glass House, Fun House, Mechanical and Hillbilly. If you have Rides in this territory, can use one or two Major Rides. Join next week in Canaseraga, New York, Firemen's Big Street Fair, heart of the town, with firemen's parade Saturday night, Aug. 28th, at 7:30 p.m.  
**BUFFALO SHOWS**  
 THIS WEEK, CORRY, PENNA.



# MARKS SHOWS

MILE LONG PLEASURE TRAIL

Want **FOR FAIRS** Want

FOR OUR SOUTHERN ROUTE OF FAIRS

BEGINNING AT GALAX, VA., AUGUST 23-28

GREAT ROANOKE FAIR, AUGUST 30-SEPTEMBER 4

LYNCHBURG, VA., AMERICAN LEGION FAIR, SEPTEMBER 6-11

THEN NORTH AND SOUTH CAROLINA FAIRS UNTIL NOVEMBER 6

SHOWS—MOTOR DROME, WITH OR WITHOUT TRANSPORTATION; FAT GIRL OR ANY OTHER MONEY-GETTING SHOW.

CONCESSIONS—AMERICAN PALMISTRY, PHOTOS, BALL GAMES, SIX CATS, JEWELRY OR ANY LEGITIMATE STOCK CONCESSIONS. ADDRESS:

WINCHESTER, VA., THIS WEEK; GALAX, VA., NEXT WEEK; THEN AS PER ROUTE.

## A.M.P. SHOWS

100 FIRE COMPANIES PARADING UNIT NO. 1 100 FIRE COMPANIES' BANDS

Now booking for the largest Labor Day and week of Firemen's Celebration of the year—parades, fireworks, bands, over 100 fire companies parading—something every day—Sept. 8-11, Grafton, W. Va. Can place Ball Games, Dart Stores, String Games, Hi-Striker, Novelties, Penny Pitch, Hoop-La, Piggers, Basket Ball, Six Cat, Swinger, Pitch-Till-U-Win, others not conflicting. SHOWS—Will book Funhouse or Glasshouse, Animal, Wild Life, Snake or Monkey Show, Girl Show (have 66-ft. panel front, also have Top for Posing Show). Ginger, contact; can place you now. RIDES—Will book Octopus or Spitfire. Paul Eckman, contact Walt Miller.

**A. M. PODSOBINSKI**

This week, Riverview, West Va.; next week, Newburg, West Va., Firemen's Celebration.

## BUFF HOT HOLE SHOWS

WANT

WANT

For Maiden Fair, Mayfield, Ky., Aug. 23-28; then Jackson, Missouri, Homecoming, on the streets; then south for Ohio Louisiana Fairs, including South Louisiana State Fair at Donaldsonville and the Washington Parish Free Fair at Franklinton. Shows with own outfits, especially want Ten-in-One, Fun House or any Grind Show. Want Concessions that work for stock. Can place Frozen Custard. Address:

**BUFF HOTTLE, Mgr.**

ANNA, ILL. (FAIR), THIS WEEK

## WILLARD, OHIO

POLICE AND FIRE DEPARTMENTS' SUMMER FESTIVAL

AUG. 23 THRU 26, 6 BIG DAYS AND NITES.

Want Concessions of all kinds that work for stock. Biggest thing in Ohio. Cookhouse, Popcorn, Diggers, Bingo open for balance of season. We stay out till Christmas.

## PLEASURELAND SHOWS

Bettsville, Ohio, on street, this week; then Willard, the big one.

## THOMAS JOYLAND SHOWS

New Bethel, Ind.

WANT—DROME RIDERS—WANT

Orville Higgins and Jimmy Wise Jr., answer. Leaving for Toronto, Ontario, August 21.

## M. A. SRADER SHOWS

WANT FOR THE MOST OUTSTANDING FAIRS IN WESTERN KANSAS AND OKLAHOMA

Shows with own outfit. Have 80-foot Tent and Banners for Pit Show. Will book any Ride that I do not have. Have opening for a limited number of Concessions that do not conflict. Goodland, Kansas, Fair, week Aug. 28; St. Francis, Kansas, Fair, Aug. 30; Dodge City, Kansas, Fair, Sept. 6; Beaver, Oklahoma, Fair, Sept. 18; Guyton, Oklahoma, Fair, Sept. 30.

M. A. SRADER, Holdrege, Nebr., Aug. 18-21.

## TIVOLI EXPOSITION SHOWS

WANT SHOWS AND CONCESSIONS

WANT for Northwood, Decorah, Eldon, Cresco, Webster City, all Iowa Fairs; Butler, Missouri, Fair; then south until November 1st.

Can place Monkey Show, Mechanical, Pit Show, Penny Arcade, Fat Show, Hillbilly Show or any other attraction that doesn't conflict. Can place a few legitimate Concessions that do not conflict. Wire

**H. V. PETERSON**

Northwood and Decorah, Iowa, this week; Eldon, Iowa, next week.

Cash Waiting For  
**EVANS OR MASONS BIG SIX**

Write, Wire or Phone

**JERRY GOTTLIEB**

Summerfield Ave. and Post Office Place

Asbury Park, N. J.

Tel.: Asbury Park 1-1524

## MERCER COUNTY, PA., FAIR

Day and Night—August 24-28

Space available for all kinds of Legitimate Concessions, Jewelry and Demonstrators on midway and in buildings. Frozen Custard, Scales and Age open. Wire or write

**M. A. BEAM**

DAYTON, PA., Fair this week.

his leg which had affected his heart. While Loos was confined to the hospital Mrs. Loos managed the show.

To torture a general agent all one has to do is to call him by phone when he's out and say, "It's not important. I'm a fair manager and wanted to talk to him," without giving your name.

Southern States Shows will close the season on the beach at Panama City, Fla., Labor Day and open the road season at Madison, Fla., September 11. Org will remain out until the latter part of December, playing Georgia and Florida. It will, as usual, winter in Tampa.

J. C. Admire, general agent for the Harry Lottridge Shows, has been working out of Albany, Ga., and Pensacola, Fla., the past six weeks booking fairs and still dates. Harry reports his shows are hold their own in West Virginia in spite of heavy rain the past three weeks. His org makes a 600-mile jump from Madison, W. Va., into Rockmart, Ga., where it opens August 21 for eight days.

Bobby McGregor, of custard fame, almost lost his life while bathing in Silver Lake in Bristol, Pa. He was stricken with cramps and was pulled ashore by Charles Bowser. Both are employed by Kellow Amusements on Dick's Greater Shows. Van Stokes, also with Dick's, recently broke his right arm in two places while hoisting the banner line on the Circus Side Show.

The worst feature about blowdowns is they always occur after the shows' weather prophet said the storm would pass around.

Jimmie Lundgren, son of Mr. and Mrs. Ed Lundgren, owners of Midwest Shows, married Clarice Moran, daughter of Bill and Cherrie Moran, former Athletic and Girl Show operators, August 9 in Caldwell, Idaho. After the shows closed that night a party was held in the Girl Show top. Among those attending, besides the bride and groom's parents, were Mrs.

Daily Wilson, Mr. and Mrs. Teddy Burke, Mrs. Ethel Schafer, Mr. and Mrs. Jim Willis, Mr. and Mrs. Babe Gallamore, Don Burke, Mr. and Mrs. Kenny Burke, Mr. and Mrs. Harry Miller, Mr. and Mrs. Charles Denny, Johnny Stephens, Harvey (Hotcha) Hinton, Peggy Walline, Mr. and Mrs. Bill Wells, Mr. and Mrs. Earl Wells, Joe Divinio, Hardrock McArthur, Brownie Gallamore, Pat Riley, Mr. and Mrs. Earnest Mathis, Mr. and Mrs. Jack Hamill, Jimmie Walker and Doc Tuffy.

Max Cohen, general counsel for the American Carnival Association, was a Chicago visitor over the week-end making arrangements for the ACA meeting in Chicago during the December outdoor convention. Cohen, during his time in the Midwest, reported he visited Al Wagner's Cavalcade of Amusements at the La Porte, Ind., Fair.

## FOR SALE KIDDIE WATER BOAT RIDE

Six Boats. Can be seen in operation here. Will load on pick-up or two wheel luggage trailer.

Price, \$750.00.

**ZEKE SHUMWAY**

Care Imperial Exposition, Fairgrounds, Cedar Rapids, Iowa.

## WANT AGENTS

Bear, Bowling Alley, New U'm, Minn., this week; Sioux Falls, South Dakota, next. Good Fairs south to follow. Contact

**VAN HARWOOD**

c/o WORLD OF TODAY SHOWS

## OHIO VALLEY SHOWS

Want Mitt Camp, Novelties and Candy Apples.

Benton County Fair, Boswell, Ind., Aug. 18-20;

Knox, Ind., Street Fair, Aug. 24-28.

**ROXIE HARRIS**

BOSWELL, IND.

W. R. GEREN Presents

## MIGHTY HOOSIER STATE Shows

Featuring HUGO ZACCHINI CANNON ACT—THE HUMAN CANNONBALL

WANT CONCESSIONS—Stock only.

SHOWS—Not conflicting with Snake, Monkey, Side Show, Girl, Life. Good opening for Fun House and Glass Drome.

FOR SALE—One Bingo. 16x36 Khaki Canvas, new this season, complete and ready to operate, less P.A. Set and Stock. Price, \$750.00.

WANT AGENTS—For Slum Stores.

FOR SALE—5 Major Rides: 1 No. 5 Eli Wheel, 1 Spitfire, 1 Roll-o-Plane, 1 Flying Scooter and 1 8-Tub Octopus. All above in the finest condition with the best of transportation. Do not wire or phone; come, look this equipment over if you are interested.

I positively am not broke. I am only cutting my Show from 12 Rides to 6 Rides for 1949. Rides and Trucks priced right and for CASH only. Possession any time of sale. All replies to:

**W. R. GEREN, Owner**

MIGHTY HOOSIER STATE SHOWS

Camden, Ohio, Aug. 18-21; Converse, Ind., Fair, follows.

## DICK'S Greater Shows

WANT

Concessions, Guess Your Age, Scales, Ball Games, Pitch-Till-You-Win, Percentage. All Concessions open. Want Girls for Dancing and Posing Show; salary \$50.

**R. E. GILSDORF**

Middletown, Pennsylvania

## SUNSET AMUSEMENT CO.

CAN PLACE

Diggers, Arcade, Cook House, Basket Ball, Slum Concessions and Ball Games.

MONTICELLO, IOWA, FAIR, this week; PRESTON, MINN., FAIR, next week.



# Strates Shatters Midway Marks at Clearfield, Pa.

CLEARFIELD, Pa., Aug. 14.—Making their first appearance at Clearfield County Fair, August 2-7, James E. Strates Shows shattered all former midway grosses for the week. Altho many showmen were dubious about the date, due to the size of the midway and the expensive railroad move involved, General Manager James E. Strates stated that he was well pleased with the grosses, despite the fact that rain fell Thursday (5), which cut down attendance for the day. Children's Day Tuesday (3) packed the lot with kiddies and adults making it necessary for all shows and rides to open on time after receiving a 9 a.m. call the day previous. Friday and Saturday (7), with record-breaking crowds on the grounds, hypoped the show's grosses to an all-time high.

### Top Grossers

Nate Eagle's *Hollywood Midget Movie Stars*, with Lew Hamilton on the front, packed them in from the start, topping the shows. Many full houses were gained thru one bally at a 50-cent admission.

George Murray's Lion Motordrome also grossed heavily at a half-dollar admission. Captain Mun's Animal Circus hit its stride on Kiddies' Day and continued to do big business all week. Claude Bentley reported that both of his Side Shows were in the money. The revue type shows also were in the money, but it was evi-

dent that girl appeal was somewhat lacking. Irvin C. Miller's *Brown Skin Models* were a hit from the go but didn't get into the top money bracket until the final three days.

Boards of three Pennsylvania fairs, Bloomsburg, Butler and Bedford, visited Owner Strates and his midway. Max Cohen, of the American Carnival Association, and his family were daily visitors on the lot during the Rochester, N. Y., stand. After undergoing an operation that kept her confined in the Highland Hospital, in Rochester, for two weeks, Mrs. Ernest Dellabate recuperated at the Max Cohen home for four days before rejoining the shows. Don Easdale, legless Motordrome rider, rents Ercoupe planes whenever available—garnering much newspaper space and special stories.

## Sullivan Says 'B' Circuit Biz 13% Over '47

PRINCE ALBERT, Sask., Aug. 14.—Winding up his 10th year on the Western Canadian Class "B" fairs circuit here Saturday (7), J. P. (Jimmy) Sullivan, owner-manager of Wallace Bros.' Shows of Canada, reported business for the route up 13 per cent over 1947. Last year, according to Sullivan, was the biggest year he ever had on the circuit.

This year the circuit included 13 fairs—Lethbridge, Alta.; Moose Jaw, Sask.; Estevan, Sask.; Weyburn, Sask.; Portage la Prairie, Man.; Yorkton, Sask.; Melfort, Sask.; Lloydminster, Sask.; Vermilion, Alta.; Vegreville, Alta.; Red Deer, Alta.; North Battleford, Sask., and Prince Albert, Sask.

The Lethbridge date was Sullivan's first and the city's first fair in 10 years. It was a profitable one.

### Nanson's Show Tops

Topping the midway over the circuit was Jean Nanson's World of Girls, which did 20 per cent better than last year. A close second, Swimcade, under the direction of Tommy McClure, who, with Alfie Phillips, brought the show out on the Class "A" circuit during the war years. For its first season on the "B" circuit, the water show did remarkably well at the ticket boxes and managed to meet its openings despite difficulties in setting up and tearing down in many small towns. Johnny Branson's Motordrome was out for its second season and finished the season about the same as last year. Also about the same was Dorothy Lewis's Monkey Circus, which wound up nine seasons. Manager Sullivan reported nice takes for Jack Ray's Wild Life and Eve shows, Branson's snakes and Neil Webb's Crystal Maze, as well as the rides.

### Midway Is Muddy

When caught at Prince Albert, Sullivan's org was an impressive set-up despite having been caught in a torrential downpour which left the mid-

(See "B" Circuit Booms on page 81)

# GEORGE CLYDE SMITH SHOWS

## CLINTON COUNTY FAIR

Mill Hall, Pa., week of August 23

Want: Ball Games, Fish Pond, Duck Pond, Penny Pitch, Cigarette Shooting Gallery, Hoop-la, Slum Spindle, Penny Arcade. All Grind Stores open.

Want: Side Show, Girl Show, Crime Show, Mechanical City, Wild Life.

Want: Roll-O-Plane, Tilt.

Want: General Ride Help in all departments.

All Replies to:

**GEORGE CLYDE SMITH SHOWS**

Sykesville, Pa., this week; Mill Hall, Pa., next week

## ROYAL EXPOSITION SHOWS

### WANT

For the V.F.W. Carnival, Waynesboro, Georgia, commencing Saturday, August 28, running through to Saturday, September 4; then Sylvania, Georgia, Legion Festival, week commencing September 6, followed by seven more weeks of Georgia Fairs; then to Florida Fairs and several Still Dates in Florida.

Can use several Merchandise Concessions and good Aerial or Flying Act. Rides not conflicting with what we have. Several Shows with own outfits and transportation. Joe, will you be in Sylvania? Advise. Address:

This week, Landover Hills, Maryland; then as per route.

**J. P. BOLT, General Manager**

# EXPOSITION at HOME SHOWS

High Class Attractions, Lot Fairs and Celebrations

### WANT

General Agent for Southern territory at once. Concessions—Cookhouse, Bingo, Custard, Scales. Will book Concessions of all kinds. Want Agents for office-owned Percentage. Help Wanted—Ferris Wheel Foreman, Merry-Go-Round Foreman; must be semi drivers. Ride Help in all departments. Can place Wives as Ticket Sellers and Penny Pitches. Want honest, sober Operator for Fun House, salary and percentage. Want Sound Truck, Show Painter. Want Shows—Side Show with or without outfits, Wild Life, Monkey, Unborn, Girl Show Operator with girls. This show will stay out all winter. E. Cooper, contact at once. Runnemede, N. J., Aug. 16 to 21.

**ROX GATTO, Mgr.**

WALT WHITMAN HOTEL

CAMDEN, NEW JERSEY

## CENTRAL STATES SHOWS

Want for Nine More of the Best Fairs in the Middle West

Shows with own equipment. Girl Show Talent. Acts for 10-in-1.

Ferris Wheel Man and Second Men on Rides. Wire Colby, Kan.

Fair, now; Abilene, Kan., Fair, August 23-28.

**W. W. MOSER, Mgr.**

### WANT WANT WANT WANT

CHRIST KING CHURCH FESTIVAL, LABOR DAY WEEK. Parade—Bands—Car given away. Annual Festival, Ft. Smith, Ark., week Sept. 6th. Pine Bluff, Ark., following; Hamburg, Ark., Fair, and all Fairs until Dec. 1st thru Arkansas, Louisiana and Mississippi.

Concessions that work for stock, no grift—Novelties, Age, Scales, Long Range, Hi Striker, Agent for Pan Game. Some P.C. open. Shows with own equipment—Mechanical City, Drome, Jig Show. Rides—Need two more Major Rides open Ft. Smith—Spitfire, Tilt, Kiddy Train, Roto Whip, Boat Ride. We have 8 modern Rides. Ride Help—Foremen for Wheel, Octopus, Rolloplane; Second Men all Rides; semi drivers preferred. Address:

**M. J. (Mike) Dressen, Gen. Mgr. Harris United Shows** Anadarko, Okla., this week; Mountain View, Okla., Fair, week Aug. 23; Collinsville, Okla., Fair following.

P.S.: Roy L. Hilderbrand, wire.

**WANTED**  
CONCESSIONS—RIDE HELP—SHOWS  
FOR THE FOLLOWING CELEBRATIONS:  
Midway, E. St. Louis, Illinois, 74th & Lake Drive, this week; Wilsonville, Illinois, Annual Homecoming, Aug. 25-29; Benld, Illinois, 64th Annual Labor Day Celebration, Sept. 2-6; Wells-ville, Missouri, 28th Annual Fall Festival, Sept. 8-12, and 10 other Southern events. Address:  
**HAROLD BARLOW**  
529 N. 52nd St. E. St. Louis, Ill.

**BUFFALO RANCH RODEO, WILD WEST AND CIRCUS COMBINED WANTS**  
For Charleston, W. Va., Aug. 25 thru 29.  
Wild West People, Cowboys and Cowgirls, Rodeo Clown. Want Side Show, Cuban Mack, wire, Candy Floss, Apples, Drinks, Pop Corn, Clarence Waiters, wire at once. Want Boss Canvasman. Also Working Men all departments. Write or wire **CHAIRMAN, FRATERNAL ORDER OF POLICE, Hotel Kanawha, Charleston, W. Va.**

**AGENTS, ATTENTION CAN USE**  
Ball Game, Stock Store and P.C. Agents all year round in beautiful Idle Hour Park, Phenix City, Ala. Must be capable ladies and gentlemen. Good home for right people. No drunks. Wire or come on  
**G. M. COWAN**

**N. C. TAYLOR WANTS**  
Coupon Agents or Alley, Razzle and Skillo Laydown.  
All replies to  
**N. C. TAYLOR**  
Twelve Mile, Ind., this week

**WANTED**  
Sober, non-chasing Help for new type Grab Concession, playing the big spots. Good pay if you can cut it. Contact  
**R. A. MacEACHERN**  
Davenport Fair Grounds Davenport, Iowa

**GREATER UNITED SHOWS**  
WANT WANT  
Reliable Man for Secretary-Treasurer Duties to take over office. Merry-Go-Round Foreman, must be sober and reliable.  
Write or wire **J. GEORGE LOOS**  
Vernon, Tex., August 16-21.

**WOLFE amusement co.**  
HIGH-CLASS ATTRACTIONS FOR FAIRS AND CELEBRATIONS  
CLARKSVILLE, VA., AUSPICES POLICE DEPT., AUGUST 16-21; GAFFNEY, N. C., AMERICAN LEGION FALL FESTIVAL, AUGUST 23-28; LANDRUM, S. C., PEACH FESTIVAL, DOWNTOWN, AUGUST 30-SEPTEMBER 4—FIRST SHOW IN 18 YEARS  
Can place for these dates and balance of season: Photos, Floss, Diggers, Glass Pitch, Coke Bottles, Balloon Darts, High Striker, Long or Short Range Gallery. Any Show, with or without own outfit, on small percentage. Good territory for Fun House. Have complete Girl Show outfit. Want Manager for Girls. John Lewallen wants Roll Down Agents. Bennie Landis wants 2 Razzle Agents.



## FOR SALE

24 horse, two chariot Parker Merry-Go-Round, new top, music, motor, good condition. Priced \$3500.00.  
 One Octopus, complete with motor, fence, etc., good condition. Priced \$2750.00.  
 One Hale Chairplane, complete with motor, fence, best of condition. Priced \$900.00.  
 One Six-Car Kid Airplane Ride, complete with crests, inside scenery, new top, very good condition. Priced \$850.00.  
 One Streamline Miniature Train, engine, two cars, 50 ft. circle track. Priced \$850.00.  
 The above rides are now working in a park here except Octopus and will give possession after Labor Day.  
 Also have one Clothes Pin, Pitch Till You Win, priced \$125.00; one Hit and Miss Cat Rack, priced \$125.00; one Cigarette Shooting Gallery, priced \$100.00; one Fish Pond, priced \$200.00.  
 All Concessions have tops, sidewalk, frames, games, stock, etc.; in fact, ready to go.

Address:

**HARRY H. ZIMDARS**

Box 69, Hot Springs, Ark. Tel. 3530-W.

## WANTED

Rides of all kinds, Side Show Attractions, some Concessions, no Bingo or Carnival, for Mardi Gras Fountain Lake Carnival, Hot Springs, Ark., Sept. 1-6, six days. This will be an annual event. All State advertising radio and poster. Fireworks display on Sept. 6th. Contact

**W. C. (BILL) BROCK**

Route 4, Fountain Lake, Hot Springs, Ark.

## Texas Exposition Shows

Ysleta, Texas, Aug. 18-21;

Fabens, Texas, Aug. 22-28.

Want Concessions of all kinds, Popcorn, Floss, Grab or Oookhouse, Bingo and Grind Shows with own transportation. Can place Agents for office-owned Concessions. Want Ride Help—Foremen for Merry-Go-Round, Ferris Wheel and Mix-Up. Wire or come on, will place you. Whitey Dickson, get in touch with Melvin Easley in Ysleta, Texas, or Boobie Ohadol at River View Park in San Antonio. All replies to

TEXAS EXPOSITION SHOWS

## WANT FERRIS WHEEL FOREMAN

Chas. Ward or Curley, come on.

**LAWRENCE GREATER SHOWS**

Connellsville, Penna.

## FOR SALE

One Tilt-a-Whirl, \$6000.00. One Octopus, \$6000.00. These Rides operating every day and in excellent condition.

**C. S. PECK**

572 S. Nelson Kankakee, Ill.

## RIDE HELP WANTED

Experienced Ferris Wheel and Octopus Operators. Must be sober.

**Delgarian Amusement Co.**

2303 N. Melvina Chicago 39, Ill.

## CHAIR-A-PLANE RIDE

FOR SALE

24-seat capacity. Excellent condition. Can now be seen in operation. Contact

**M. J. LEON**

Lake Quassapaug Amusement Park Middlebury, Conn.

## FOR SALE FLYING SCOOTER

A-1 Condition. Has 2 Power Units.

**PINGER & OVERMOHLE**

Whitneys Playland at the Beach San Francisco 21, Calif.

## WANTED TO BUY

Large size Scooter Building, with or without cars. Must be portable and in good condition; no junk.

**GRIFFEN AMUSEMENT PARK**

Jacksonville Beach, Fla.

Ph: 1147

## FROM THE LOTS

### Magic Empire

UNION CITY, O., Aug. 14.—The season, except for several occasions when Jupe Pluvius entered the picture, has been a success for this org. Under the direction of A. Speers, the shows opened in Gulfport, Miss., in early March, swung thru Mississippi, Tennessee, Kentucky and Indiana, and now are playing Ohio.

Much equipment, including a twin Diesel electric plant purchased from the Lewis Diesel Company of Memphis, has been added since March. General Agent Frank H. Owens has the route completed and has started on his bookings of livestock shows for early 1949. This season's route will carry thru Armistice Day week, weather permitting.

The show will be enlarged for next year by the building of wagons to hold the complement of 12 rides. The org, at present, carries 12 rides, including the Octopus, Tilt-a-Whirl, Rolloplane, a recently purchased Caterpillar, Merry-Go-Round, Chairplane, twin Ferris Wheels, streamline train, jeep ride and kiddie automobile.

The show line-up includes the Battlefield, a working world attraction; Reptile Exhibit, Monkey Circus, Paris at Night, a girl revue; Minstrel Show and Athletic Show.

A free attraction was carried earlier in the season, but canceled for the fair season. The org has played three fairs to date.—R. E. SAVAGE.

### Bright Lights Exposition

TYRONE, Pa., Aug. 14.—Shows arrived here Monday (9) after a week at Farrell, Pa.

The Farrell date, with two rainy days, netted only fair business. Despite high expectations for good biz and with the sponsoring committee working hard, the only money-makers were rides and eating stands. Concessions and shows chalked up their worst week of the season. Plenty of people turned out but headed for home around 10:30 p.m.

Richard Lucas is sporting a new coaster wagon. His buddy, Sonny Daniels, left for his home in Punta Gorda, Fla.

Several visitors were on the lot from the Gooding Shows, playing near-by Warren, O. It was old home week for the Michel Lucas family, who were visited by folks from their home in Warren.

Conda Smith, aerial free act, will remain with the show until the end of season.

All rides are getting new paint for fairs. Bad weather is dogging the show, with almost every week coming up with a couple of rainy days plus some cold weather at night.—FRANK Z. HYDE.

### L. B. Lamb

PERRY, Ia., Aug. 14.—The stand here was the final still date for the org until November 13, the interim being filled with fairs. Biz has held up despite consistently miserable weather.

Fingers Randolph took delivery on a new Chevrolet Carry-All. Stanley Stirk purchased a new Dodge Pick-Up. Swede Buttendahl joined with his dart joint. Twisto McCormack turns them on the front of his Side Show. Pat Patterson, of Dobson's United Shows, and Mr. and Mrs. Paul Ebersole, of the Veterans' United Shows, visited Mr. and Mrs. Ross Sinderson.

Linda Lopez is getting her share of the biz at the G-String Follies and Jimmy is doing a swell job out front. One for the books: Third man on the Octopus hired a special plane to land him on the back end of the lot.—ERNE MURRAY.

### O. C. Buck

GOUVERNEUR, N. Y., Aug. 14.—Monday's (9) Thrill Day brought a good crowd out for the show. Night attendance has been heavy.

Bill and Sally Beldock are the parents of a son, William Jr.

Concessionaire Barney Denbar died en route from Sarasota Spa to Schenectady, N. Y. With the org for many years, he had left the shows at Plattsburg, N. Y., because of illness.

Sid's Midway Cafe did not operate here because of the illness of Mr. Goodwalt, who went to New York for observation.

New-comers on the midway include Danny Zirrillo, Bill Bowman, Lou Anderson, Bill Colliton, Eddie and Harry Crowell, Whitey (Pop) Wanner, Harry Agne, Bill Hilbert, William Gray, William and Frank Wozniak, Doc Hamilton, Carl Baker and Paul Rokus.

The Posing Show has been turned into a Wild West, and is operated by Bob Baker. A new front is being built for it. Personnel includes Barbara Baker, Smiley Wilkins, Don West and Smokey Bennett.

Recent visitors were Willard Saunders, president of the Ballston Spa Fair; R. Boone, president of the Boonville Fair, and B. Kelley, director-manager of the Malone Fair.—ROY F. PEUGH.

### Pacific Coast

VALE, Ore., Aug. 14.—Because of an extreme heat wave, the org had the worst week of its season. Ten of the concessionaires, apparently seeing the handwriting on the wall, did not set up but took the week off to go visiting. Mr. and Mrs. Grover Wright planned to Seattle to visit their family and Mr. and Mrs. Al Wells drove to Portland to see relatives.

Clarence Emmel purchased the pony-go-round from Mr. and Mrs. William Tucker. He planned to Missouri for one of his trucks. Mr. and Mrs. Charles Martin spent the week in Boise, Idaho. Roy Franchin and Ray Trotman returned from Sacramento with their truck. Mrs. Ed Freeman and daughter, Joyce, visited relatives in Portland. Ed Freeman spent three days in Boise.

General Agent E. Pickard was in Baker, Ore., for three days. General Manager James Barber visited the Midwest Shows at the fair in Weiser, Idaho. Mrs. James Barber is recuperating from her recent accident on the midway. Clarence Arthur Monroe replaced Phillip Kivlighn as electrician, with the latter and his wife departing for the Midwest Shows.—WALTON DE PELLATON.

### Crystal Expo

WYTHEVILLE, Va., Aug. 14.—Business was good in Marion, Va., but fell off here due to rainy weather. Ernest Betts, Funhouse operator, has left and Shorty Fordham has taken over. Teddy Porter topped the midway with his Darktown Strutters. Leroy (Popeye) Phipps has returned after a bric visit with his sister in Bristol, Va. Mrs. Bill Bunts and family joined for the remainder of the school vacation. Billy Sheaffer's wife and family are visiting for a few weeks. Manager Bunts bought a new 40 by 80 top, to be used as an exhibit top for fall fair dates.—ALTA MAE ROBERTS.

### Thompson Bros., No. 2

COUDERSPORT, Pa., Aug. 14.—Jump was made here from St. Marys, Pa. City was celebrating its 100th year and parades every night brought out the folks but they went home early. However, it was a good week for all. George Braxton joined with his jewelry stand. The writer's father has placed a duck pond on the show.—BUD WIEGAND.

## WANT A-1 TALKER

For

## Folies Begere

\$45,000.00 MIDWAY PRODUCTION at C. N. E., TORONTO, and LONDON

**WARD (FLASH) WILLIAMS**  
**EDGAR I. SCHOOLEY**

**AMERICAN THEATRICAL AGENCY, INC.**

203 N. WABASH AVE. CHICAGO (ANDover 6087)

## BANNERS FOR SALE

1 New Jig or Minstrel Front, consisting of 48x10 Pictorial Banners with Gals and Comedian, and one 6x10 Entrance Descriptive Banner—\$212.00.

1 New Geek Show Front, consisting of 3 38x10 Female Geek Banners. Depicting Female Geek with Club, plenty Snakes. Price—\$145.00.

1 Set consisting of 5 Banners, Turtle Girl Show. Used one season—\$100.00.

**SNAPP WYATT STUDIOS**

1808 Franklin St., Tampa, Fla.  
Phone: M-69562

## Account Disappointment

If you have Snake Show outfit complete, wooden pit preferred, with or without raps or Unborn Show with or without Specimens, I have the most amazing, living human curiosity in man's history.

Terms: 60% gross.

Equipment must be highly presentable. Wire:

**AL B. PALMER**

1124 Wilson Ave. Chicago 40, Ill.

## WANT RIDES

For Mammoth Labor Day Celebration, Sept. 4-6.

Can possibly use few Legitimate Concessions or Shows. If necessary, crowd guaranteed.

Write, wire or phone:

**ROBERT CHRISTIANSON**

HOWARD CAMPBELL POST #179  
AMERICAN LEGION, CHETEK, WIS.

## FOR SALE PHOTO MACHINE

Built on a special 1947 15½ ft. trailer. Double lens, size 1½x2. 3x4; in perfect shape. Can be booked on show.

**WELDON HALE**

c/o Hale's Shows of Tomorrow  
Jefferson, Iowa, Aug. 17-20; Osceola, Nebr., Aug. 24-26.

## DRAGO AMUSEMENTS

Mulberry, Ind., Homecoming, this week; then Cass County 4-H Fair to follow.

WANT—Novelties, Age and Weight, Diggers, Fish Pond, Long or Short Range Shooting Gallery, Glass Pitch, Hoop-La, Basketball, any Concession not conflicting. MONKEY SHOW. Contact:

**PAUL DRAGO**

PER ROUTE.

## FOR SALE

Barrel of Fun, cradle in a barrel, mounted on four-wheel trailer. 30 ft. front, large banners, nice flash. Booked balance of season, if desired. Reason for selling, ill health. Price \$490.00. Can be seen

**BORDER STATE SHOWS**

Tuttle, Okla., Aug. 16 to 21

**RAY DAVENPORT**

## FORTUNE TELLER

WANTED IMMEDIATELY

for exclusive night spot in Buffalo.

Write or call

**CHANDU'S RESTAURANT**

761 William Street, Buffalo, New York

Anyone Knowing the Whereabouts of  
**LOUISE PIPER**

Formerly married to Mr. Bob Conn, or any relation of hers. Please contact at once: **FATHER MARRIO**. Phone: Victory 2231, or write Father Mario, 54 E. 18th St., Chicago, Ill. (Will compensate.)



**Virginia Greater**

SALISBURY, Md., Aug. 14.—Org moved in here from Cambridge, Md., under hectic weather conditions to make a nine-day stand sponsored by a committee of the American Legion under the chairmanship of W. T. Smith. Altho this section was hard hit by heavy rains, the lot was in good shape. Show was delayed here in opening by late arrival of trucks from Cambridge due to bad condition of the lot there. Show opened here Saturday night (7) to good business and remains here for the week.

Visitors at Salisbury were Stan Reid and wife, of the Harrison Greater Shows; Harry Heller, of Heller's Acme, and Mr. and Mrs. Buck Tilghman, of Salisbury. New concessionaires joining were P. Viz-zelli, with popcorn and candy apples; Mrs. Sue Abbott, cat rack, and Curtis DeWolfe, frozen custard.

Louis Augustino's Wild Life Show and Wild Animal Show went over big opening night. Cotton Club Revue, under management of Johnny Riddick, also played to good houses, and concessionaires seemed to be getting good play. Bill Penny just completed building a new joint. Leo Matina, of the midget troupe, is getting good results as manager of the show's Whoopee Funhouse.

Show played a split week at Cambridge, Md., ended Wednesday (4). Show remained three additional days but was able to open only one night of the three due to bad weather conditions. Show started tearing down, but as a result of heavy rains the lot was a sea of mud and gave the show's crew and staff a tough time getting the trucks off the lot. In fact, it took

**Mighty Hoosier State**

LATONIA, Ky., Aug. 14. — The boys made a fast move in here for week of August 2 from Madison, Ind., which ended on the right side of the ledger. Opening night crowd here was 3,000, with Tuesday showing a decided increase. Wednesday night was lost due to rain and muddy lot. It was one of the best still stands of the season. Excellent co-operation was given by the American Legion. Manager Geren bought a new 1949 Buick Roadmaster and a new Oldsmobile for his wife. Bingo, owned by Mrs. Geren and managed by Hayden Richards had the best week in Madison. Org will play fairs and celebrations the remainder of the season.—M. G. STOKES.

the better part of three days, as trucks had to be winched off. Show opened Monday (2) night to fair business.

Visitors at Cambridge were Jack Perry, of the Jack Perry Shows; Manager Rocco Masucci's brothers and their wives, Mr. and Mrs. Pete Masucci, Paterson, N. J., and Mr. and Mrs. Millard Masucci, Orange, N. J., who spent three days as the guests of the Rocco Masuccis. Mr. and Mrs. Harold Humphrey, a sister of Mrs. Rocco Masucci, returned to their home in Bloomfield, N. J., after spending a week on the show. The Humphrey's children, Harold and Doris, remained as guests of their uncle.

Cambridge committee, under chairmanship of Ray Buckley, was very co-operative.

**INDIANA STATE FAIR**

Indianapolis, Ind., September 3 to 10th, Inclusive

**WE HAVE SEVERAL SPACES AND SEVERAL GOOD CORNERS ON THE INDEPENDENT MIDWAY FOR EATING AND DRINKING STANDS**

CAN PLACE Long Range Shooting Galleries, Balloon Dart Games, Cigarette and Candy Cork Shooting Galleries, Basket Ball Games and Eating and Drinking Stands of all kinds. No other kind of game concessions wanted.

EARL CHAMBERS wants two Experienced Men able to work performing monkeys. Join immediately, now at Pontiac, Mich., Fair.

Can place Experienced Carnival Workingmen in all departments. Can place Train Help of all kinds and Mule and Cat Drivers. All Address:

**CETLIN & WILSON SHOWS**

Week August 16th, Pontiac, Mich.; August 23d, Gary, Ind., then as per route.

**BILL HAMES SHOWS**

**WANT FOR THE BIGGEST AND BEST FAIRS IN TEXAS**

**SHOWS OF ALL KINDS**

**ACTS AND PEOPLE FOR SIDE SHOW.**

**RIDE HELP FOR ALL RIDES.**

**WE WILL BE OUT UNTIL THE LAST OF NOVEMBER**

Address: SHERMAN, TEXAS (Old Settlers' Reunion), UNTIL AUG. 28; then these Stellar Texas Fairs—PARIS, GAINESVILLE, TYLER, MARSHALL, ABILENE, AMARILLO, PALESTINE, BRYAN, AND OTHERS TO FOLLOW.

**HAPPY ATTRACTIONS SHOWS**

**WANTED**

**CONCESSIONS OF ALL KINDS EXCEPT BINGO AND POPCORN**

Bellaire, Ohio, Street Fair, August 24-28; Dresden, Ohio, Street Fair, August 31-September 4; Coshocton, Ohio, Labor Day, September 6.

Mt. Gilead, Ohio, this week, then as per route

**RIDE HELP**

Foremen for Tilt and Octopus (must know a foreman's duty), also Second Men for other Rides. Must be licensed semi drivers. Top salaries, and you get paid every week. All winter in Florida. Drunks, fellow travelers and agitators, stay where you are.

**ROYAL CROWN SHOWS**

WASHINGTON, INDIANA, THIS WEEK

**INTERESTED IN PLACING FOLLOWING CONCESSIONS FOR NATIONAL AIR RACES**

CLEVELAND, OHIO, SEPTEMBER 4-5-6, 1948

CANDY FLOSS, FROZEN CUSTARD, SNOW BALL, CANDY APPLES, PEANUTS AND POPCORN AND NOVELTY ITEMS

Prefer trailer self-contained units where possible

**THE CLEVELAND CONCESSION CO.**

214 Marion Bldg.

Cleveland 13, Ohio

**RALPH DECKER presents JOSEPH J. KIRKWOOD SHOWS AMERICA'S BEST ADVERTISED MIDWAY**

FOR OUR FAIRS, STARTING LYNCHBURG, VA.,

**NEXT WEEK - AUG. 23 TO 28**

With Newport News, Va.; Elizabeth City, N. C.; Burlington, N. C.; Mt. Airy, N. C.; Asheville, N. C.; Cherokee, N. C.; Roxboro, N. C.; Newberry, S. C.; Pageland, S. C.; Georgetown, S. C.; one more, the Big One. All are bona fide Fairs with Racing, Free Acts, Thrill Shows, Fireworks, and the W. W. V. A. Barn Dance.

RIDES: Can place Tilt, Looper, Rocket, High Ball, Kiddie Auto, Kiddie Train. SHOWS: Motor-drome, Hillbilly, Illusion, man for Snake Show, man with Monkeys for real A-1 framed Monkey Show. Would consider buying Monkeys for right party.

CONCESSIONS: Can place the following for our entire route—Cook House, Grab, Floss, Photos, Palmistry, Novelties, Swingers, Buckets, Six Cats, Ball Games, Fish Pond, Penny Pitch, Cigarette Pitch, Cork Gallery, any Legitimate Stores, No Coupons or Lay Downs. Will place Percentage if you have few Hanky Panks to go with them.

HELP: Place Useful Carnival People, Ride Men, Semi Drivers, Canvas Men, Ticket Sellers, Concession Agents. All address:

**RALPH DECKER, Gen. Mgr.**

SUFFOLK, VA., THIS WEEK; THEN PER ROUTE.

**JOHNNY T. TINSLEY SHOWS**

"America's Most Modern Midway"

**WANT WANT WANT WANT**

Hanky Panks of all kinds for Atlanta and our fairs which start in three weeks. Will sell X on Custard, Cook House, Mitt Camp, Long and Short Range Gallery.

Want Free Act. Must be high and entertaining.

Would like to hear from complete Minstrel Show, also Side Show. Must have own transportation. Our fairs start in three weeks straight thru. All replies to

**JOHN T. TINSLEY SHOWS**

Atlanta, Ga.

P.S.: Can use Corn Game for our fairs.

**WANT**

**WANT**

**KEYSTONE EXPOSITION SHOWS**

Want for our North Carolina Tobacco Markets, to open at ROBERSONVILLE, N. C., August 16th, with EIGHT more dates to follow. Playing the cream of the tobacco markets. Then Florida Fairs: Crestview, Fla., Oct. 18th; Jay, Fla., Oct. 25th; then the big one, De Funiak Springs, Fla., Nov. 6th, and Milton, Fla., Nov. 15th. We are holding contracts for all of the above dates.

WANT CONCESSIONS—Grind Stores, Custard, Coke, Basket Ball, Hoop-La, Striker, Photos, Clothespin, Bingo, American Palmistry, Balloon Pitch, Novelties, or any flashy Stock Stores. Office owns 5 RIDES. Bob Mahan wants Stock Store Agents and P.C. Agents. Those joining now will get preference on later dates. Bill Chalkias, get in touch with office. Write, wire or come on.

CARL O. BARTELS, Owner-Manager

This week, ROBERSONVILLE, N. C.; next week, MIDDLESEX, N. C.

P.S.: POP CORN, CANDY APPLES, FLOSS OPEN.



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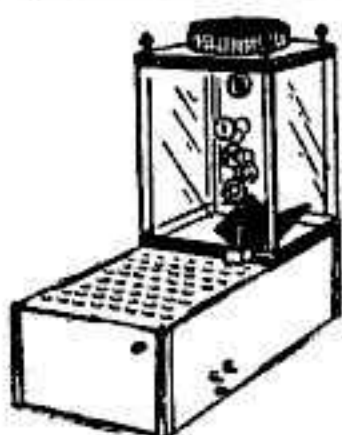


## NEW 1948 Apex 4 Star CARNIVAL WHEELS

Heavy Duty  
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Complete Bingo Supplies.  
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SEND FOR FREE CATALOG

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Apex 5 Star  
BINGO  
BLOWERS



# FROM THE LOTS

## Larry Nolan

BELLEVILLE, Kan., Aug. 14.—This is the org's last still date, and it is painted and redecorated for the fairs. The Side Show, under Gary Hern and featuring Sparky the clown, has added bears and monks. Stand at Hays, Kan., was a red one. It was Owner Larry Nolan's home town and everyone co-operated.

The recently purchased Ferris Wheel is topping the rides. Ray Martin's Octopus also is clicking. Mrs. Martin has returned to the hospital for a check-up. The personnel tossed a birthday party Monday (9) for Madlin Nolan. Final count showed 104 present.

Mrs. Charles Scott is recuperating rapidly. John Duggan has added three more stores for the fair, bringing his concession total to nine. Elvin Bishop took delivery on a new International truck. Joan, annex attraction, left to join the Central States Shows.

Ed Plunkett joined as general agent and is in the Deep South completing the 1948 route. Dr. H. R. McKeen, Mrs. Nolan's physician, spent his vacation with the show. Mr. and Mrs. Parmley are clicking with their diggers and pea pool. Mary Hern is doing a flashy job with banners and also has added girls to the *Night in Harem* show with a resulting biz boom.

Pop Sorenson and family returned following a few weeks of hopping around on various shows. Mrs. Miller is resting at her home in Miller-ville, Calif. Cliff and Jess Legston's cookhouse is proving popular. Sparky and Jocko are booked for several dinner dates at fairs. Owner Nolan will handle the mike at the Oberlin, Kan., Rodeo.—BUBBLES REESE.

## Joseph J. Kirkwood

RICHMOND, Va., Aug. 14.—Org is playing to fair crowds here considering the weather. Bob Anderson's Girl shows got top money all week. *Chez Patee* line-up: Pat Lonagan, dancer, with husband Lucky on tickets; Billie Milton, talker. Betty Real, dancer, joined in Washington, and Margie in Richmond. *Fifi* show includes Bob Anderson, talker; Larry Carey, tickets; Margo, Cuban dancer; *Fifi*, strips. Jim Deal is laying out the lots for the show.—BOB ANDERSON.

## World of Pleasure

FORT WAYNE, Ind., Aug. 14.—Opening night here was a red one and the remainder of the week added up to one of the best stands of the season. Manager John Moran has the equipment looking like new. He was presented with a wrist watch on his birthday by the concessionaires. Fat Norton and Roy Duffy lost four of their concessions in a fire.

The Saturday matinees, with all tickets going at nine cents and two bicycle giveaways, are clicking. Fireworks are featured Saturday nights. Don Giovanna's Girl Show topped the midway here, with Sailor Katzy's Side Show and Margie Flynn and Curly Sayre's Drome right behind. Joe Miller joined.

Visitors here included Pete Walters, of the Auburn Fair; Don Lesh of the Bluffton Fair; Mr. and Mrs. Dan Jessop, Eddie Ingalls, Mr. and Mrs. Harry Boyles, Mr. and Mrs. Jimmie Finn and Mose Smith.—DON GIOVANNI.

## Hale's

CARROLL, Ia., Aug. 14.—Org recently gave a kiddie matinee on Saturday at Grinnell, Ia., to a big turnout. Shows had okay biz here. Mrs. Ruth Hufnagel is back after a major operation and diggers are in full swing again. Mrs. Fronie Law is visiting her daughters, Mrs. Tubby Hale and Mrs. Lyle Hale. Our beacon lights are bringing the folks to the midway. Mr. and Mrs. Jack O'Hara joined at Grinnell with jewelry.

## BORUP'S UNITED SHOWS

Want Ride Help for Jenny, Chairplane, Ferris Wheel, Tilt and Kiddie Rides; Semi Drivers given preference. Concession Agents for Penny Pitch, Ball Games and Hanky Panks. Want one Class A Percentage Dealer. Red Couch, E. J. Woods and Red Powers, contact me.  
Calhoun, Miss., this week; Durant, Miss., next week. Address all mail and wires to:  
**CECIL C. RICE, Mgr.**

**SEE OUR AD  
PAGE 69  
THIS ISSUE  
BRYDON**

# DICK'S Greater Shows

WANT CONCESSIONS—Grind Stores, Pitch Tilt You Win, Arcade, Hanky Panks of all description, DIGGERS.

SHOWS—Side Show Acts, Magician; ANNEX Attraction, Freak preferred. Will book Wild Life and Motordrome. Liberal percentage.

RISE HELP—Can place Second Man on Ferris Wheel; also useful Ride Help, Semi Drivers. Top salaries.

## LEHIGHTON FAIR

STARTS LABOR DAY, THRU SEPT. 11

Want to book set of RIDES for this FAIR

CONCESSIONS: DIGGERS, CUSTARD, STOCK WHEELS, GRIND STORES.

Choice locations now available.

R. E. GILSDORF

Middletown, Pa.

# O. C. BUCK SHOWS

CAN PLACE FOR THE FOLLOWING NEW YORK STATE FAIRS

LOCKPORT, N. Y.

AUG. 30 THRU SEPT. 4

LITTLE VALLEY, N. Y.

AUG. 31 THRU SEPT. 3

Merchandise Concessions, Photos, Grab, Scales, Guess Your Age, also a few Shows and Rides that do not conflict with what we already have.

Contact:

O. C. BUCK

ELMIRA, N. Y., FAIR, this week; MALONE FAIR, next week.

# FAIRS • FAIRS • FAIRS

WANT FOR LONG ROUTE OF FAIRS STARTING NOW.  
SKILLO, ROLL DOWN, RAZZLE DAZZLE AGENTS.

All wires to:

**SLIM CUNNINGHAM**

LEBANON, KY., FAIR, THIS WEEK; FALMOUTH, NEXT.

# BIG FOUR AMUSEMENT DEVICES

WANT WANT WANT

Ride Help for all Rides; must drive semis. Top salaries, long season.

Agents for Stock Concession.

MOMENCE, ILLINOIS, AUGUST 17 TO 21.

# JACKSON AMUSEMENT COMPANY WANTS

For Chadbourn, N. C., Tobacco Festival, week Aug. 23

All kinds of Stock Concessions. Will book Pan Came if have stock outfit. Tobacco selling highest in years; plenty money. Eight weeks booked in the very best spots. Will book Rides. What have you?

**MURRAY JACKSON**  
BENNETTSVILLE, S. C.

# L. W. ELLIOTT AMUSEMENT CO.

WANTS FOR THE MECOSTA COUNTY FAIR AT BIG RAPIDS—AUG. 24 TO 28

Want Stock Concessions of all kinds. Some P.C. open. No X. Bingo and Cook House sold. Can use one or more Major Rides; prefer Tilt or Caterpillar, Silver Streak, Spitfire for balance of season. This Show carries 6 Rides, 30 Concessions and playing some of Michigan's best Fairs and Street Celebrations. All replies:

LON BISHOP, Ravenna, Mich., Aug. 20-21

# — WANTED AT ONCE — FOR LEO CARRELL'S MONKEY CIRCUS

TICKET SELLERS, GRINDERS, TALKERS AND INSIDE MEN

Wire or write:

c/o ROYAL AMERICAN SHOWS, SUPERIOR, WIS.

CAN PLACE FIRST-CLASS

# — GIRL SHOW —

For Boonville, Ind., Sunday, Sept. 5, and Labor Day. Biggest Labor Day Celebration in Southern Indiana. Over 30,000 in attendance last year and look for larger crowds this year.

GIRL SHOW WILL GET WELL HERE. LIBERAL PROPOSITION.  
All Wire C. C. GROSCURTH, Gen. Mgr.

"BLUE GRASS SHOWS"  
All this week, Brownstown, Ind. (Fair); all next week, Bridgeport, Ill. (Fair).

# RIDE HELP WANTED

ALL DEPARTMENTS. CAN USE STOCK STORES.

Luckey, Ohio, this week; Gibsonburg, Ohio, next week.

FOR SALE—Double Loop-o-Plane, 36-Seat Chairplane, Kiddie Airplane, Kiddie Auto Ride. Will sell for cash or trade for Little Beauty.

**NORTHWESTERN AMUSEMENT CO.**  
810 BROADWAY, TOLEDO, OHIO

# GOLDEN RULE SHOWS

EVERETT, PA., AUG. 23-28

Annual Lions' Club Celebration. Parades, Free Acts, Fireworks. On the Streets.

CAN USE ANY STOCK CONCESSIONS.

SHOWS WITH OWN EQUIPMENT.

HELP FOR ALL RIDES. Contact

**E. L. BLACKMON**

This week, ROCKWOOD, PA.



**T. J. Tidwell**

SAYRE, Okla., Aug. 14.—Shows were here last week, auspices of the American Legion. Biz was good despite a Saturday night rain. A Snake Show and a 10-in-1 have been added to the org, also a chimp for the Monkey Show. Jake and Mattie Alexander are managers of the last named. Mrs. Roy Allen is around again after being hospitalized. Paul Osbourne Jr. has returned to Savannah, Ga., to enter school. Patsy Ann, of Dallas, is visiting her father, T. J. Tidwell. The children are readying to leave for school. Mr. and Mrs. Bill Gooch have returned from Abilene, Tex., and report Bill's mother is improving. Mr. and Mrs. Charles Vanderford and son have a new car. Mr. and Mrs. Elmo Williams motored to Vernon, Tex., to visit friends.—SOPHIA OSBOURNE.

**Crystal Exposition**

BASSETT, Va., Aug. 14.—Org was here last week, auspices of the American Legion. Biz was off the first part of the week due to rain but last three days were good. On move here from Wytheville, Va., the Tilt-a-Whirl truck turned over. No one was hurt and only slight damage was done to truck. Kid's day was a red one; 5,000 free tickets were given out thru the stores. Bob Miller and family joined with his sound truck and concessions. Sister Esry and daughter, Patricia, joined to take over the pitch-till-you-win and snow joint for Ivone Staunko. Chuck Williams has added another animal attraction to the Side Show.—ALTA MAE ROBERTS.

**Penn Amusement**

SHAMOKIN, Pa., Aug. 14.—This spot has been better than expected tho far below last year. Weather was cold several days. Ferris Wheel topped the rides and Jack W. Donahue's Girl Show the shows.—JACK W. DONAHUE.

**Ganote Greater**

DENISON, Ia., Aug. 14.—Entire personnel was served cake and ice cream by Buck and Esther Ray in behalf of their son, Donald, who celebrated his 14th birthday and shared honors with Mrs. Opal Harris, who has a birthday next week. Org will play fairs in LeMars and Onawa, Ia., the next two weeks.—E. L. PILGER.

**Nessler's**

FARMINGTON, Mo., Aug. 14.—After a week of rain and cold in Chillicothe, the shows moved in here and were greeted by warm and sunny weather. Business was good. Org's electrician, Mack McMullen, now has three joints and recently purchased a school bus to carry his staff. Johnnie Kreis, of the Ferris Wheel crew, was host at a birthday party for his daughter, Carol, who marked her first birthday. The bingo crew, including Mrs. B. V. Nessler, wife of the org's owner; her son, James, and the caller, Walt Deering, left to play fairs.—JOE BIANCO.

**Wallace & Murray**

MAN, W. Va., Aug. 14.—The org played Bluefield, Va., to poor results, Mrs. Reid McDonald flew to her home in Tampa. Oceana, W. Va., proved satisfactory to all; Wednesday night was rained out. Kiddies matinee was fair. Mrs. Ester Wallace, owner's wife, was confined to a hospital in Greensboro, N. C. John Hasson, Tilt-a-Whirl foreman, and Louise Steele were married in Pikesville, Ky. Thirty-two snakes were born to one of the snakes in Coletta Watts's Side Show. Harry Faith and Thelma Dill visited their homes.—HELEN WATTS.

**Silver State No. 1**

YUMA, Colo., Aug. 14.—Shows made this 308-mile jump from Superior, Neb., without mishap and opened on schedule at 11 o'clock Tuesday (10). Shows and rides enjoyed good business and most of the concessions did okay. Fair board was considerate in keeping the grounds sprinkled. This was the first of our fair dates and shows are slated to play thru Colorado and Nebraska. The writer joined here with his concessions and Kiddie Auto Ride.—N. E. DAVIS.

**Playtime Amusements, No. 2**

Hyannis, Mass., Aug. 14. — John Burr, unit manager, passed out cigars after the birth of his first heir, Peter Burr. The birthday of Cindy O'Neil was celebrated, also one for Pauline Poole. We went to the Mill Hill Club.—DICK TAYLOR.



**CARAVELLA AMUSEMENTS**

ROLLING BIGGER AND BETTER

12 FAIRS—STARTING REEDSVILLE, PA., NEXT WEEK—12 FAIRS  
(MIFFLIN COUNTY FAIR)


**LAST CALL**      BOOK NOW FOR ALL OUR FAIRS      **LAST CALL**  
LIMITED SPACE

*All Fair Secretaries and Committeemen Are Cordially Invited To Visit Our Show*

CONCESSIONS—ALL CONCESSIONS OPEN—ALL CONCESSIONS OPEN.  
AGENTS FOR ALL P.C. TABLES. FOR STOCK STORES.  
AT ONCE—A-1 BILLPOSTER. ONE WHO CAN PUT OUT PAPER.  
RIDE OWNER—Can place at once and for all our Fairs: Pony Ride, Chairplane, Spitfire, Moon Rocket, Tilt-a-Whirl, Fly-o-Plane; also Ferris Wheel or any non-conflicting Rides.  
SIDE SHOW—Organized Side Show needed at once. Want Freaks and all Side Show Attractions FOR ALL FAIRS.  
SHOWS—Can use Girl Show, Monkey Show, Snake Show, Motor Drome, Posing Show and Hawaiian. Can use organized Colored Minstrel now and for all our Southern Fairs.  
RIDE HELP needed at once on all Rides. Want Ferris Wheel Foreman, also Octopus Foreman. Highest salaries paid, also bonus. Agitators and drunks will not be tolerated.  
HELP—Useful Carnival Help in all departments. Canvas Man, Good Sign Painter and all round Painters.

ALL WHO HAVE BEEN WITH ME IN THE PAST CONTACT ME AT ONCE.

**FRANK CARAVELLA, Owner and Manager**  
This week, Mapleton, Pa.; next week, Mifflin County Fair, Reedsville, Pa.



**FAIRS . . . FAIRS**

All Concessions open, Grind Stores only. Keller, Virginia, Fair; Warsaw, Virginia, Fair; Hampton, Virginia, Seafood Celebration. Biggest thing in the South. West Point, Virginia, Seven County Fair, and Princess Ann Fair, Norfolk, Virginia. Best fairs in Virginia. Get your winter's bankroll. Want Girl Show Manager with two or more girls. Want Trombone Player and Chorus Girls for Minstrel. Jack Ross, answer. Crisfield, Maryland, this week; followed by Keller, Virginia, Fair. All mail and wires to:

**WM. C. BILL MURRAY**


**MAJESTIC GREATER SHOWS**

**Can Place for the Great Schuylkill County Fair, Mahanoy City, Pa., Aug. 23-28**

Additional Rides for this and 8 other fairs, Merry-Go-Round, Kid Rides, Octopus, Chairplane and Caterpillar.

Concessions of all kinds including Popcorn, Apples, Floss, Six Cats, Buckets, etc. Count Store Agents and 1 Wheel Agent, Grind Shows with own equipment. Also Talker for Girl Show.

Address:  
**SAM GOLDSTEIN**  
Lewistown, Pa.



**World's Brightest Midway**

York County Central Labor Union First Annual Celebration, York, Pa., week August 23. Can place Rides not conflicting, also Shows not conflicting. Place girls for Girl Show. Good opening for Motor Drome and Penny Arcade. Place Concessions of all kinds not conflicting. Ride Help that drives, also Chairplane Foreman, Help in all departments. Starting on our Fairs this week, with 10 more to follow. Write or wire

**JOHN GECOMA or L. C. HECK**  
Jennerstown, Pa. this week; then York, Pa.



**WANT FOR FOLLOWING FAIRS**

TOMPKINS CO., ITHACA, N. Y., AUG. 23-28; WASHINGTON CO., GREENWICH, N. Y., AUG. 29-SEPT. 3; MONTGOMERY CO., FONDA, N. Y., SEPT. 4-8

Concessions, Rolloplane and Shows. Ride Help at all times.

**J. VAN VLEIT, Mgr.**  
Canandaigua, N. Y., August 16-21

**AGENTS WANTED**

For Razzle, Roll Down, Six Cats, Swinger, P.C. Dealers. Pan Game and useful Concession Help. Have twelve Fairs, starting with Farmville, N. C., next week; all in tobacco markets. If you can stay sober contact

**EDW. (POT) COOPER, Goldsboro Hotel, or**  
**W. R. JOHNSON, Raftery Shows**  
GOLDSBORO, N. C.; THEN PER ROUTE.  
P.S.: Only one Concession each on Show.

**WHALEN & RILEY SHOWS**

**WANT FOR STRING OF FAIRS AND COTTON COUNTRY**

Fish Pond, Clothes Pin, Darts, Short Range Shooting Gallery, Glass Pitch, Hoop-La, Pop Corn, Grab or small Cook House, small Bingo, Hanky Panks that work for stock. One of a kind. Need Second Man for Wheel, Second Man for Mixup. Will buy, book or lease 32-ft. Merry-Go-Round with transportation. No gypsies or racket. Address:  
**WHALEN & RILEY SHOWS, Plains, Kansas, week of Aug. 16; Ashland, Kansas, week of Aug. 23; Laverne, Okla., week of Sept. 6; Taloga, Okla., week of Sept. 13; all Fairs.**



# BAKER UNITED SHOWS

"A CLEAN MODERN MIDWAY"

## BUSINESS IS GOOD

**SHOWFOLKS**—Look these spots over. If they look as good to you as they do to us, get in touch with us, we can probably use what you have. **HUNTINGTON, INDIANA, CENTENNIAL CELEBRATION**—On the downtown Streets. Should be one of Indiana's major 1948 events. Next week, August 23 to 28. **TIPTON, INDIANA, FALL FESTIVAL**—Held on the Public Square August 30 to Sept. 4. **SEYMOUR, INDIANA, CHAMBER OF COMMERCE FALL FESTIVAL** combined with large Industrial and Home Show. Also 4-H Fair. September 13-18. **NATIONAL SWEET CORN FESTIVAL, HOOPESTON, ILLINOIS.** First since the war. This was one of the nation's outstanding events, famous for attendance.

**CONCESSIONS**—Can place all kinds of Legitimate Stock and Food Concessions. Also Demonstrators, Hand Writing, Horoscopes, Jewelry, Photos, Art, etc.

**RIDES**—Can place One or Two Major Rides not conflicting. Can use Dark Ride.

**SHOWS**—Can place CLEAN, MODERN SHOWS that entertain. Percentage, very reasonable.

**RIDE HELP**—Can place Sober, Reliable Men on most rides. W. Bowling, Lee Stevens, Stoner, get in touch with Tom Mehl. Address all communications to Winamac, Indiana, this week, and then as per route.

**Tom L. Baker, Owner Tom Mehl, Manager**

## COMPLETE CARNIVAL FOR SALE

CONSISTING OF 11 RIDES, 2 SHOWS, 8 CARVED SHOW FRONTS, JIG SHOW FRAME-UP, SHORT RANGE GALLERY, CORN GAME, TRANSFORMER WAGON, CABLE, ETC., ETC.

EVERYTHING TO MAKE UP A 20 TRUCK SHOW

Rides are Fly-o-Plane, Octopus, Skooter, Merry-Go-Round (mounted), Flying Tube Ride, Loop-o-Plane, Caterpillar (large), Dangler, 2 factory-built Kiddie Rides and #12 BH Ferris Wheel. TRUCKS AND TRAILERS TO HAUL ALL EQUIPMENT. (6 New Tractors, and 12 Tractors, all new engines and completely repaired this year.)

SHOW IS NOW IN OPERATION AND BOOKED UNTIL SEPTEMBER 10  
WILL SELL COMPLETE OR PIECEMEAL

Equipment can be turned over after September 10.

For further information and details, address

**PAT DOWNEY**

390 ARCADE BUILDING

ST. LOUIS 1, MO.



WANT FOR

**Knox County Fair** Barbourville, Ky., week Aug. 23 to 28

**Allen County Fair**

Scottsville, Ky.,

Week Aug. 30 to Sept. 4

**Muhlenberg County Fair**

Central City, Ky.,

Week Sept. 6 to 11

**Shows**—Want Shows with own equipment except Drome, Snake, Girl Show and 10-in-1. Want Man to take charge Side Show that has something to put inside.

**Rides**—Roll-o-Plane, Spitfire, Tilt or Fly-o-Plane.

**Concessions**—Can place legitimate Concessions of all kinds. Good opening for Ago, Scales, Custard, Jewelry and Wonder Bar. All wire

**J. L. KEEF, Capital City Shows**

Manchester, Ky. (Fair), this week; Barbourville, Ky. (Fair), next week.

P.S.: Joe Ansher wants one Count Store Man. Mickey Cooper, contact.

## Wanted—C. A. STEPHENS SHOWS—Wanted

**CONCESSIONS**—Floss, Apples, Snow, Custard, Novelties, String Game, Pronto Pups, Duck Pond, Diggers, Mug Outfit, Six Cat, Agents for Slum Stores and P.C. Mr. Simonds needs Agents for Buckets and Razzle. John Middle Terry needs Agents for Count Store, Swingers, Chas. Leeman, get in touch with Joe and Bill.

**RIDES**—Have several good Fairs, need Flat Ride or one Truck Ride.

**SHOWS**—Place Monkey Show. Need good Half and Half for Side Show Annex.

ST. PAUL, VA., this week.

Fair Secretaries: We have had Sept. 27 to Oct. 2 cancelled due to Polio.

What have you for that date?

## STARLIGHT AMUSEMENTS

Want for the Following Fairs

WISE COUNTY FAIR, BRIDGEPORT, TEXAS, SEPT. 8-11

JOHNSON COUNTY FAIR, CLEBURNE, TEXAS, SEPT. 13-18

Tilt-a-Whirl, Mix-Up, Ride-o, Caterpillar, Fly-o-Plane, Train or any other Ride not conflicting with what we have. Legitimate Concessions of all kinds. Grab Outfit. Want to join at once: Long and Short Range Galleries, Ago or Scales, Cigarette Shooting Gallery, Basket Ball, Watch-La, Coke, String Game, American Palms, Bowling Alley. No grift, no gypsies. Any Shows but Sex Show. Will book 20% after tax. Ernest Luther wants a Freak to feature for Side Show, Talker and a good Annex Attraction. We are now playing the best of Texas cotton towns. Bumper cotton crop, bringing a big price, and pickers are getting \$3.00 per hundred. Everybody working.

San Marcos, Texas, this week; then as per route.

## CLUB ACTIVITIES

### Showmen's League of America

400 So. State St., Chicago

CHICAGO, Aug. 14.—Dues for 1949 become payable September 1. Membership applications have been received from L. G. Boseley and F. W. Scifres, credited to Vince McCabe and the Johnny J. Jones Expo.

Mrs. Edward Sopenar and Josephine Heywood spent a week with the Joe Streibichs at Lake Delavan, Wis. Bob Parker's mother visited at his Lake Delavan cottage.

John and Dom Moisant and Jack Klippel visited the club rooms. Past President I. J. Polack, Karl Krenkel and Chester Ziemba were in town for a few days. Denny Pugh and Hom Zolun went to Springfield for the Illinois State Fair. Herman (Dreenie) Pluda is at his Chicago address and recuperating rapidly. Irving Malitz still is confined. Lefty Ohren is reported on the sick list. The grand ballroom of the Sherman Hotel has been reserved for the president's party Sunday, November 28.

Recent visitors at club rooms have included Al Heller, Peter Vetrano, Silent O'Brien and W. S. Hunt.

Final mustering-out fund checks have been mailed.

Sheik Lempart soon will begin sending out literature on the 1949 directory. There is mail at the club rooms for Sam Wilner, John M. Stone, Eugene Harper, Charles V. Winkley, Moe C. Claman and Herman Weiner.

### Ladies' Auxiliary

Applications for membership have been received from Mildred Angela Collins, Bernice Jackson and Kay Gawle.

Past President Mrs. L. M. Brumleve is back following a week-end at the Wisconsin summer home of her cousin, Ann Miller. Edith Streibich was visited at her summer home in Delavan, Wis., by Past President Frances Keller and Mrs. Ed Sopenar. Margaret and Evelyn Hock visited Mr. and Mrs. Al Wagner when the Cavalcade of Amusements, owned by the Wagners, played Milwaukee recently. Dues for 1949 become payable September 1, and should be mailed to Elsie Miller, secretary, 4215 West Fifth Avenue, Chicago 25, Ill.

### Regular Associated Troupers

106 E. Washington, Los Angeles

LOS ANGELES, Aug. 14.—Meetings are held every other Thursday during the summer and are well-attended by local members and visitors.

Nellie Weber, past secretary of the Ladies' Auxiliary, Heart of America Showmen's Club, Kansas City, Mo., and Nell Ziv, first president of the Ladies' Auxiliary, Pacific Coast Showmen's Association, were recent visitors.

Many items for the bazaar are being turned in by Mora Bagby, Mabelle Bennett, Babe Herman, Tillie Palmateer, Marie Mead, Lil Eisenman and Sunshine Jackson.

Madame Delma is in Community Hospital, Long Beach. Al Rodin, Gladys Macky, Stanley Henckel, Maxine Ellison, Berta Harris and Mabelle Crafts also are reported on the sick list.

A birthday cake was presented to Lucille Dolman on her birthday at the July 22 meeting.

Letters have been received from June Gilligan, Dan Meggs, Madalaine

### National Showmen's Association

154 Broadway, New York

NEW YORK, Aug. 14.—The big news of the week is the recent marriage of Bibs Malang.

Sad news of the week—Barney Denbar, of the O. C. Buck Shows; C. F. Lauterbach Jr., Ed Fitzpatrick and Albert J. King passed on.

Sydney Goodwalt spent a few days in the Lenox Hill Hospital in New York under observation for a kidney ailment. The club's doctor, Jacob Cohen, looked after him. Nate Weinberg is at Mount McGregor taking treatment in a vets' institution.

The club's office secretary, Mrs. Ethel Weinberg, is on her vacation. Invitation from Patty Conklin to visit him at the Canadian National Exhibition in Toronto, at which fair he is to provide all the pay attractions.

Among the reservations for tables for the annual banquet at the Hotel Commodore, Thanksgiving eve, are three from Harry Agne, of the King Reid Shows. Those who were satisfactorily seated at the last banquet may have the same tables or seats if they apply now — first come, first served. About half the seating has been spoken for.

The building fund drive going along like a house afire. No doubt about the success of this venture. Applications for membership: John H. Marks, reinstatement; Captain Petersen and James M. Stover. All life members will receive a special 1948 lightweight card within a few days to obviate the necessity of carrying the heavy gold life membership card.

Among recent visitors were Max Gruberg, from Philadelphia; Sammy Miller and James Quinn, of the O. C. Buck Shows, and Arthur Campfield. Letters received from Art Eldredge, Morris Gustow, Meyer Rappaport, Harry Rose, Lou Riley, David Solti, Daniel Donnini, Matthew Burns, Arthur McRorie, Alvin Beck, William Carsky, Harry Meyers, Jack Hoffman, Joe Bosco, Barney Rodnick, Harry Haylin, James E. Strates, Dave Lodge, William H. Ritz, Charles Schatt, Wallace A. Cobb, Harry Witt, Eugene Lasky, Dr. Morris Lewinski, Joe Schubert, Stanley Wathon, Sam Kessler, Dick O'Brien, Jack Philipson, Artie Steinhardt, Frank Feit, Benjamin Weil and Charles Teichner.

The first meeting of the fall season will take place the latter part of September, date for which will be announced shortly. Dues are overdue and should be sent in.—WALTER K. SIBLEY.

Ragen, Jimmie and Josephine Lynch and one from the White House, thanking President Marie Bailey and the troupers for the telegram to President Truman while he was in Los Angeles.

A ham dinner will be given September 14. Ethel Krug is chairman and will be assisted by Mabelle Bennett, Nancy Meyer, Rose Fitzgerald, Tillie Palmateer, Marie Bailey, Maxine Ellison and Sunshine Jackson.

SEE OUR AD  
PAGE 69  
THIS ISSUE  
BRYDON

## BINGO CALLERS AND COUNTERMEN

WANTED

WANTED

FOR COOK COUNTY FAIR, CHICAGO, AUG. 27 THRU SEPT. 6. TOP SALARIES.

Address:

EDDIE COE

c/o LIPSKY AND PADDOCK CONCESSIONS, c/o JOHNNY J. JONES EXPOSITION Ft. Wayne, Ind., thru Aug. 21; then on the Fairgrounds in Chicago.





## Do You Remember Mama?

Mama Hanson is the central character of a book, a play, and a recent movie starring Irene Dunne.

The Hansons were a family that faced the future with confidence—a confidence all due to Mama. "If anything goes wrong," she'd say, "there's always my Bank Account to pull us through."

Things worked out fine. And they never realized that Mama's Bank Account was Mama's own myth.

"I Remember Mama" proves something. It proves that, with a reserve fund in the present, you face the future with a confidence and faith that helps you get results.

But the average family doesn't have a Mama Hanson to give them that faith with a fable. The average family needs to know that there are real savings, real security protecting them, good times and bad.

That's why so many families have begun to save the automatic, worryless way—with U. S. Savings Bonds.

Savings Bonds pay back four dollars for every three in just ten years. It's an investment that's safe—it's an investment that grows.

And to make it simpler still, your government offers you two fine plans for their purchase: (1) The Payroll Savings Plan at your firm. (2) For those not on a payroll, the Bond-A-Month Plan at your bank.

**AUTOMATIC SAVING IS SURE SAVING—U.S. SAVINGS BONDS**



Contributed by this magazine in co-operation with the

Magazine Publishers of America as a public service.



### FOR SALE—PARKER 3-ABREAST MERRY-GO-ROUND

'46 Model, Aluminum Horses, complete with 28-foot Freuhauf Van, \$6,500. Can be seen Middletown, Delaware, through August 21. Also fully equipped Sound Truck. Six-Foot Trumpets, \$700.00. Frozen Custard mounted on Trailer, ready to work, \$750. 60 Inch G.E. Searchlight with own Generator, used very little, \$800.00.

**BUSTER GORDON**

Box 261

Elkton, Maryland.

### Show Folks of America

San Francisco

SAN FRANCISCO, Aug. 14.—Regular meeting was presided over by Whitey Monette. Invited to sit on the rostrum were Harry A. Seber, Glenn Artz and Joe Alterman.

Correspondence was read from the Oregon Flood Relief Society for the club's \$25 donation, the Antlers, Junior Order of Elks, Earl J. Leonard, Louella Johnson, John Krause, Harry and Helen Dilbeck and E. W. Huff.

Elected to membership were Jim Wysong and Bert James Day. Members and guests introduced included Dave Hambly, Los Angeles; London George Simmons, Glenn and Helen Artz, Midge Carpenter and John Fredericks.

Mrs. F. C. Broome reported her husband, patient in San Francisco hospital, is improving. President Monette reported his uncle, Lucius Monette, is a patient in St. Mary's hospital. Reports showed Mrs. Lillian Cole and Mrs. E. S. Graham have returned to their homes and that Fred Ferguson is still a patient in Marine hospital.

Rita Friedman donated \$5 to the sick and relief fund, Jack Brooks donated \$10 to the same fund, while John Krause gave \$10 and Fred Hansen \$5 to the cemetery fund.

Winners in the raffle staged for the sick and relief fund were Fred Hansen, \$25; Jeon Boehn, table radio, donated by Harry Seber; Alice Stone, lady's hand bag, donated by Mrs. Slocum; Alma Soares, electric iron, donated by United Distributors, and J. M. McKinnon, silver tray, donated by Whitey Monette.

### "B" CIRCUIT BOOMS

(Continued from page 75)

way a sea of mud but failed to chase the spenders home.

Jimmy Sullivan entertained a group of visiting Class "B" officials at a steak dinner in Bill Haller's cookhouse.

Show this year has gathered together some former Conklin rolling stock and travels on 30 cars—5 sleepers, 10 flats, one rail line sleeper and the rest boxcars—all steel. This is the first season the show has used flats and the innovation was a success, Sullivan reported. New semi-trailers and wagons were carried on the flats and the result was a big saving on trucking bills. In the past, teams and wagons were used in the small towns, most of them three-day dates. Now the trailers are being used and the show's one jeep pulls the wagons which can double for dressing rooms. Previously, the opening days were usually lost, due to setting up operations. This year there wasn't a day missed on the circuit.

#### Flash Added

Considerable flash was added to the midway with the use of a new entrance gate at every spot. Show carried its own transformer wagons and bought its power.

Weather on the whole was ideal, according to Sullivan, who reported dust at the first three spots and the rest reasonably clear sailing. One day was lost at Yorkton by rain and the greater part of an afternoon was lost by rain at Prince Albert.

Sullivan reported that spending had tightened on occasions but that biz on shows and rides had held up well compared with last year.

The show moved from Prince Albert to Valleyfield, Que., a 2,200-mile hop, which, because of a recent 21 per cent freight rate boost in Canada, cost \$10,798.56.

## JONES GREATER SHOWS

WANT

for Boyd County Fair, Ashland, Ky., week August 23; Ritchie County Fair, Pennsboro, W. Va., week August 30; Steubenville, Ohio, Labor Day Celebration, first show inside city in 3 years; then Marshall County Fair, Moundsville, W. Va., with others to follow.

SHOWS—Want Side Show, Fun House, Working World.

CONCESSIONS—Want Arcade, Frozen Custard, Novelties, Bumper, String Game, Snow Cones, Penny Pitch, Clothes Pin Pitch, Cigarette Gallery, Bowling Alley, Root Beer, Basket Ball, Hoop-La.

HELP—Can place Experienced Help on Wheel and Merry-Go-Round.

Address

**JONES GREATER SHOWS**

Louisa, Ky., this week.

## HARRISON GREATER SHOWS

PRESENTING "THE SHOWS OF SHOWS"

WANT

For Smithfield, Va., Firemen's Celebration, with two more Firemen's Celebrations to follow; then Luray, Va., Fair and Labor Day Celebration, with seven more bona fide Fairs to follow in Virginia and South Carolina.

Can place Concessions of all kind—Pop Corn, Candy Apples, Candy Floss, Ball Games, Fish Pond, Penny Pitch, Shooting Gallery, Dart Store and Pitch Till You Win and Diggers. Also a few choice Concessions open. Have complete outfit for Girl Show with two or more girls. Want Foremen and Second Men for Ferris Wheel, Octopus, Chairplane; top salary, long season. Want A-1 Mechanic with own tools to join on wire; top salary. All wires to

**FRANK HARRISON, Owner and Manager**

Smithfield, Va., this week; then as per route.

## FLORIDA amusement company

WANTS

Any Shows not conflicting, Slum Concessions. Place couple Rides for Indiana's best Labor Day week, Linton, Ind. Show playing proven Street Fairs.

**HOWARD INGRAM**

Butler, Ind., this week; Garrett next; Monroeville, then Linton.

P.S.: Want Photo Outfit.

## MAGIC EMPIRE SHOWS

Want for Great Barren County Fair, Glasgow, Ky., Aug. 23 thru 28, and 15 continuous Fairs to follow.

Legitimate Concessions all kinds; Cookhouse, Grab. Side Show with own equipment; Girl Show, must have at least 3 girls, with or without equipment; Athletic Show People, we have outfit; Musicians and Performers for Minstrel, office owned. Ride Help—Semi drivers preferred, top salary. Tommy Hiller, contact Bud Salkeld. Joe Goodwin wants capable Count Agents that can work, P.C. Dealers, Hanky Pank Agents. Fred Stover, contact Joe Goodwin. All others address:

**A. SPHEERIS, Mgr.**

Bardstown, Kentucky, this week; Glasgow, Ky., next week. Wire, no time to write.

## SAMMY LANE SHOWS

SWEETHEART OF THE OZARKS

Can place for Eminence, Mo., Old Settlers' Reunion, Aug. 19-20-21; Gainesville, Mo., Ozark County Fair, Sept. 9-10-11, and balance of season.

Guess Your Age, Weight, Candy Floss, any Stock Concessions that work for 10¢. Shows, Merry-Go-Round, Novelties, Jewelry, small Bingo about Sept. 15th. We play the cotton country. Notice, Committees—We have the following open dates for Southern Missouri and Northern Arkansas: Aug. 23 to 28, week of August 30 to Sept. 4, and Labor Day and balance of September.

## CAVALCADE OF AMUSEMENTS

CAN PLACE

CAPABLE BOSS CANVASMAN. ALSO GENERAL HELP. NEED FEW MORE HANDS FOR FERRIS WHEELS. ALSO WAITERS FOR COOKHOUSE. ADDRESS: SEDALIA, MO., AUG. 17 UNTIL AUG. 29.

## AGENTS WANTED

For Milk Bottles, Fish Pond and Cork Gallery. P. C. Dealers for Over and Under and Pea Pool.

**EARL TAUBER, SUNSET AMUSEMENT CO.**

Monticello, Iowa, Fair, Aug. 17-21; Preston, Minn., Fair, Aug. 24-29.

## STANDARD AMUSEMENT COMPANY

WANTS

Concessions of all kinds for Wartrace, Tenn., Horse Show and Fair. Other Fairs to follow in south. Hanky Panks, \$18.00. Good proposition to Shows. Monkey Show, Unborn, Girl Show or any other money-making Shows. Want Foreman for Ferris Wheel or Chairplane. Fairs in South just starting. Smithville, Tenn., Aug. 18-21; Wartrace to follow.

All wires to STANDARD AMUSEMENT COMPANY, Smithville, Tenn.



## FOR SALE

ORGANIZED CARNIVAL—BUY ALL OR ANY PART OF IT

Merry-Go-Round, Allan Herschell make, 40-ft., 2-abreast, Wurlitzer organ, new International motor. Ride in perfect condition. Price, \$4,000.00. With transportation, 2 tractors and 2 trailers, \$6,000.00.

Eight-Car Octopus, perfect condition. Brand new motor and new tubs. Price, \$4,500.00. With transportation, tractor and trailer, \$5,750.00.

Smith & Smith Chairplane, steel fence and special steel gears. Ticket box well lighted. Price, \$2,000.00. With 20-ft. Auto Car Truck, perfect condition, \$3,000.00. Double Loop-o-Plane, perfect condition. New electric motor. Price, \$1,500.00. With transportation, 20-ft. Auto Car Truck, perfect condition. Price, \$2,250.00.

Gasoline Generator, 50 Kw. A. C., mounted on new Diamond T truck, 3½ tons. Special built body opens on all sides. 2,000 feet of cable. Generator fully equipped. Price complete, \$2,500.00.

Office Truck, G.M.C. Fully equipped. Separate private office. Price, \$1,000.00.

Concession Stock Truck, International, closed steel 16-ft. body. Price, \$1,200.00.

All listed Rides have extra new parts on hand. Have many more accessories which go with show, but too many to list. Selling because of illness. This Show operates every day, doing big business, playing city lots only from April 1 to October 15. This Show is well equipped and in excellent condition; no junk. Can be seen in operation in Philadelphia, Pa. Will stay with buyer until he is fully acquainted with Show and will turn over personal contacts, lots and committees, and will turn over complete season's bookings. If buyer so desires he can take Show out as he pleases. Show operates in Philadelphia with Rides and twenty-five Concessions on different locations weekly. Has been doing this for many years and is of good standing. Right buyer can make a lot of money. Very little operating expenses for this Show.

Contact **MAX GRUBERG**

P. O. BOX 101

PHILADELPHIA 5, PA.

## WORLD OF PLEASURE SHOWS

MICHIGAN'S FINEST MIDWAY

MARSHALL, MICH., AUGUST 23-28  
FAIR AND CENTENNIAL

Shows: Funhouse, Snake, Unborn, Monkey, Wild Life, Animal, Iron Lung, etc.

Rides: Spitfire, Fly-o-Plane or Dark Ride.

Exclusive Penny Arcade.

All fairs until October

**JOHN QUINN, Mgr.**

Midland, Mich. (fair) until Aug. 21.

## SOUTHERN STATES Shows

"AMERICA'S CLEANEST CARNIVAL"

WANT FOR MADISON, FLA.

7 DAYS, 2 SATURDAYS, STARTING SEPT. 11

With a route of the best Still Dates and Fairs in Georgia and Florida.

Stock Concessions of all kind. Good opening for Bingo. Especially want small, clean Cook House. Shows with own outfits and transportation. RIDE HELP—First and Second Men in all departments, must be sober and drive truck. State experience and salary expected. WE POSITIVELY WILL NOT TOLERATE DRUNKS, CHASERS, AGITATORS OR LUCKY PEOPLE. All replies to

**JOHN B. DAVIS**

Long Beach Resort, Panama City, Fla., until Sept. 6th.

"HITTING ON ALL EIGHT"....."FAIRS, FAIRS AND FAIRS"

WE CLOSE HEREFORD, TEXAS, NOVEMBER 13

**LARRY NOLAN SHOWS**

HAVE FOR SALE

16x22 Khaki Bingo Top, 4-way awnings, pie corners, all masking, in excellent condition (no frame), \$75.00 cash. 20x30 Army Tent, poles and wall, perfect condition, \$75.00 cash. Delivery NOW. Will sell at end of season, one 1946 Super Roll-o-Plane, newly overhauled and painted. Come see it. Replacing with different Ride. Motors are single phase and perfect.

WANT TO BUY FOR CASH, NOW:

Large Gentle Monks. Young Male Chimp. Pick-Out Pony. Brown Cub Bear. Write, don't phone: **LARRY NOLAN, Mgr.**

Oberlin, Kan. (Fair), Aug. 24-28; Big Springs, Neb., Aug. 30-31; Pine Bluff, Wyo., Sept. 1-4; Natoma, Kan., Sept. 6; Sylvan Grove, Kan., Sept. 7-11.

## UNION, ME., FAIR, AUG. 23 TO 28

This week, American Legion State Convention, E. Park, Worcester, Mass.

All legitimate Concessions wanted for our Maine route. No grift. Long season finishing Oct. 18. No exclusives. Can place a few good Ride Foremen that can drive. For sale, cheap, like new, 28-Ft. Ball Game. All address to

**HENRY FINNERAL, MERIT SHOWS**

215 LINCOLN STREET

LOWELL, MASS.

## C&W Jars All Ionia Records

(Continued from page 70)

gregation proceeded to recoup its afternoon losses. By 10 p.m., a check of most rides and shows to that point, divulged a gross in excess of the corresponding full day last year—with two big hours remaining during which the show was expected to at least match business for the corresponding day in 1946.

**Raynell Click**

Spearheading business on the midway is Raynell's Girl Show, which in the daytime goes for 60 cents and at night for \$1. The unit is doing a terrific business and indications are that it will register a new all-time high for a girl show at the fair here.

Spotted directly opposite the main entrance of the grandstand, the Raynell front carries potent lure on the outside and solid entertainment inside. It is notable for its truly stunning costuming and for the fact there isn't a strip number in the program.

Incidentally, one of the tunes in the Raynell production, *Moonlight Fantasy*, was written by Mary Sarlow, sister of Rose Sarlow, secretary of the fair here.

Space limitations forced the C. & W. org to break their line-up into three sections. In addition to the main layout, four children's rides are spotted some distance away in a Kiddieland set-up, and this drew a heavy play from the small fry consistently during the first three days. Also remote from the midway is a miniature train, situated in a grove, and this, too, has been getting an unusually strong play. An innovation this year opening day, also Kids' Day, was that most rides and shows went for 9 cents. In spite of the scaled-down prices, the total take hit an all-time high.

**Add Shows**

Two shows were added here. They are the Glass Show, owned by Bill Cain and Joe Sciortino, and the Look Show, owned by Arnold Raybuck. Stepin' Fetchit, former movie star, who had been featured with the Minstrel Show, left here.

A serious accident marred the otherwise auspicious fair kick-off for the C. & W. organization. One employee was critically burned and another sustained serious burns Sunday at 3:30 p.m., when the org's shanty wagon, which carried a small Diesel unit, welding outfit, etc., exploded, and the men were showered with flaming gasoline.

Rushed to a local hospital suffering third degree body burns, De Witt Brown, 34, of Birmingham, was subsequently taken to Blodgett Memorial Hospital at Grand Rapids. He has been given several blood transfusions. His condition is serious.

Watson Graham, 19, Petersburg, Va., who suffered lesser burns, was hospitalized here.

Versions of what caused the explosion vary. It generally is believed to have been caused when gasoline being poured into a motor was touched off by a hand lantern or torch carried by a workman. The fire caused damage estimated at \$2,500. Replacements for the destroyed equipment were obtained here.

**Gary Date Set**

C. & W. moves next to Pontiac, Mich., where it will play the newly-organized fair there. A still date, recently closed by General Agent R. C. McCarter, will put the unit into Gary, Ind., the week of August 23 for its final still before it resumes its fair route at the Indiana State Fair.

At Gary the show will be spotted at Virginia and 10th, which is regarded as an extremely good location. The engagement there will be sponsored by the Democratic Club of Gary.

## WARD PILES IT UP

(Continued from page 70)

crops good and the prices for both high. The folks who thronged out at Great Falls and here showed a strong disposition to spend.

Tuesday (10), Kids' Day here, accounted for an all-time high for that day.

**Benefit for SLA**

Jubilant over the turn of the show's fortunes, personnel on the Ward unit were in a celebrating mood. Thursday night (12), they tossed a jamboree, at which they raised a goodly sum for the cemetery fund of the Showmen's League of America.

Even a heavy rain, which fell at about 10:30 p.m. Thursday failed to chill the enthusiasm of the Ward people. The rain did, however, kill business for the remainder of the night.

## KILGORE SHOWS

WANT

Live Agents that can make money for Ball Games, Stock Outfits. Second Men on Rides. Will book Floss, Candy, Pop Corn, Peanuts, Novelties, Age, Scales and Mug. Drunks and agitators, please stay away. Terrell, Tex., Aug. 16th-21st; Richardson, Tex., Fair, Aug. 24th-28th.

## WANT

OUTSTANDING FREAK

To feature to enlarge show, Talker for biggest Fairs on West Coast, Working Acts. Long season. State all. No collect wires.

**A. J. BUDD**

Ben Hotel

Corvallis, Oregon

## A-1 Annex Attraction

Half and Half that can work straight, or good Freak. Must have good wardrobe. Also any good entertaining Side Show Acts. All Fairs.

**CARL J. LAUTHER**

JOHNNY J. JONES SHOWS

Pt. Wayne, Ind., this week; then Soldier Field, Chicago, Ill.

## —AGENTS WANTED—

SOBER, CAPABLE AGENTS FOR SWINGER, OTHERS.

Have six Fairs, out all Winter in Florida.

**BILL PORTER**

e/o GEORGE CLYDE SMITH SHOWS  
Sykesville, Pa.

## BIG BLANK

When Blanking we want it Big. Ottumwa, Ia., this week; Sao City, Fair, follows; Mineral Point, Wis.; then the Big One.

Want Shows, Stock Concessions, Ride Help, P.O. Dealer, Stock Concession Agents. Yes, we have eight of the best in the South for a man on a bicycle "in the sticks." Contact

**Dyer's Greater Shows**

## WILD LIFE FOR SALE

WITH 10 BIG FAIRS BOOKED

Complete with 20x60 tent and transportation. Still have 10 Fairs booked and can be seen in operation on Prell's Broadway Shows at Carlisle, Pa., Fair, this week; Uniontown, Pa., next week. No calls, no letters or wires answered. If you want a real buy, bring the money with you and you can be in the Wild Life business immediately. Will sell for any reasonable offer.

**BILL DUBOIS**

c/o Wild Life, Prell's Broadway Shows

## SECOND-HAND SHOW PROPERTY FOR SALE

\$12.50 Twin Coconut used as marriage charm by witch doctors Santo Domingo. Great fortune teller. \$30.00 Hallowell Vibrator. Fine for electric chair. \$10.00 each. Five side show banners. Good condition. Flags on Steamers. All sizes. Fine colors. Cheap.

**WEIL'S CURIOSITY SHOP**

20 So. 2nd St. Philadelphia 6, Pa.

## FOR SALE

20x22 Cookhouse, Dodge truck (van body), equipped with bottle gas, \$1,200.00 cash. Pay for it two weeks. Can be booked for all Maine Fairs. corn and Candy Apple Stand, 8x8, Cretors Model Popper, \$500.00 cash. **BOB BELLEVUE**, 10 Grand St., Old Orchard Beach, Maine.

**NOTICE**

**Bill (Watson) Cochran**

or anyone knowing his whereabouts, contact me at once.

**BOBBIE JOHNSON**

e/o T. J. Tidwell Shows, Perryton, Tex.  
or Ph. 6475, Wichita Falls, Tex.



## CLOSE OUT WIRE OFFER

Four Brand New Super Star Theatre Model Popcorn Machines. Three Jumbo Giant (50 lb. hourly capacity). One Silver Star Floor Model. One Super Star Counter Model. Four Korn Kings. Floor Models. \$50.00 hour capacity. Immediate action. Wire collect. All equipment brand new, never uncrated.

**BEVERATOR CO.**

507 WHEELING AVE., CAMBRIDGE, O.

## RIDE HELP

FERRIS WHEEL FOREMAN  
CHAIRPLANE FOREMAN  
SECOND MEN, ALL RIDES  
MUST DRIVE SEMIS  
USE WIVES, SELL TICKETS

**Address: F. W. PEPPERS**

PEPPERS ALL STATES SHOWS  
GALLATIN, TENN., this week.

## GEORGIA AMUSEMENT CO.

Will book Grab and Bingo, \$20.00 each. Can use a few Hanky Panks, \$15.00 each. Shows—Will book. What have you? Rides—We carry three, but will book non-conflicting with what we have. We carry no racket, no gate, no gypsies. All replies:

**HONEST HOMER SCOTT**

Willacoochee, Ga., Aug. 16-21

## RUMBLE'S NEW RIDES

Open for Celebrations on Streets after August 29

**P. M. RUMBLE**

Petersburg, Ind.

# SHANK BROS. SHOWS

WORLD'S CLEANEST MIDWAY

ALL WHITE FAIRS UNTIL NOV. 20—NO STILL DATES

Maryville, Tenn., this week; London, Ky.; Taxewell, Va.; Pennington Gap, Va.; Sevierville, Tenn.; Cartersville, Ga.; Elberton, Ga.; Canton, Ga.; McRae, Ga.; Sandersville, Ga.; Eastman, Ga., and two new Georgia fairs to follow.

Want shows with own outfits except Drome, Minstrel, Fun, Girl and Trained Monkeys.

Place few Stock Concessions. No buy backs, no percentages, no racket and no gypsies. George Kelly wants Agents.

Minstrel People in all lines. Feature Dancer for Revue.

**R. E. "BOB" STEWART, Mgr.**

# PENN PREMIER SHOWS

ALL FAIRS—14

ALL FAIRS—14

**AUG. 23-28 — GREAT HUNTINGTON FAIR, HUNTINGTON, PA. — AUG. 23-28**  
CONCESSIONS—Can place Ball Games, Fish Ponds, Novelties, Jewelry, Short Range Gallery, Waffles, Grab, Juice and any other legitimate Concessions. Can place some Percentage for Fairs if you have Hanky Panks.  
SHOWS—Can place any Shows not conflicting.  
RIDES—Need none as we have 17 office owned. Can place Second Men for all Rides that drive Semis. Don't write, come on.  
AGENTS—Can place Agents for Count Store and man for head of Pin Store, office owned.  
TALKERS—Can place first-class Talkers for Side Show and Drome.  
WANT—Acts for Side Show as follows: Mental, Fire, Pin Cushion, Tattoo Artist, or other good Acts. Shaw, come on. Address all wires to:  
**LLOYD D. SERFASS, Penn Premier Shows**  
Johnsonburg, Pa., this week; followed by Huntington Fair; then Mansfield Fair.

## American Carnivals Association, Inc.

By Max Cohen

ROCHESTER, N. Y., Aug. 14.—Our recent visitation program has been confined largely to nightly visits to the James E. Strates Shows, playing the Airport lot here under auspices of a veterans organization. On Thursday, July 29, a meeting of the show's employees was held, at which the objects and activities of the association were discussed. Jack Hoffman, of Hoffman Sales and Distributing Company, was a visitor at the meeting, which also featured entertainment by members of the org. Carl Middleton, general agent of Gaiety Shows, was a visitor at the association offices. Sunshine Shows again are using the association emblem in their advertising copy.

Mrs. Ernest Dellabates, of the James E. Strates Shows, who was hospitalized during the org's stand here, stayed over a few days as a guest of the writer and his family.

The State department has lifted import restrictions on several items which are of use to carnivals, such as various types of tractors, truck chassis, steel and electrical apparatus.

Recent visits have been made to Holman's Rides at Brockport, N. Y.; Firemen's Carnival at Fairport, N. Y., and Penn Premier Shows at Genesee County Fair, Batavia, N. Y., where a total of 81 personnel memberships were issued.

Current standings in the personnel membership race: James E. Strates, 250; O. C. Buck, 100; Penn Premier, 81; B & C Exposition, 73, and Lee United, 52.

## IMPERIAL EXPOSITION

WANTS

for the following fairs:

- Cedar Rapids, Iowa—August 15 to 21
- Albert Lea, Minnesota—August 23 to 27
- Fargo, North Dakota—August 30 to September 2
- Huron, South Dakota—September 6 to 11
- Corinth, Mississippi, September 14 to 18
- Huntsville, Alabama, September 20 to 25
- Kosciusko, Mississippi—September 27 to October 2
- Meridian, Mississippi—October 4 to 9
- Columbus, Georgia—October 11 to 16

SHOWS: Will book Glass House, Dark Ride, Monkey Show or any worth while Show not conflicting. Will furnish wagons for same if desired.

RIDES: Will book Hi-Ball, Looper, Pony Track.

CONCESSIONS: Will book a few Legitimate Concessions. Will sell exclusive on Novelties, fence-to-fence, Huron, South Dakota, State Fair.

Address:

**J. C. McCAFFERY**

155 NORTH CLARK STREET, CHICAGO, ILL. (Telephone: Central 5248), or

**M. E. ARTHUR**

c/o IMPERIAL EXPOSITION, as per route.

## WE ARE GOING OUT OF THE MUSIC BUSINESS

WE HAVE ON HAND

1 OR 15 LATE MODEL PHONOGRAPHS

IN ORIGINAL CRATES

All Different Makes — Write for Price

### CONSOLES

BALLY STANDARD DRAW BELLS

BALLY DE LUXE DRAW BELLS

BALLY DOUBLE UPS

MILLS 3 BELLS, JUST LIKE NEW

NEW PIN GAMES

WRITE FOR  
PRICE

WRITE FOR A SPECIAL PRICE ON USED PIN GAMES

WE WILL ACCEPT LATE CONSOLES IN TRADE FOR PHONOGRAPHS

**FRANK SWARTZ SALES CO.**

515-A Fourth Ave., South

Nashville 10, Tenn.

# Harry Lottridge Shows

Still Dates—GEORGIA—Fairs

"Playing Only the Very Best"

SIDE SHOW—MILO ANTHONY, please wire. Good proposition. Animal Show or any other worth-while Show with good equipment. No Girl Shows.

CONCESSIONS—If you have 4 or more Hanky Panks, excepting Fish Ponds, will also let you operate 2 Percentage Tables.

RIDE HELP—Have all the Foremen I need. Can use good Second Men on all Rides that can drive and have licenses. No jaggies wanted. I have the very best of equipment and will not permit rough handling of my Rides.

WIRE—DON'T WRITE

**HARRY LOTTRIDGE, Manager**

Rockmart, Ga., Saturday thru Saturday, Aug. 21 thru 28.

Wanted

**NESSLER'S SHOWS**

Wanted

FOR THESE OUTSTANDING CELEBRATIONS: Big Eagle Picnic and Fish Fry at Belleville, Ill., Aug. 23 to 29—7 big days; then the biggest Labor Day Celebration in Central Illinois, Pana, Sept. 1 to 6. I hold exclusive contracts at these Celebrations, contact me now. Space limited. Concessions of all kinds that work for stock. Want Floss, Custard and Scales. Rides that don't conflict. Good opening for Tilt and Octopus. Shows—Girl Show, Mechanical, Monkey or Fun House. This Show heads for the Cotton Country Sept. 11. Those that want to join, get on the band wagon now. I am booked until Nov. 1. Want Second Man on Wheel. For Sale—Penny Arcade or will trade on a Ride. All wires:

**B. V. NESSLER**

WHITE HALL, ILL., AUG. 16-21

## Want—LEE BECHT SHOWS—Want

Concessions—Box Ball, Hi Striker, Guess Your Weight, Dart, Huck, Cane Rack, Hoop-La, Balloon Dart or any legitimate Stock Store that works for 15¢ or 25¢. Positively no gypsies. Adams County Fair, West Union, Ohio, August 24-27; Grant County Fair, Williamstown, Ky., September 2-6, and five good ones to follow. All replies to

**LEE BECHT SHOWS**

WINCHESTER, OHIO, AUGUST 16-21





**For Gibson County Fair, Princeton, Ind.  
7—Days and Nights—7  
Starting Sunday, Aug. 29 thru Sept. 4**

**CONCESSIONS**—Grab, Snow, Floss, Popcorn, Ice Cream, Shakeups, Novelties, Photos, Palmistry, Gall Games, Fish Ponds, Darts, Lead and Cork Galleries, High Striker, Penny Pitch, Hoopla or any Hanky Pank Concession.

**CONCESSION AGENTS** for Pan Game and other Percentage Games. Can also place useful Help for other office operated Concessions.

**SHOWMEN**—Useful People for Side Show. Manager for Girl Revue, must have Six Girls, Wardrobe and P. A. Sets. Winter's work in Florida. All replies to

**E. L. YOUNG, Mgr. Royal Crown Shows**  
Washington, Ind., this week.

# PIONEER SHOWS

high class midway attractions

**WANT WANT WANT**  
**BRADFORD COUNTY, SAYRE-TROY, PENNSYLVANIA**  
Day and Night—30,000 Last Year

**WANT CONCESSIONS**—All kinds Legitimate Games, \$3.00 per front foot. Jewelry, French Fries, Apples, Popcorn, Waffles, Floss, Cookhouse, Eating and Drinking open. Penny Arcade, Photos.

**SHOWS ALL OPEN**

Fulton County Fair, McConnellsburg, Pa., week of August 30 to September 4; one of the best. Answer

**MICKEY PERCELL**  
Wellsboro, Pa., this week

## HERMAN S. LIST WANTS CONCESSION AGENTS

For Ball Games, Hoop-La, Heart-Shape P-T-U-W, Shoot-Til-You-Win and Pin Store. Doc Lewis, get in touch with me, or come on.

Blakey wants Cook-House Help.

Don't write or wire, come on to Louisa, Ky., this week.

## HERMAN S. LIST

Jones Greater Shows

Louisa, Ky.

## NEW CHEVROLET TRUCKS AT REGULAR ADVERTISED PRICES —NO PREMIUMS—

Factory Warranty—G.M.A.C. Terms. A Direct Dealer Deal.

**McNALLY-PARKER**

"MACK"

"BOB"

5975 N. E. 2d Ave., Miami, Fla.  
Phone: 78-1888

Box 111, Delavan, Wis.  
Phone: 801J

PICK UP  
IN MIAMI OR  
WILL DELIVER

## OHIO VALLEY SHOWS

Want for Knox, Indiana, Annual Fall Festival and Street Fair around Court House—Free Acts, Contests, Drawings. One of Indiana's biggest Street Fairs.

**CONCESSIONS**—Cook House, Ice Cream, Digacts, Age, Scales, Cork Gallery, Pitch-Til-U-Win, Clothes Pin, Ball Games, Duck Pond, Short Range Gallery, Darts, Apples, Snow Cone, String Game, Coke. **SHOWS**—Freak, Animal, Glass, Crime, Monkey, Mechanical, Want Girl Show with or without top. Want Pony Ride, Kiddy Ride, one Major Ride.

**ROXIE HARRIS**

BENTON COUNTY FAIR BOSWELL, IND.

Now booking for CROMWELL, INDIANA, LABOR DAY CELEBRATION, Sept. 6. Can use Bingo, Cook House, Stock Concessions.

## BALLYHOO BROS.' CIRCULATING EXPO

A Century of Profit Show

By Starr De Belle

Buffalo Grass, Neb.  
August 14, 1948

Dear Editor:

We started our circuit of hog, hay and hominy festivals at the alleged 40-Mile County Fair here. Business started off to a fare-thee-well, but the shows' third appearance locally made going to the well twice too often. That proves you can sprinkle a lot, but you can't water gauge customers who were Waterloosed too often. The first year's gross eliminated the "thee" leaving only the "fare well." Last year we dropped the word "fare" because the date had put us on a diet. This year we used the full slogan as a slogan and not a fact.

According to a fair manager, "fairs are exchanges of wisdoms gained thru labor." Another said, "It is where one exhibits the fruits of his toil." They can keep their wisdoms, we'll continue with our "hep," always considered better midway collateral. Poets write about the frost on pumpkins, but never about the pumpkins being frosted. Webster defined the word "fair" as, "A meeting of buyers and sellers at a stated time and place." He must have attended the Chicago meeting when he decided the point.

Monday was billed as opening day with only the exhibitors permitted on the grounds. That kept away all spenders except those who were upping the nut without benefit of the kernel. However, we swapped wisdoms among ourselves by touting a church booth that served a wing and a prayer for four-bits. Concessionaires were charged by the front foot at cubic foot prices, which put them deep in the red sand to reach rock-bottom. It backs up the assertion, "A covey of belly sticks or three tribes of calico mitt readers are equal to one litter of fair privilege collectors," who have nationalized *Whoa Red* as a midway theme song, moved general agents out of lobby chairs and buried the third coupon.

Tuesday was Children's Day on

the midway and a three-year-old trot on the track. Both were timed to put the punks on the rides and the concession agents in the paddock. We lost on both counts, thus forcing the agents and ride owners to try feeding hay to their clothes-horses.

It rained all day Wednesday causing us to be drained out by Thursday to the great dissatisfaction of our electrician when on the prowl for his take, commonly termed a tip. Whether a tip or a take it involves 120kw, it all boils down to "You can out-count a rolldown, but can't count on the weather."

On Friday, closing day, we entertained 1,500 inmates of an institute for the feeble-minded. They came at noon and left at 5 p.m. When the final count was given before leaving the lot their group had jumped to 2,000. A recount eliminated 150 thru poor answers to questions. That cut the number down to 1,850, which gave the institute 350 the best of it. Finally the group was taken to the home for final screening. That kept the midway dark until 9 p.m. until we could get them back. Our screening checked us five the best of it, which enlarged the population of our sticks. They can exchange their wisdoms—we'll continue to be hep.

## WANT RIDE HELP

For Scooter and Heydey. Top wages to sober, capable men. WIRE OR COME ON.

**J. N. BARBER**

c/o Imperial Exposition  
Cedar Rapids, Iowa

## IMPERIAL EXPOSITION WANTS

FERRIS WHEEL FOREMAN to handle three Wheels. Top salary to capable man. Must be sober.

**Apply M. E. ARTHUR**

Cedar Rapids, Iowa, this week

## WANTS

### ORANGE STATE SHOWS and TED LEWIS SHOWS COMBINED

Martins Creek, Pa.—St. Rocco's Italian Celebration, Week of August 23rd  
Bath, Pa.—Chamber of Commerce Celebration, Week of August 30th

Allentown, Pa.—Labor Day Celebration, week of September 6th in Heart of City  
and then South with Florida All Winter

**RIDES**—Can use Tilt-a-Whirl, Octopus, Pony Ride, with their own transportation.

**SHOWS**—Will have preference with the winter tour. Can use Side Show, Girl Show; Jack Ross, wire me. Snake Show, Fun House, Monkey Show.

**CONCESSIONS**—Good opening for Cook House, Scales, Guess Your Age, Hanky Panks, Bingo, Shooting Gallery, Mitt Camps, Custard, Diggers, Pop Corn, Candy Apples, or what have you?

One more High Free Act, must join at once; prefer High Diver. Clown to work schools at matinees. Wire, write or call

**LEO M. BESTANY — or — TED LEWIS**

Sheraton Hotel, Newark, N. J.

12-37 Rosewood St., Fair Lawn, N. J. Fa-6-2794-W.

# W.G. WADE

Shows

## SANILAC COUNTY 4-H FREE FAIR

Sandusky, Mich., Aug. 24-28

**WANTED AT ONCE**—ELI WHEEL FOREMAN and SEARCHLIGHT OPERATOR. ALL LEGITIMATE MERCHANDISE PRIVILEGES and Outright Sales Concessions open. Limited space available. Contact NOW.

**W. G. WADE SHOWS**

Mason, Mich. (Fair), this week;

Huron County Fair, Bad Axe, Mich. (Aug. 30-Sept. 4), follows Sandusky.



**WANTED**  
 Small Carnival or Independent Rides, Bingo and Concessions for  
**COLCHESTER LABOR DAY PICNIC**  
 SEPT. 6, COLCHESTER, ILL.  
 Had 7,000 last year.  
 Contact:  
**C. R. CRABB**  
 MACOMB, ILL.

**WANT TO KNOW**  
 WHEREABOUTS OF  
**ROBERT L. OVERSTREET**  
 Formerly Secretary,  
 Greater United Shows  
 WIRE ANSWER COLLECT  
**J. GEORGE LOOS**  
 Vernon, Texas

**CAN USE FOLLOWING CONCESSIONS FOR FALL FESTIVAL**  
 MARKLE, IND., SEPT. 8-11  
 Frozen Custard, Penny Pitch, Jewelry, Hand Writer, Cracker Jack, Peanuts, Add 'Em Up Darts, Short Range, String Game, Duck Pond, Cane Rack, High Striker.  
**W. O. RANDOL, Chairman**  
 MARKLE, IND.

**WANTED TO RENT**  
 By Beacon Lions' Club  
**MERRY-GO-ROUND AND FERRIS WHEEL**  
 For Bazaar, Sept. 23, 24, 25.  
 Contact  
**DR. S. DAVIS**  
 210 Main St. BEACON, N. Y.  
 Tel.: 1881

**First Class CARNIVAL WANTED**  
 SOMETIME IN SEPTEMBER  
 Under sponsorship of the American Legion.  
 Address:  
**John E. Wilson**  
 Committee, Box 14, Coalton, Ohio

**American Midway Shows WANT**  
 GIRL SHOW OPERATOR WITH TALENT AND OWN P.A. We have complete frame-up. (Red and Monkey, wire, Mack Williams not with show.) Address:  
 Mt. Airy (Fair), Iowa, this week; Adair County Fair, Greenfield, Iowa, next week.

**WANTED**  
**FIRST CLASS LARGE CARNIVAL**  
 For week beginning Sept. 20. Also first week of June, 1949. Excellent Midway town.  
 Write V. F. W. POST #5480  
 P. O. Box 176, Madisonville, Ky.

**RIDES WANTED OR SMALL CARNIVAL**  
 For Big Annual Celebration, Auspices American Legion, Sept. 3-4-5-6, at Mt. Pulaski, Ill. Contact  
**HERSCHEL HAYDEN**  
 MT. PULASKI, ILL.

**WANTED**  
 Merry-Go-Round and 2 or 3 Kiddie Rides for the Labor Day Celebration to be held on Sept. 6, 1948, at Oakland Park, in the city of Pontiac. This celebration is sponsored by both C. I. O. and A. F. of L. organizations. Address all communications to  
**CHAS. L. OSWALD, 726 Glenwood, Pontiac, Mich.**

**NOW IT'S HERE**  
 Big Danville, Ind., Street Celebration, Aug. 25-28: Guaranteed a big one, with Brazil, Ind., Labor Day Celebration following equally as good. Now playing Elnora, Ind., Fair, Aug. 18-21. This Show carries six Rides.  
 Concessions Wanted—Novelties, Custard, Penny Pitch, Cat Rack, Clothes Pin Pitch, Hoop-La, Pop Corn, Fish Pond, Watch-La, Balloon Dart, Add-Em Dart, Hit & Miss, Slum Spindle, Cork Gallery, Candy Apples, Jewelry, Carmel Corn. Shows—10-in-1, Snake or Monkey. Excellent proposition Ride Help—Merry-Go-Round Foreman: must drive. Have 20-ft. Kiddie Merry-Go-Round for sale  
 All Replies  
**MGR. JOHN PORTEMONT**  
 ELNORA IND.

**Crowds Flock To Springfield**

(Continued from page 49)

joined the Girl Show on the Hennies Bros.' Shows here. Last year Hennies featured Sally Rand, and Breen and Margot were added to hypo the Hennies' fair route.

Girl Show is scaled at 74 cents including tax, as against an even dollar for the Rand unit last year. Tonight the Breen-Margot headed unit did a brisk business, but in view of the reduced admission, it is unlikely that the gross would approach the Rand's take here last year.

The Hennies' show, incidentally, got in a fairly good gross Friday (13), kiddies' and opening day, despite a heavy rain late in the afternoon which killed night business. Also while here, before the fair opened, the Hennies' org piled up a satisfactory take at the annual Knights of Columbus picnic while making ready for the fair opening.

Despite the few people drawn today by Senator Taylor, the scheduled appearance of two other vice-presidential candidates is expected to hike attendance next week. Sen. Alben Barkley, Democrat, is due in Wednesday (18), and Gov. Earl Warren, Republican, is scheduled for Thursday to head up the programs put on by their respective parties.

In recent years the Democrats have given their day a lick and a promise, doubtlessly on the premise that the fair is operated under the GOP regime. This year, however, they are going all-out, according to reports, so Wednesday, as a result, is figured to be extremely big. And, the Republicans, too, are putting on the pressure, so their day should likewise be bigger than usual.

Many improvements have been made on the fair plant since last year. These include better roadways, new streets and expanded sewerage facilities. New brick cattle barns have also been built.

**Hyattsville, Md., Rodeo Draws Big Night Crowds**

HYATTSVILLE, Md., Aug. 14.—The Johnny Wise Rodeo, sponsored by the Hyattsville Fire Department (5-8), drew big night crowds and fair matinees. Featured were Everett Daniels and his high-school horse, Great Speckled Bird, and White Eagle, trained Brahma bull. Daniels, following his appearance here, moved to Detroit for a nine-day rodeo.

Program was prepared by Jimmie Zimmerman, of Washington. The Dixie Amusement Company furnished the midway attractions and concessions.

**Labor Event for Cloquet**

CLOQUET, Minn., Aug. 14. — Famous former Cloquet residents and their children, many of whom are in show business, are being invited by Matt Pelkonen, of the Central Labor Union here, to attend the union's Labor Day banquet honoring pioneer residents. The three-day program will open with a parade featuring the prize-winning local American Legion drum and bugle corps and will also offer fireworks, sports events and musical programs.



**KUTZTOWN FAIR, August 23-28**  
**CAN PLACE**  
 Independent Shows, another No. Five Wheel, Legitimate Concessions, experienced Show People all departments. Replies  
**MORRIS HANNUM**  
 Tamaqua, Pa., now; then Kutztown, Pa., Fair, August 23-28



**Want for Long List of Georgia and Florida Fairs**  
 OUT ALL WINTER IN FLORIDA  
 Cook House that caters to show people. Bingo, Custard, Novelties, Pop Corn, Grab. A good proposition for Penny Arcade. Any 10¢ Concessions, come on. SHOWS—10-in-1, Jig Show or any not conflicting with own transportation. RIDES—Rollerplane, Tilt or any Flat Ride. Ride Help for Ferris Wheel, Merry-Go-Round, Chairplane that can drive semis. No drunks.  
**PINE STATE SHOWS**  
 J. CARUSO, Mgr.; STANLEY ROBERTS, Gen. Agt., Calhoun, Ga., this week.

**CAN PLACE** **CAN PLACE**  
**JOHNNY J. DENTON UNIT #2**  
 BOWLING GREEN, KY., this week; followed by Rising Sun, Ind., Fair. 8 more Fairs in Kentucky and Virginia—then Alabama.  
 All Concessions open. Will sell Ex on Long Range Gallery and Diggers.  
 All wires to  
**BOB ROBERTSON or J. A. SPARKS**

**SALINEVILLE, OHIO, THIRD ANNUAL HOMECOMING AND MERCHANTS' CELEBRATION**  
**AUGUST 23-28 — SIX DAYS AND NIGHTS**  
 Aerial Free Acts, Fireworks, Parade, Contests and Prizes.  
 Want Concessions of all kinds, Bingo, Lunch, Snow, Floss, Pop Corn, Juice, Apples, Novelties, Ball Games, Percentage, Lead Gallery, Diggers, Age and Weight, Hi Strikers and any Grind Store not conflicting. RIDES—Will book No. 5 Wheel for Twin for this spot. SHOWS—Any Show of merit. Contact  
**TIM NOLAN**  
 MOXHALA PARK, ZANESVILLE, OHIO. PHONE 7957.

**MODEL SHOWS, INC. WANTS**  
**RIDE HELP AND OCTOPUS FOREMAN**  
 Must Drive Semis  
**FIRST AND SECOND MEN ON MERRY-GO-ROUND**  
 Top Salaries  
 SHOWS—Mechanical, Snake, Illusion, etc. CONCESSIONS—Any Concession that works for stock. Address:  
**JOHN L. ROBINSON**  
 Independence, Iowa, Fair, this week; West Union, Iowa, Fair, next week.

**BILL KEMP**  
**WANTS DROME RIDERS**  
 Top salaries to capable Men and Lady Riders with flashy wardrobe. No drinking tolerated. Long season with ROYAL AMERICAN SHOWS. Florida this winter. No collect wires.  
 Answer to Superior, Wis., Aug. 16-22; Minneapolis, Minn., Aug. 23 to Sept. 6.

**CAVALCADE OF AMUSEMENTS**  
**CAN PLACE CAPABLE TALKER FOR HIGH CLASS GIRL REVUE**  
 If you are capable handling this type show, have real proposition for capable Talker. Address:  
 Sedalia, Mo., Aug. 17 until Aug. 29.

**BARNEY TASSELL UNIT SHOWS**  
 Want Shows of merit and Concessions of all kinds.  
 Week of Aug. 23, Bladensburg, Md.; week of Aug. 30, Bowling Green, Va. Right in Town. Can place Bingo Caller and to take charge of same. Also Help in all departments.  
**BARNEY TASSELL UNIT SHOWS**  
 Wire, Write: This Week, Riverdale, Maryland.



**BIGGEST DATE ON THE EASTERN SHORE  
STATE FIREMEN'S CONVENTION**

LAUREL, DELAWARE

SEPT. 13-18

Will book Independent Rides or a set of Rides. All Eating Stands open. CONCESSIONS—Want Ball Games, Fish Pond, Pitch-Till-You-Win or any legitimate Concessions that work for stock. Want Shows with own transportation.

**GOLDEN RULE SHOWS, UNIT #2**

LEO RILEY, MGR.

Rockwood, Pa., this week; Everett, Pa., next week.

**MIGHTY  
PAGE  
SHOWS**

WANT

WANT

For East Tennessee Colored Fair, Nashville, week Aug. 23-28. 8 more Fairs to follow, including Spruce Pine, N. C.

Want Stock Concessions of all kinds. Also Diggers, Arcade, Eating and Drinking Stands. Want Fun or Glass House, Motordrome, Animal Show. Any New or Novel Shows. Also Mechanical Show. Want Side Show People in all departments. Want Ride Help on all Rides, must be sober. Want Age, Scales and Stock Store Agents, also Count Store and Skillo Agents. High Pockets Lindsay wants Pin Store Agents. (L. J. Latimer and Fingers Randolph, come on.) All replies:

**BILL PAGE, Mgr.**

La Follette, Tenn., this week; then per route.

**HOWARD BROS.' RIDES**

Fair, Chillicothe, O., August 16 to 20; Athens Fair, August 22 to 27. Howard Bros.' Attractions, Fair, Owensville, August 17 to 21; Tarlton Homecoming, August 23 to 28. Howard Bros.' Shows, Fair, Hilliards, O., August 17 to 21; Fair, Marion, O., August 23 to 27.

**WALLACE & MURRAY SHOWS**

WANT FOR ABINGDON, VA. (DOWNTOWN), AUGUST 23-28, followed by JOHNSON COUNTY BEAN FESTIVAL AND FAIR, MOUNTAIN CITY, TENN., AUGUST 30-SEPT. 6. WILL BOOK FOR THESE AND OTHER CHOICE FAIRS UNTIL NOVEMBER: OCTOPUS AND ROLL-O-PLANE, WITH OR WITHOUT TRANSPORTATION. WANT SHOWS WITH OWN TRANSPORTATION, SUCH AS WILD LIFE, MOTORDROME, MONKEY SHOW and ANY SHOWS NOT CONFLICTING WITH WHAT WE HAVE. WANT STOCK CONCESSIONS OF ALL KINDS.

Will place for balance of season party with 5 or 6 Concessions who will follow orders. Wire Reid McDonald. Good opening for set of Diggers for balance of season. (Bob Parker, get in touch with me.) CAN PLACE RELIABLE, SOBER RIDE HELP—SEMI DRIVERS PREFERRED. Ride Men address: Harry Faith, Ride Supt. Art Gray, get in touch with me.

**AL WALLACE, Gen. Mgr.**

Logan, W. Va., this week; then per route above.

**fiddlers United Shows**

WANT

WANT

Foremen for Tilt-a-Whirl and Fly-o-Plane at once. Must be semi drivers and remain sober. Long season—top wages. Drunks and agitators cause of this ad.

ADDRESS: Sheboygan, Wis., this week; Sturgeon Bay (Fair), Wis., next week.

**WANT LEGAL ADJUSTER TO JOIN AT ONCE**

Want for Hohenwald, Tenn., Fair, August 23-28, and balance of season. RIDES—Will book one or two Major Rides or Kiddy Rides; low percentage. SHOWS—Will book any Show with own transportation and equipment—20% to office. CONCESSIONS—Want Merchandise Concessions of all kinds. Especially want Noretties, Custard, Jewelry, Short or Long Range Gallery.

**BEE'S OLD RELIABLE SHOWS, INC.**

Nicholasville, Ky., Fair, this week. Hohenwald, Tenn., Fair, following week.

**NOW BOOKING**

FALL, WINTER, SPRING DATES

Have Arena Type Pavilion, seats 5000. Suitable for Rodeos, Circus, Thrill Shows, Portable Ice Shows, Roller Derby, Bicycle Races, Basketball and other attractions. Either flat rental or percentage. 300,000 people to draw from. Contact

**JOHN C. MULLINS**

P. O. BOX 1297

Phone 5-0101

TULSA, OKLAHOMA

**LONE STAR SHOWS**

Want Ride Help—Foremen for Merry-Go-Round, 32-ft. two-abreast; Octopus, Tilt, Rolloplane, and Second Men on all Rides; top wages. Concessions, come on. Can use Side Shows at low percentage. Address:

**J. R. McSPADDEN, Mgr. Lone Star Shows**

Kouts, Ind., Street Fair, Aug. 16-21; Angola, Ind., Street Fair, Aug. 23-29.

**GIVE TO THE DAMON RUNYON CANCER FUND**



**Labor Day Celebrations**

**ILLINOIS**

Colchester—Business Men's Assn. Fairfield—Veterans of Foreign Wars, W. H. McKay Jr.

Galesburg—Trades Assembly. Frank R. Reed. Lawrenceville—Sept. 4-6. E. G. Singer. Pana—Sept. 3-6. Mervin O. Denton, Pana Merchants.

Quincy—Sept. 5-6. E. H. Snyder.

**INDIANA**

Cromwell—American Legion. Highland—Union Council CIO, Russell B. Graves, Hammond, Ind. Freetown—Sept. 4-6. Order of Odd Fellows, Harold Undrach.

**IOWA**

Toronto—Sept. 5-6. Volunteer Firemen, Henry Holdorf.

**KANSAS**

Florence—Sept. 5-6. Chamber of Commerce, K. H. Gaston.

**KENTUCKY**

Paducah—Central Labor Union, J. E. Lovvo.

**MICHIGAN**

Parwell—Merchants Assn., Louis Gee. Mantou—Harvest Festival, G. M. Bassett. Newaygo—Sept. 5-6. Chamber of Commerce.

**MINNESOTA**

Long Prairie—Sept. 5-6. American Legion, Dr. C. B. Anderson. Tracy—Box Car Day, Blaine Whipple.

**NEBRASKA**

Humphrey—Farmers' Day, Sept. 5. Martin J. Werner. Schuyler—Sept. 4-6. Am. Legion, Wm. J. Labb.

**NEW YORK**

Akron—Sept. 4 and 6. Lions Club, Robt. J. Richards.

**OHIO**

Coshocton—Central Trades & Labor Council, Fred Tish. Peebles—At Serpent Mound State Park.

**SOUTH DAKOTA**

Buffalo—Sept. 5-6. Commercial Club, Joe Carriere. Parkston—Sept. 6-7. Commercial Club, L. M. Schlingen. Wagner—Chamber of Commerce, Ann Reinhardt. White Lake—Commercial Club, A. W. Anton. Winner—Sept. 5-6. Chamber of Commerce, T. C. Rutherford.

**UTAH**

Wellsville—Founders Day, Sept. 5-6. Melvin H. Archibald.

**WISCONSIN**

Beaver Dam—Central Labor Union, Mrs. Alice Tetzlaff. Cornell—Sept. 4-6. Chas. E. Stickler. Gratiot—Sept. 4-6. F. E. Burmeister. Madison—Federation of Labor, Marion White, L. A. Gordon. Redgranite—Sept. 6-7. AMVETS. Sparta—Sept. 5-6. Jr. Chamber of Commerce, A. E. Weiner. Wisconsin Rapids—Sept. 5-6. Central Labor Union, Irving Hofschild, Port Edwards.

**Prince Albert Expo Outdraws '47 Event**

PRINCE ALBERT, Sask., Aug. 14. —Just about washed out on its third and last day, Saturday (7), the Prince Albert exhibition refused to be bogged down and came thru with a Saturday attendance 10 per cent over last year, which made every day better than in '47.

Gate attendance was roughly 38,000 for the three days, and grandstand total was about 25,000. Tab at the gate was 50 cents for adults, 10 cents for kids and 25 cents for cars.

First day's gate was up nearly 20 per cent. The Friday (6) gate was the best of the stand. Ideal weather lured crowds to the grounds on the first two days.

**Wallace Bros. Up**

Wallace Bros.' Shows of Canada on the midway, was up about 10 per cent on the three days. The Gus Sun Agency provided the grandstand attractions and played to good-sized crowds, as did the afternoon feature, Lucky Lott's Hell Drivers.

A cloudburst at 2 p.m. Saturday, the final day, swamped the grounds, forced cancellation of Lott's show, the afternoon grandstand performance and the horse races and halted activity on the midway. Undaunted by ankle deep mud and water, crowds swarmed from the grandstand and exhibit buildings later in the afternoon and stayed until teardown, spending freely on the midway.

The mud was too much for Lott who packed his thrill show without a performance Saturday and left for Valleyfield, Quebec. Irving Grossman, producer of the grandstand show, came thru with two performances in the evening, the first to a full house, the second to a near-capacity audience. Of the afternoon grandstand crowd, nearly 1,500 were given rainchecks but few used them in the evening.

Show had an excellent turnout of industrial machinery and livestock exhibits. A feature was the nightly light horse show. Giveaway was a car, sponsored by the local Elks club.

**DUKE DEL RIO WANTS**

The following people contact at once: Jimmie Hilliard, Bobby Bobbett, Jack Beard. Need Working Acts of all kinds, Sword Swallower, Mentalist, Torture Worker and others. Can use A-1 Talker, Ticket Sellers, Grinders, Man for Snake Show.

**AMERICAN MIDWAY SHOWS**

Mt. Air, Iowa, Aug. 19-21; Greenfield, Iowa, Aug. 23-26; Columbus, Kan., Aug. 30 to Sept. 4.

**WANT FOR**

**Independent Midway—The Great Allen County Fair**

WEEK AUGUST 30 TO SEPTEMBER 4

Monkey, Dog and Pony, Funhouse, Wild Life or Animal Show. Concessions—Such as French Fries, Ice Cream Bars, Custard, Waffles, Root Beer, Guess Your Age and Weight and all Stock Concessions and Eating Stands and Demonstrators. Wire

**ROBERT McCARTER**  
SCOTTSVILLE, KY.

LOOK!

LOOK!

LOOK!

**GRACELAND GREATER SHOWS**

Headed south—those joining now will be given preference. Can place for Twelve Mile, Ind., Fair, this week, August 18-21, and Largo, Ind., Legion Celebration, on Main Streets.

CONCESSIONS—Cookhouse or Grab, Popcorn, Photo, Hi Striker, Pitch-Till-You-Win, Ball Games, Basket Ball, Hoop-La, Huckly Buck, Long or Short Range Gallery or any Concessions not conflicting.

SHOWS—Girl Show with or without outfit, Side Show, Snake Show, Platform or any worth-while Show.

RIDES—Foreman for Chairplane, Second Man on Wheel. All replies to

GRACELAND GREATER SHOWS, Twelve Mile, Ind., this week.

**JACK LOVELL WANTS**

Agents for Skillos, Pin Store, Roll Downs, Line-Up Store. Only four Concessions on Show. Want to hear from Monroe Sanders, Charles Norman, Mike Moore, Browning Cole, Eddie Watson, wire. We have ten Fairs, none pending. Address:

**JACK LOVELL**

CARE WONDER CITY SHOWS, DECATURVILLE, TENN.



## Tick-Tock Wins Huntsville Nod Vs. Injunction

HUNTSVILLE, Ala., Aug. 14. — Granting a license on a trial basis to Tick-Tock Skate-In, the Huntsville city council has set a curfew for rinks in its police jurisdiction.

It was provided by the council that the rink be supervised by Gaylord Hunt, co-owner with his father, Henry Hunt. The rink must close at 10 p.m., Monday thru Thursday, and at 11 p.m. on Friday and Saturday. Sunday hours will be 1 p.m. to 7 p.m.

Two petitions, one signed by 400 adults and the other by 200 children, asked that the rink be kept open. The rink had been attacked earlier and its license revoked after neighbors had presented a petition. The rink operators then obtained an injunction against interference by the city.

Attorneys for the Hunts explained that when the complaint was first made the rink was operated by Vance Morris and Earl Schrimsher.

## Exhibition Program At Danville Opener

DANVILLE, Va., Aug. 14.—New Park View Roller Rink here, opposite Ballou Park, held its grand opening August 7, with free style, precision and dance skating exhibitions the featured attractions. Station WDVA broadcast a half-hour program from the rink on opening night.

There will be nightly sessions from 8 to 10:30 with a 50-cent admission charge, and Sunday matinees from 3 to 5:30 are planned.

The staff includes J. C. Ferrell, president and manager; Mrs. J. C. Ferrell, vice-president; W. Connie White, treasurer; Mrs. W. C. White, secretary, and Charles F. Womble, floor manager and instructor.

## Hawkins Bows in Greensboro

GREENSBORO, N. C., Aug. 14.—Hawkins Skating Rink, R. A. Hawkins, general manager, opened August 2 on Westside Drive here. Instruction classes are scheduled each afternoon. The rink receives 30-minute bus service from the center of town. Chartered recently by the Secretary of State, the rink has been authorized to issue \$50,000 capital stock. Stock in the amount of \$2,000 has been subscribed by R. A. and Margaret Hawkins, of Browns Summit, and Sue Dawkins, Tampa.

### Editorial

## A 10-to-1 Shot

It has been 10 years since the roller skating industry has been approached with an idea possessing the merit that is embodied in the Roller Skating Institute of America, the non-partisan public relations campaign that is being sponsored by operator associations, independent operators, manufacturers and jobbers.

Quite simply, the institute's function will be to advertise in every corner of the country, thru radio and periodicals, among other media, the fact that the neighborhood roller rink operator is offering Mr. and Mrs. John Q.'s children a beneficial sport in a refined atmosphere at a reasonable cost.

The reason for the promotion is evident. The easy-money period is over. Operators, beset by slumping revenues, have been scratching their heads in perplexity but have accumulated nothing but wrinkles of worry. Because of this box-office slump, manufacturing firms have also experienced a decline in business. Therefore, they, too, are participating in the campaign that is designed to lure new patrons thru the turnstiles.

In an industry that has been torn by dissension in the past, the proposed campaign offers a challenge to those who have signified their intentions of taking part in it, for upon their continued close co-operation depends the success of the undertaking. It is gratifying to observe the enthusiasm with which the various factions have embraced the proposal. This united effort should go far toward making the end result a success.

An advertising campaign is something the business has needed for a long time. *The Billboard* indorses the action because it believes its sponsors have a constructive idea that is bound to be of vast aid to the business as a whole for many years. It urges that every rink man and manufacturer in the country get behind the movement with cash.

Whether we like advertising blurbs or not, it is a proven fact that constant repetition of a message sells a product at an amazingly low cost per unit. This is the idea behind the institute. Its sponsors are convinced that roller skating can be sold to the public at a ridiculously low cost, when nationwide results are considered, if everyone who benefits from the sport contributes to the campaign.

Institute sponsors are going out of their way to impress upon the industry that the campaign is non-partisan—for the benefit of all; hence, they argue, it is incumbent upon all to contribute to the fund.

They have done the right thing in appointing a publicity-wise man to handle the campaign in the person of Irwin N. Rosee, of the New York public relations firm of News Alliance. Under terms of his agreement he will be free to conduct the campaign from the public relations man's point of view for the benefit of all, free from individual influences from within the industry. The sponsors also displayed wisdom in appointing to the committees men of unquestioned ability and integrity. Rosee has had wide publicity experience thru his connection with the 20th Century Sporting Club (Madison Square Garden, New York). The manufacturers' committee, which will supervise collections and expenditures, is composed of Max Hyde, of the Hyde Athletic Shoe Company; Joseph F. Shevelson, of the Chicago Roller Skate Company, and Grant L. Fuller, of the Roller Derby and Roll-Away Skate companies.

Already \$20,000 has been pledged toward the \$35,000 goal which is necessary before the campaign can start in early fall.

This proposal is a challenge to everyone in the business and offers the industry a chance to refute the oft-expressed opinion that it talks a great deal but does little when the chips are down. In substance, it asks whether the business is smart enough to spend \$1 to earn \$10.

## Peak Output Offers Ops Chance to Build

WASHINGTON, Aug. 14. — The rising volume of building material production in recent months is giving roller rink operators their best chance since the war to go ahead with construction.

The Commerce Department reported last week that stocks of lumber, cement, brick and selected steel and iron items were at a post-war peak.

Reflecting the increased output of these items, new construction of all types amounted to \$1,605,000,000 during June, according to Commerce Department statistics.

## Conn. Spots Hold Biz Level

HARTFORD, Conn., Aug. 14. — Roller rink business in Connecticut during the past year has been close to that of the preceding year, if tax receipts from all forms of amusement may be used as a basis for computing skating rink grosses. For the 1947-'48 fiscal year taxes totaled \$104,422.66, compared with \$104,876.09 for the preceding period, a decrease of only \$453.43.

NACOGDOCHES, Tex., Aug. 14.—W. D. Smith, who operated a roller rink here last year, opened a newly installed skatery, Roll-A-Way Roller Rink, August 6 on the fairgrounds here. Smith has scheduled nightly operation from 7:30 to 10 and daily matinees from 3:45 to 5.

## Rawson Lauds RSIA as Big Stride in Biz

### Teach by Gadgets, He Asks

WHITEFIELD, N. H., Aug. 14.—Currently vacationing here from his skating laboratory work at Asbury Park, N. J., Perry B. Rawson put an enthusiastic okay on the announced Roller Skating Institute of America, the advertising and publicity campaign by which rink operator associations and equipment manufacturers are joining hands in a non-partisan effort to pull patrons thru the turnstiles.

"At last," said Rawson, "the patient, long-suffering skating masses are going to get their first skating break. As somewhat of a plugger for the public myself, I hope this drive is a huge success. The public deserves a success and the rinks need a success. The drive gets off to a fine start because "our difficulties are out in the open," he continued. "Much ink has been spilled on them. There is no mystery. Nothing is hidden. It's known all over."

Then Rawson switched to the idea nearest and dearest to him—the Rawson system of teaching skating and the theory that skating is not intelligently taught in rinks. "We advertise skating," he said, "but in ice rinks we sell walking on skates, while in roller rinks we sell walking and scooting." Only the progressive spots sell real skating, Rawson maintains. "Scooting has failed," he said, "but skating may succeed. Anyway, there is no use wasting more time and money on scooting."

### Challenges Operators

Rawson said it will be easy to get people into rinks, and then throws a challenge at rink men by saying, "Let's see you hold them."

Rawson says he knows a half-dozen ways of getting them in. He points out that Carl C. Johnson, of Skateland, Denver, knows 25 ways and is giving them to readers of *The Billboard* over a period of months. "It's a safe bet that Irwin N. Rosee, of the New York News Alliance (director of the publicity campaign), knows plenty of ways to get them in," Rawson continued. "More power to all of them!"

"Now, what is going to hold them (See LAWSON LAUDS on page 88)

## DAV Spot Opens in Alabama

FORT PAYNE, Ala., Aug. 14.—The local chapter of Disabled American Veterans has opened the DAV Skating Rink on Gault Avenue here. Joe Reece is manager. The rink is open daily at 5 p.m., with a matinee session on Saturday.

## RUBBER TIRES FOR WAXED FLOORS



No. 89 Special  
Illustrating  
New Rubber  
Hub Cap  
No. 89 with No.  
88NS off-set "D"  
Washer.  
Can be mounted  
on any  
"CHICAGO"  
SKATE



This wheel has been developed of pure grey gummed rubber. It will not mark or harm any polished wax floor. Used successfully by some for years.

"Try 'em and you'll buy 'em."

## CHICAGO ROLLER SKATE CO.

Mfrs. of Rink and Sidewalk Roller Skates—  
Industrial Fuses and Screw Machine Products

4427 W. LAKE ST.

CHICAGO 24, ILL.

**The First Best Skate**

**QUALITY**

**RICHARDSON BALLBEARING SKATE CO.**  
Established 1884  
3312-3313 Ravenswood Ave. Chicago, Ill.

**The Best Skate Today**

**SKATE CASES AT A NEW LOW**

- ★ STEEL CASES (Metal Over Wood) — Assorted color combinations. Finest made. \$29.64 Doz. Sample \$2.47.
- ★ ALL ALUMINUM CASE — "The Feather-weight Champion." Light, sturdy, with satin finish. Former OPA ceiling \$6.50. NOW \$36.00 Doz. Sample, \$3.00.

**L & L PRODUCTS**  
7019 Glenwood St. Chicago 26, Ill.  
Distributors of Heiser Products, Midwest and Skating Rhythm Records, Champ Skate Brakes, Rawson Books, Skaters' Jewelry, Stickers, Laces, etc.

Write for price list.



# Rawson Lauds RSIA As Big Biz Stride; Teach by Gadgets

(Continued from page 87)

after they are captured and led into the rink?" Rawson asked. Are the chains that bind them to the rink going to be chains of happiness or misery? Are the rinks, outside of those aforementioned spots, ready to receive them? Not by a long shot, in Rawson's opinion, and he said he doesn't refer to paint and soap in making the statement, but to skating. "Some fast work is imperative here," he said.

"The drive can be nullified by such a little gremlin as an insignificant piece of rubber," Rawson warns. "You'd better begin buying some soft rubber cushions if you can find them. The public can not be held with hard rubber. Wrenches and screw drivers can throw us for a loss if the wielders of them are not taught how to use them. Many of those action screw holes may have to be relieved a bit. You may need some rat tail files. The skate itself will show you where it is crying for relief. Just look for the spot showing wear. The customer won't tell you. Maybe he doesn't know.

"Are you going to give them some

pipe rail alleyways (Rawson bulletin No. 60) or are you going to lug them around?" Rawson asks. He suggests, tho, that before lugging beginners around rink men should reread the article by William H. Carpenter, operator of Town Hall Roller Rink, Scranton, Pa. (The Billboard, March 28), to figure out what it is going to cost and how unsuccessful it will be. "Save your money and the customers with the mechanical gadgets," he recommends.

The manufacturers, besides giving money, can contribute research on noiseless wheels, or at least quiet wheels of lighter weight and a less clumsy width, according to Rawson. "They can bury that tripper-upper, the projecting axle nut," he said. "This has been buried well in precisions but is still a killer on ball-and-cone one-inch wheels."

The drive can be lost by the wrong type of music or by poor or cheap amplification; it can be sunk by the wrong type of instruction and faulty equipment, according to Rawson. "These people," he said, "are not going to be satisfied with a midway scooter ride on eight little wheels. They will not go for our old enemies—fear, falls and fatigue. They might go for real skating.

"If you don't believe this, ask yourselves—those of you who don't skate—why you are not skating at the rinks yourselves. And don't bring up those old chestnuts of age, bones, wind and stamina. Those alibis and all other alibis are the bunk.

"Spots now selling real skating are ready to receive and hold the new customers, and other spots can get ready to receive and hold them," said Rawson, but he urges haste by everyone in preparing to receive the new customers. This can be accomplished, he believes, by adopting the ideas he advocates, ideas which have been in print and discussed for years. "This drive has got to be a success, and failure is not to be thought of," he said. "Apathy on the part of the industry at this point is the only thing that will result in failure."

# New England Area Okays 2 Drive - Ins

HARTFORD, Conn., Aug. 14.—Two additional outdoor motion picture theater projects have been announced for the Southern New England area.

Approval has been given at Johnston, R. I., to John Petrucci to construct an outdoor motion picture theater, with an annual licence fee of \$100 having been set by the Johnston town council.

George E. Landers, Hartford division manager of E. M. Loew's Theaters, announced this week that work has started on the erection of a 600-car capacity outdoor theater for the circuit at Montville, Conn.

# Another Drive-In for Omaha

OMAHA, Aug. 14.—A second drive-in theater, with a 1,000-car capacity, is being put up near here by E. C. Petsch, who also has one at Lincoln, Neb. Oscar Hanson, Omaha independent booker, will arrange the films. Theater is south of Omaha, near the Offutt Air Forces base. Earlier this summer, a 600-car outdoor theater was opened west of the city. It is operated by Tri-States Theaters, Des Moines.

# REP RIPPLES

(Continued from page 48)

for the summer. He plans to spring with a novelty show near Whitehall, N. Y., and present it on one-day stands in Northern New York and Ontario. . . . Carl Ellory writes from Raton, N. M., that he has had his novelty show out for eight weeks to indifferent biz. He says, however, that his nut is small and he feels that he will make the grade. Ellory plans to move into Eastern Colorado soon. He recently added 16mm. pix and will take on some religious pix. Mrs. Ellory assists him in his magic and mentalist turns.

HARRY LAVINE, whose novelty show has been playing to fair biz in Eastern Canada, will return to his established Ontario territory. . . . Ross Dunn is playing to fair business around Vernonia, Ore., with pix. He plans to add short-cast bills soon and will play three-day stands with a three-people cast. Dunn is playing halls since he didn't take out his tent, which is stored at Eugene, Ore. He says things aren't as good as they were last season, but his unit is managing to get along okay. . . . Ray Garrity's novelty trick is playing Canadian territory to better-than-average business. George E. Spicer, who has had shows of his own, is interested in the Garrity unit. . . . Arthur Kinsley cards from Chatham, Ont.: "Have played three weeks of Ontario dates to a marked falling off of business and high living prices. Have been presenting pix and vaude, including my own magic turn, in halls. Reese Boynton joined me at Haileybury, Ont., and is doing his small animal act and other specialties. Met Dave Costa at Toronto and he has closed for the summer to open late this month with a tab show. Costa reports business slow." . . . Allan Winter has a magic and pix show around Guyton, Okla. . . . R. M. Bright, who opened his small trick August 9 in Valley City, N. D., plans to move west from that point with his magic and pix. . . . Art Walsh, St. John, N. B., veteran stock and rep actor, who succeeded to a funeral business upon the deaths of his aunt and uncle, has returned to his chores after an absence of about two years in a tuberculosis hospital. Walsh appeared with a number of stock and rep units in the United States. . . . John Farr, of North Sydney, N. S., who toured New England and the Maritime Provinces for many years with rep troupes, as actor and ventriloquist, is managing the Rivoli, North Sydney, which he once played in rep.

# JOLLY DELLA

(Continued from page 48)

actor-life; had known alternate times of plenty and of want; had known the bitter sting of scathing loss, grief and heartache. But to the eyes of her public she was always the true trouper, her griefs and tears hidden behind the gay mask of the artist, living up to that ancient tradition, "away with self—the show must go on!" And thru it all, thru prosperity and thru adversity, she was the same ever-merry, wonderful little trouper—Jolly Della Pringle!

Today this lovable little woman who delighted the natives of five decades ago, whose buoyant nature, charming personality, keen wit and beauty endeared her to thousands, is living in quiet, peaceful retirement in Boise, Idaho, her once-golden tresses turned to silver; her great blue eyes bright and her mind alert. Sitting in her garden, she dreams of bygone years; loves to tell of the olden days and of famous people she knew, and loves to eulogize her talented niece, Grace Van Winkle, and husband, Crawford Eagle, a team of clever troupers. And, as she recently wrote to me: "I miss the old life. I long to meet and palaver with folks of our own kind—God's finest—who speak our language and whose hearts are filled with sympathy like a psalm." But I see very few of them now. The new generation doesn't understand us—and there are not many of us left."

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BEACH AMUSEMENT RESORT—MOUTH river, exclusively colored people. "Going" resort. Sixty acres, pavilion, dancing, ball diamond, boating picnics. No competition. Ideal for showmen, concessions. Write owner for terms. R. E. Watson, Bayboro N. C. au21

"COLLECT AND GROW RICH" IS A FREE booklet that's yours for the asking. Learn of this opportunity for a life-time, spare or full-time office business of your own, where you can make a profit on the work of thousands of others. T. J. Surface, Pres., Dept. 218-H, Roanoke 4, Va. au28

ICE CREAM, FRUIT AND POPCORN CANDY Manufacturing Business. 100% profit. America's choice candies. Demand continuous. Complete course, \$1. La Plant, Menominee, Mich.

MUSIC AND PINBALL ROUTE—LOCATED IN heart of gas fields in county seat in Western Kansas. All new equipment. Box 812, Garden City, Kan. au28

PONY TRACK COMPLETE—8 PONIES, ALL the gear, including 35-ft. top for same, \$2500. Fischer's Pony Ranch, Rt. 2, Anoka, Minn.

QUICK! "OUR TIP SHEET," 10c. UNUSUAL: 370% profit deal and fold describing "137 Practical Businesses" included free. Cox Enterprises, 601-J S. Vermont, Los Angeles 5.

YOUR OWN BUSINESS—NO CANVASSING. enormous profits easily made at home in spare time. Experience unnecessary. Details free. James McLaughlin, 310 E. Sterner St., Philadelphia, Pa. au28

## COIN-OPERATED MACHINES, SECONDHAND

A Large List of Second-Hand Coin Machine Bargains will be found on page 101 of this issue.

## COSTUMES, UNIFORMS, WARDROBES

ALL-BRAIDED CELLOPHANE WAISTRAND Hula Skirts, with leis, \$7.50; Straw Hula Skirts, \$2.50; Spangle-trimmed Strip Fannel and Bra Sets, \$6.50; Rhinestone G-Strings, \$8.50; Bras, \$1.50; Chorus or Strip Pants, \$1.10. C. Guyette, 346 W. 45th St., New York 19. Tel. Circle 6-4137.

CLOWNS' AND BURLESQUE COMICS' PROPS, Wigs, Accessories, Free lists! (Assortments, \$5). "Happy" Morgan's Clown Headquarters, 2404 N. Fifteenth, Philadelphia. se11

EYELASHES, THEATRICAL, \$1.35; RUBBER Busts, \$1.50; black nylon sheer Opera Hose, \$4.50; elastic net Opera Hose, \$4.75; Theatrical Footwear, Folder! Yes. E. Rowe, Box 233, Radio City Station, New York 19.

PAPIER MACHE PROPS MADE TO ORDER and for sale. J. Praetorius, 449 West 51st St., New York City. au28

SANTA CLAUS HEADQUARTERS—COSTUMES, Wigs, Beards and accessories. Not too early to order, remember 1947 shortages. Orders filled in order received. Send for circulars. The Costumer, 238 State St., Schenectady, N. Y. se11

SINCE 1869—COSTUME BARGAINS, CHORUS, dollar up; principals, three up. No catalog. State wants. Guttenberg, 9 W. 18th St., New York 11, N. Y. se4

TEN ALIKE CURTAINS—AQUA GOLD Designs, each \$15 (11x6 1/2). Gold Curtain (12x22), \$15. Blue Velvet Curtain (14 1/2 x 17 1/2), \$25. Brown Flannel (4 1/2 x 40), \$10. Wallace, 2416 N. Halsted, Chicago.

## FOR SALE SECONDHAND GOODS

ALUMINUM GEARED POPPING KETTLES, all Electric Popping Units, Peanut Roasters, Copper Caramel, Candy Kettles, Display Cases. Northside Co., Indianola, Iowa. oct9

FOR SALE—PHOTOMATIC, IN OPERATING condition, spare parts available. Highest bidder takes it. Playland, 243 N. Sycamore St., Petersburg, Va.

SIDEWALL—WATERPROOF AND MILDEW-proofed, complete with grommets and rope. Green or khaki, approximate 8 oz., 6x100', \$54.56; 7x100', \$63.04; 8x100', \$71.52; 9x100', \$80; 10x100', \$88.48. Made in any length at above rate per running foot. 25% deposit. Satisfaction guaranteed. Michigan Salvage, 417 W. Jefferson, Detroit 26, Mich. Phone CAdillac 5691. au28

## FOR SALE—SECOND-HAND SHOW PROPERTY

A PANEL TRUCK, 10x12 CLOTHES PIN Pitch, Flash, Slum, everything complete. 8x10 Cork Gallery, Guns, Dart Boards, 12x12 center, Hoopla complete. Accept best offer or sell separate. Levine, 360 Elliott Ave., Arlington Heights, Lockland 15, Ohio. au21

ABOUT ALL MAKES POPPERS AVAILABLE—50 complete Candy Corn Machines and Cookers, \$225; complete set. 50 All-Electric, from \$155. Krispy Korn, 120 S. Halsted, Chicago, Ill. se4

AFRICAN DIP FOR SALE—BEST OFFER. W. C. Weinberg, 2408 Burling St., Chicago, Ill. Lincoln 1492, evenings.

ALUMINUM POPPING KETTLES—20% Discount Coleman heating equipment. Bottled gas burners, regulators, fittings. Northside Sales Co., Indianola, Iowa. se18

BARGAINS GALORE—THEATER AND SOUND Projectors, 8, 16, 35mm.; Arca, Rectifiers, Chairs, Drapes, Screens. Catalog mailed. S. O. S. Cinema Supply Corp., 602 W. 52nd St., New York 19, N. Y. np-aug28

COMPLETE EQUIPMENT FOR 500-SEAT movie theater. Excellent condition. Movie Supply Co., 1315 Wabash Ave., Chicago. se11

DOUBLE LOOP-O-PLANE—EXCELLENT condition, with or without transportation, reasonable. Pat Toscano, 88 William St., West Haven, Conn. Phone 9-5651.

DUCK PINS—8 ALLEYS, ALMOST NEW Pins Balls, Benches, Chart Stands. Complete at a bargain. Betts Chevrolet Sales, Elsie, Mich. au21

FOR SALE—PORTABLE RINK, 40'x90', 175 Ft. Skates, new Sound System, new Record Changer, Records, Pop Cooler. Only rink in operation in town of 75,000. Price, \$3000. Reason for selling: Have rink building elsewhere. C. R. Jones, 819 Ohio Ave., East St. Louis, Ill.

KID AUTO RIDE AND ELECTRIC TRAIN—Trade for Kid Rides, Need Eli and Adult Rides. F. Shafer, Washington, Ind.

MOST ATTRACTIVE AGE AND SCALE STANDS made. Never used. Must sell at once. Write or wire if interested. Boyles, Box 1, Hartford City, Ind.

POPCORN MACHINES—RECONDITIONED AND new, all makes of electric floor models from \$150 up. Floss and Snow Cone Machines and all supplies. Poppers Supply Co., 1315 Vine St., Philadelphia 7, Pa. se4

SHORT-RANGE TARGETS—MADE RIGHT, priced right, 15 kinds. Free samples. Woolley, 115 Donald, Peoria, Ill.

TENT PICTURE SHOW—40-88, SEATS. Victor Machine, three weeks' Pictures. All like new. Sell all or part. Tent fire proof. Wire, write Mose Bryant, 406 Ash St., Cochran, Ga. au28

TENT—30'x50' TOP, ONLY \$50. RHENUS Monkey family, father, mother and baby, collar and chain broken, \$125. Hal H. Asling, 5601 South Sheridan, Tulsa 15, Okla.

TESTED PLANS FOR BUILDING PARK AND carnival rides: Kiddie Auto and Toonerville Trolley (full size pattern), both \$9; Airplane or Chairplane, \$5; High Striker, \$3. Free catalog. Brill, 228-B, North University, Peoria, Ill.

THEATER SEATS, BARGAINS; SCREENS, Folding Chairs, Tents, 16mm. Film, Blues, Projectors. Lone Star Film So., Dallas, Tex. au21

TWO JUNGLE BANNERS, ONE DOORWAY, Poles, Lights, Ticket Box, Circus Relics, other items. Bargains, Charlie Dietz, Sequin, Tex.

1941 FORD 17-PASS. BUS—14' STEEL BODY, safety glass, rear door, motor A-1, tires fair. Make house trailer or use as truck or bus. Make offer. Boyles, Box 1, Hartford City, Ind.

## INSTRUCTIONS BOOKS & CARTOONS

NOW YOU CAN HAVE AN OFFICE—LEARN credit-collection business by new home study course. Many earn up to \$5,000-\$15,000 annually. Free bulletin. Franklin Credit School, Dept. 220, Roanoke 7, Va. np

YOU CAN ENTERTAIN WITH TRICK CHALK Stunts and Rag Pictures. Catalog, 10c. Balda, The Lightning Cartoonist, Oshkosh, Wis. se4

## MAGICAL APPARATUS

AAAAA WHOLESALE TRICK CATALOG, 10c—"World's Largest Line—Lowest Prices" (Pitchmen's Headquarters). Ariane Mfg. Co., 4402-B Germantown, Philadelphia. se11

A NEW SUB-MINIATURE RADIOPHONE FOR mentalists, mindreaders, horoscope pitch. Each unit weighs less than pound, easily concealed. Write for brochure specifications, price. Nelson Enterprises, 336 S. High St., Columbus, O. au28

BLUE PRINTS ILLUSIONS—MINDREADING, Cards, Publicity Stunts. Chemical Books, List, 30c. Genoves, G. P. O. 217-B, N. Y. 1, N. Y. au28

MAGIC BEER BOTTLE PRODUCTION—PRODUCE a beer bottle from friend's pocket, etc. Real looking rubber beer bottle that packs in palm. Instructions and Bottle, \$1 prepaid. Order one now. Dealers and jobbers, write. Jack Eastwood, Box 623, Parkersburg, W. Va.

MAGICIANS! MENTALISTS! HYPNOTISTS!—Your name on a postal brings you latest professional lists. Shearman, 3205 Magnolia, Knoxville, Tenn. au21

MAGICIANS' HEADQUARTERS—400-PAGE professional catalog, pocket, parlor, stage tricks. World's finest magic. Send \$1 for catalog (refund first \$5 order). Kauter's, B-1311 Walnut, Philadelphia 7, Pa. se18

NEW 1948 CATALOG—MINDREADING, Mentalism Spirit Effects, Horoscopes, Forecasts, Crystals, Palmistry, Graphology, Books, 164-page illustrated catalog, 30c. Wholesale. Nelson Enterprises, 336 S. High St., Columbus, O. au28

SIDE-SHOW TRICKS EXPOSED—NOW 10c. Escape Apparatus, Handcuffs, Keys. Price lists included. Trudel, B-170-E Meadow, Lowell, Mass. au21

USED MAGIC—WE BUY AND SELL. WRITE now. Well-Made Products, 224 B E. 5th St., Los Angeles 13, Calif. se25

## MISCELLANEOUS

ANIMATED WIRE FIGURES—FUZZY SPI- ders, Skeletons, Devils, Monkeys, \$15 gross. Large Metal Rings, 90c each. Send \$2 for sample order. Price list on request. La Casa Mexicana, Box 1631, Brownsville, Tex.

CONCESSION TENT—COMPLETE WITH Frames, made to order. In stock: One 14x28 Bingo Stand, complete with Benches, Polona Aving Co., 1910 W. Chicago Ave., Chicago 22, Ill. Monroe 7767. au28

FOR SALE—BRAND NEW 1949 INTERNATIONAL Trailer Heater with Blower. Will ship C.O.D., open for inspection. Cost \$87.50, will sell for \$60. Rony Caruthers, P. O. Box 387, St. Louis, Mo.

INDIAN BEADWORK, BUCKSKIN BEADS, Feathers, Wigs, Supplies, buying direct from Indians. Prices reasonable; free price list. Pawnee Bill's Indian Trading Post, Pawnee, Okla. au21

NUMERICAL NAME PLATE MACHINE—1/2 inch characters. Model 40, fully automatic. Never used. Plus a very good carrying case. Worth much more than price asked, \$125. Send 25% deposit, balance C.O.D. A. Admire, 841 8th Ave., New York 19, N. Y.

P-38 BELLY TANKS—NEW, STEEL, 10 FT. OR 6 ft. size, \$9.95. Buck's Auto Parts, 89E, Merced 14, Calif. au21

SHORT-RANGE GALLERIES—SEE OUR AD IN General Outdoor Section. Supreme Welding Co. au28

TEN YEARS' EXPERIENCE—CAPABLE MAN seeks position with phonograph wholesaler or manufacturer. Box 195, Billboard, Chicago.

## Terrific Buys! Fast Delivery! CHRISTMAS TREE LIGHT BULBS

All perfect, high quality bulbs. Japanese imports, passed by the U. S. Occupation Authorities. Order now and be assured of having all you can sell. Immediate delivery.

### C-6 PERMANENT BULBS 1,000 FOR \$100

New development with unlimited sales possibilities. Can be used in any series set to transform it to multiple results. When one bulb burns out others stay lit. Can replace and be used with regular series bulbs.

Regular C-6 Series Bulbs, 1000 for \$70

C-7 1/2 Multiple Bulbs, 1000 for \$105.70

### C-6 PERMANENT LIGHT SETS \$16.20 Doz.

Fast sellers! 8-light series sets fitted with permanent C-6 bulbs. When one goes out all the others stay lit.

1-oz. Icicles, 10c retailers, \$8 gross

3-oz. Icicles, 25c retailers, \$20.50 gr.

### SPECIAL DISCOUNT

Deduct 5% on Orders of \$300 or More

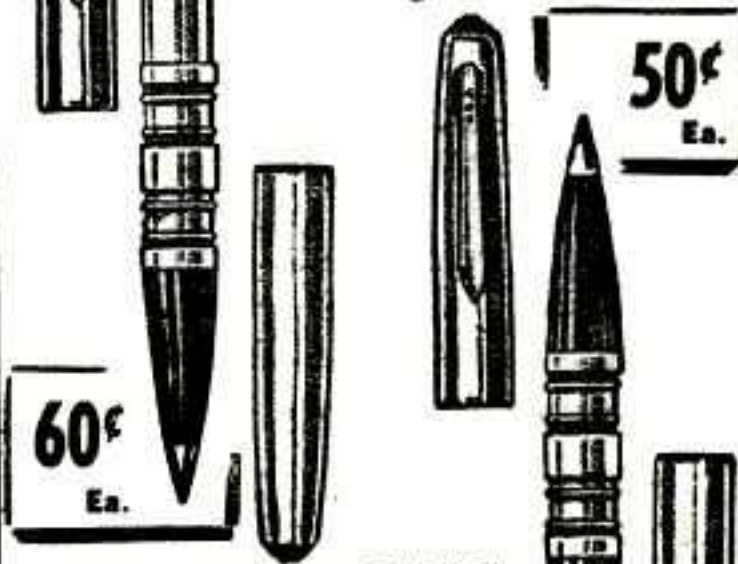
Cash with order or 25% deposit, balance C. O. D.

## M. D. ORUM

1519 W. North Ave. Milwaukee 5, Wis.

## Direct From Manufacturer At Low Prices

PITCHMEN DEMONSTRATORS PREMIUM USERS COUPON WORKERS



We have a brand new 1948 Ball Pen with a Lighter and Two-Color Ball Pen. Writes Blue and Red. All Gold Finish, will not tarnish. All pens guaranteed. 25% Deposit with order. Send \$1.25 for Samples.

H. EPSTEIN  
27 East 22nd St.  
New York 10, N. Y.

## ATTENTION! GOLD WIRE ARTISTS

• Square and round rolled gold plate wire, all gauges and qualities. • Stone-set and plain bangles as follows: • hearts • stars • clovers • crescents • beaded hearts • wagon wheels • crosses, etc. • Jewel sets, all sizes, with 1 and 2 holes set with stones and pearls. • 3-stone ring top of beaded stock. • Beaded band wire • Plain findings, such as crosses • anchors • bowknot pins • springrings • jumpings • swivels • chains • plain and twisted hoops • earwires • earrings, etc. • Hoop earrings • earrings for pierced and unpierced ears. • Hand-made adjustable bangle bracelets. • Wire knot rings of rolled gold plate. • Pearl plates of snail shell. • Cameos, etc.

Write for \$5 sample order with price list. Deposit, \$2, bal. C.O.D.

## EMROW JEWELRY CO.

Box 93, North Station, Providence 8, R. I. Buy Direct From Manufacturer and Save

## THE HOUSE BUILT ON BINGO MARKERS

# BINGO MARKERS

Transparent Plastic, 1/2" round, 3/4" round and square. Vesco Plastic, 1/2" round. Rubber, 1/2" and 3/4" round, 1M or 1# to 10 million or 1 ton.

WRITE FOR SAMPLES AND PRICES

## V. E. SUPPLY CO.

282 W. Market St. AKRON 2, OHIO  
Phone: BLackstone 2169



MUSICAL INSTRUMENTS, ACCESSORIES

CONCERTINA WANTED - STATE PRICE. Must be reasonable. Harold Heath, 5445 Tackawanna St., Philadelphia 24, Pa.

PARTNERS WANTED

CARNIE LADY PARTNER WANTED - NO drunk. No investment. Must be single, clean, over 18 years. Good pay. Work all winter. Send photo. Write quick. Clarence E. Smith, 108 S. 9th St., Morehead City, N. C.

PERSONALS

ALL SLOW AND FAST-MOVING MERCHANTS wanted. Send wholesale price list. C. & H. Sales, 2591 Jerome Ave., N. Y.

PHOTO SUPPLIES DEVELOPING-PRINTING

BARGAIN-16MM. SOUND PROGRAMS, FEATURES and Shorts, \$3.95. Used Sound Projectors from \$96; Sound Features from \$47.50; Shorts from \$3.50. Miscellaneous Sound and Silent Film 'as is,' cent a foot. Anything photographic or cinematic accepted in trade. Write for new lists. Library, 68 W. 48th St., New York 19, N. Y.

DIME PHOTO OUTFITS, CHEAP-ALL SIZES. Drop in and see them; latest improvements. Item bargains. P. D. Q. Camera Co., 1161 N. Cleveland Ave., Chicago 10, Ill.

COMPLETE LINE OF DIRECT POSITIVE SUPPLIES. Write for price list. Marks & Fuller, Inc., 70 Scio St. Rochester 4, N. Y.

COMPLETE 16MM. SOUND FEATURES - Slightly used, for outright sale. Free list. N. E. Film Exchange, 833 Main St., Southbridge, Mass.

NEW SLIDE PROJECTORS HAVING COLOR Wheel. They take both 3 1/4 x 4" and 2x2" slide. \$23. Gronberg Projector Works, Sycamore, Ill.

STREET CAMERAS, ALSO BOOTH CAMERAS at new low factory prices. Send for new catalog. Glossick Mfg. Co., 544 Monson St., East Peoria, Ill.

PRINTING

ATTENTION-DIRECT POSITIVE OPERATORS. Authorized Eastman distributors. Write for 1948 catalog announcing medium-priced metal and glass frames, folders, chemicals, hand-painted backgrounds, comic foregrounds, paper and double unit photo machine. Hanley Photo Supply Co., 1414 McGee, Kansas City, Mo.

ATTRACTIVE 100 8 1/2 x 11 LETTERHEADS and 6 1/2 Envelopes, Hammermill Bond, four lines copy, \$2 postpaid. Samples. Dickover Printing, 5233 Cleveland, Kansas City 4, Mo.

BUSINESS CARDS, \$1.95 PER THOUSAND - Raised print, \$2.50 M. B. Kerman Press, 40 West 17 St., New York 11, N. Y.

PICTORIAL WINDOW CARDS - ALL OCCASIONS: 14x22" non-bending, flashy 2-color, 100, \$10. Bumper Strips, 5 1/2 x 28; Foldover, 7x22", 100, \$10 cash. Quick service. Solldays Colorprint, Knox, Ind.

100 8 1/2 x 11 LETTERHEADS AND 6 1/2 ENVELOPES, Hammermill Bond, 5 lines copy, \$2, postpaid; samples. Ace Press, Clearwater, Fla.

250 8 1/2 x 11 LETTERHEADS AND 250 6 1/2 ENVELOPES, good white bond, 5 lines, \$3 postpaid, 1000 of each, \$10. Samples. Monham Printer, 4618 Station, Norwood, O.

1000 NAME AND ADDRESS STICKERS, \$1. Advertising Stickers, Parcel Post Labels, Imprint, Box 361 Emporia, Kan.

SALESMEN WANTED

ADVERTISING BOOK MATCHES - WORLD'S largest direct selling manufacturer of Advertising Book Matches offers opportunity for profitable year round selling; every business a prospect. No experience needed to start, men or women, full, part time. Factory service; low prices for high quality, repeats. Sales kits furnished. Match Corp. of America, 3433-43 W. 48th Pl., Dept. D-16, Chicago.

BIG MONEY-QUICKLY AND EASILY, TAKING orders for complete line Personalized Initialed Pencils, Belts, Cap Badges; 2,000 emblems. Fast repeats. Write today. Hook-Fast Company, Box 480-BB, Roanoke, Va.

MAKE \$100 A WEEK SELLING SUBSCRIPTIONS for "J.R.", the Modern Magazine for Boys and Girls. Every parent a prospect. See the possibility? Write "J.R.", 812 N. Dearborn, Chicago 19, Ill.

MAKE \$15 to \$25 PER DAY-JOE LOUIS' AND Marva Louis' (his wife) Toilet Articles, Cosmetics and other products for men and women are sensational. White people like them; colored people buy on sight. Perfumes, Powders, Pomades, Creams, Brown Creams, Flavors, Remedies, and many other fast sellers are our features. \$3.95 buys \$10.00 (23 items) retail deal. Send \$1, pay postman balance. Be first in your community to offer this new line and you will be happy. Joe Lewis Products Co., 8 E. Garfield Blvd., Dept. BB-6, Chicago 15, Ill.

SCENERY AND BANNERS

BEST CARNIVAL AND CIRCUS BANNERS - Positively no disappointments. Nieman Studios, 1236 S. Halsted St., Chicago 7, Ill. Canal 2544.

TATTOOING SUPPLIES

COMPLETE TATTOOING OUTFIT - TRUNK, Machines, Transformer, designs, plenty Stencils. Ready for making money. \$100. M. Zeis, 728 Lesley Ave., Rockford, Ill.

TATTOOING MACHINES, DESIGNS, COLORS, Needles, Outfits. Free catalog. Fast service. Owen Jensen, 120 W. 83rd St., Los Angeles 5.

VERMILION REDS (MERCURIC) AND COLORS specially designed for tattooers. General Color Co., 24 Ave. B, Newark 5, N. J.

WANTED TO BUY

A-1 CIGARETTE AND CANDY VENDING MACHINES, all other coin equipment. Mao Postal, 6416 N. Newgarl Ave., Chicago.

A GOOD USED CELESTE-STATE PRICE IN first letter. Robt. H. Winslow, 509 W. 2nd St., Fairmount, Ind.

WANT-FAST STEPPING AGENT, BOOKER - Must keep booked solid under auspices, auditoriums, theaters. Big musical extravaganza, forty trunks, crates. Want: Publicity Man, Girl, Men assistants. Open September 20. Box C-101, Billboard, Cincinnati, Ohio.

WANTED-MUSICIANS, ALL INSTRUMENTS. Organized commercial band. Write full particulars to Dell Clayton, 3097 Myrtle St., Omaha, Neb.

WANTED-25 1946 THREE-WIRE 5c SEB-burg Wall Boxes, used. G. M. Amusement Co., 17 Grove Ave., Woodbridge, N. J.

WANTED-2,000 USED "BEE" DECKS PLAYING (Arts). Quote best price. Danny Brammer, 420 W. Broadway, San Diego, Calif.

Advertisement for HARRY PAKULA and CO. featuring 'New FAST SELLING RINGS' and 'FOUR OUTSTANDING STYLES'. Includes images of various diamond rings and price tags for 'GOLD FILLED' and 'YELLOW R.G.P.' models.

Advertisement for '6" Celluloid Football Dolls, Limited Quantity, Popular Colors. \$2.25 PER DOZEN. \$24.00 GR.' Includes an image of a football player doll.

Advertisement for 'ATTENTION, BINGO & WHEEL OPERATORS SPECIAL PRICES ON PLUSH FOR FAIRS'. Includes a list of items like '30" Plush Bear', '20" Plush Bear', etc., and 'CAMPAIGN SPECIALS' like '50L Dewey-Wallace Buttons'.

Advertisement for 'FAST SELLING POCKET NOVELTIES' from 'MIDWEST MERCHANDISE CO.' featuring items like 'Brussels Boy Bottle Opener Key Chain' and 'Novelty Rubber Shimmie Dancers'.

Advertisement for 'SLUM BALLOONS Bingo & Premium Merchandise' from 'M. A. SINGER CO.' located at 2125 COMMERCE STREET, DALLAS 1, TEXAS.

Advertisement for 'TOP THE MIDWAY WITH MYCO SUPER VALUES' from 'MILTON D. MYER COMPANY'. Features images of various toys and a list of items like 'Medium Hawlian Lels', 'Large Plush Jumbo Bear', etc.



**12 GAUGE SHOTGUN**

ONLY \$9.95

New, Heavy-Duty, Manual Operated, 1948 Single-Shot 36" LONG

Fool-proof, safety trigger device. Convenient "Tommy Gun" type grip. Rust-proofed. (Barrel & Stock.) Requires no oiling or cleaning.

Maximum accuracy. Minimum recoil. Government Tested! NEVER BEFORE a shotgun at this price!

COMPACT 6 1/2 Lbs.

GREENGLASS SALES  
National Distributors  
50-11 40th St.  
L. I. C. 4, N. Y.

JOBBER'S WRITE  
Territories open

**HELP WANTED—ADVERTISEMENTS**

RATE—12c a Word . . . Minimum \$2

Remittance in full must accompany all ads for publication in this column . . . No charge accounts.

Forms Close Thursday for the Following Week's Issue

ACCORDIONIST, COMEDIAN AND BASS Player for Western band. Salary. Send all first letter. Billboard, Box C-103, Cincinnati, O.

AGENT, REPERTOIRE AND SPECIALTY People, Acta, Personal Representative. Byron Gosh, care Billboard, Cincinnati, Ohio.

ESTABLISHED TENOR BAND NEEDS LEAD trumpet by September 1. One nighters, home nearly every night. Must be reliable. State all. Lynn Kerns, Fairmont, Minn. au28

GIRL DANCE BAND MUSICIANS—FOR TERRITORY band, union. Send snapshot and full details. Box C-104, Billboard, Cincinnati 22, O.

JOKER RECORDS—WANT TALENT FOR ADDITION to present roster. Accent on comedy. Vocal, instrumental, novelty. All comica, attention. State all, send picture. Courtesy Agents. Comedy Skit Writers, too. Lord & Roberts Recordings, 2852 Adams Ave., San Diego, Cal.

MUSICIANS — FOR FINE DANCE ORCHESTRAS, work steady, guaranteed salaries. Write complete details. VSA, 848 Insurance Bldg., Omaha, Neb. au28

MUSICIANS—COMMERCIAL DANCE ORCHESTRAS, top salary for men willing to work doubles. Give phone, permanent address. Leader, Gen. Del., Decatur, Ill.

MUSICIANS WANTING TO LEARN SHOW business; Dramatic Western Team Singers; dance, read, fake all instruments. Accordion. Write all details, photo, long season. Dakota Booking Agency, 1134 N. Part, Watertown, S. D.

NEED 2ND TRUMPET MAN AND PIANO MAN. Others write. Rex Pine Orch., Glencoe, Minn. au28

PERCENTAGE SCHOOL, THEATER ATTRACTIONS, Personal Management. Auditorium Booking Co., 5th Floor, United Bank Building, Third and Walnut, Cincinnati, Ohio.

PIANO MAN — FOR ESTABLISHED DANCE band. Wire Lee Williams, Box 73, Shenandoah, Iowa. au21

PIANO OR ACCORDION MAN—YOUNG, NEAT, sober and reliable, must read, fake, have some conception of jazz and light classic, for name novelty combo. Orchestra Leader, Room 1111, Miami Hotel, Dayton, O.

PROMOTERS, SPONSORS—FOR ATTRACTIONS of Merit write United Booking Co., 5th Floor, United Bank Building, Third and Walnut, Cincinnati, Ohio.

REPLACEMENTS FOR MIDWEST TERRITORY bands, Vocalist preferred. Salary guaranteed. No characters or drunks. Collins Booking Service, Grand Island, Neb. au28

TENOR SAXAPHONE—DOUBLING GOOD Violin and clarinet. State age, salary, if single, previous bands, permanent address. Box 194, The Billboard, Chicago. au28

VOCALIST—MALE OR FEMALE, TO ACCOMPANY Hammond organ. No boozers. Aragon Tavern, 610 Sycamore St., Waterloo, Iowa. Phone 22485. se4

WANT GOOD STEEL MAN FOR WESTERN group. Salary, \$60 per week. Wire or call or phone Bob Manning, Anthes Hotel, Fort Madison, Iowa.

WANTED—BASS AND 3RD ALTO, SALARY, sleeper bus. Other Musicians write. Buddy Bair, Box 156, Colome, S. D. au21

WANTED—MEDICINE PITCHMAN, FINEST equipment furnished and top commission paid. State item you pitch. No drunks or amateurs wanted. May-Houck, 107 Pacific St., Knoxville, Tenn. au21

WANTED—TENOR SAX DOUBLING CLARINET. Also Trumpet. Others write, stating all. Salary. Carl Colby, Alexandria, Minn. au28

WANTED—TENOR SAX MAN WHO SINGS, for established trio. Salary, \$75. Box 312, Excelsior Springs, Mo.

**TABLE LAMP Value!**



ONLY \$1.30 EACH

Pleated 12 in. shade with bow. Three assorted colored glass bases. Height 15 in. Packed 12—no less sold.

WRITE FOR 90 PAGE CATALOG 325B. STATE NATURE OF YOUR BUSINESS.

**CONTINENTAL DISTRIBUTING CO.**  
925 NORTH THIRD STREET • MILWAUKEE 3, WISCONSIN

**Sell Ultra-Blue Stock Signs**

to stores—over 1000 slogans, comedy, general, religious; ultra-blue signs, 7"x11", for homes and general display. Make money on our fast selling signs.

COST 6c — SELLS 35c

15 Samples Ultra-Blue Store Signs, 7x11, \$1.00 Postpaid.

15 Samples Ultra-Blue Religious Signs, 7x11, \$1.00 Postpaid.

15 Samples Ultra-Blue Comedy Signs, 7x11, \$1.00 Postpaid.

100 Ultra-Blue Store Stock Signs, 7x11, \$6.00—No O. O. D.'s.

L. LOWY, 8 W. Broadway, N. Y. 7, N. Y., Dept. 414

**CARNIVAL AND FAIR SPECIALS**

NOVELTY ITEMS

Yellow Flying Birds, Jap	\$ 8.60 Gr.
Metallic Flying Birds	12.00 Gr.
Chinese Paper Snakes	7.20 Gr.
Miniature Cowboy Hats	14.25 Gr.
Miniature Spanish Hats	21.00 Gr.
Large Spanish Hats	2.75 Dz.
Mexican Cholo Hats	2.50 Dz.
Large Fur Monkeys, \$2.25 Dz.	24.00 Gr.
#9 Mottled Kathed Balloon	5.50 Gr.
#14 Mottled Kathed Balloon	9.00 Gr.
Heavy Reed Sticks	.75 Gr.
New Jap Celluloid Dolls, 4"	1.10 Dz.
5"	1.50 Dz.
7", Movable Arms	2.00 Dz.
Large Cooile Hats	3.50 Dz.

BALL GAME ITEMS

Wood Milk Bottles (light)	\$.85 Ea.
Heavy Loaded Bottles	1.10 Ea.
Worth Special Baseballs	2.25 Dz.
Swagger Sticks (full size)	9.00 Gr.
Plastic Kiddy Canes, Doghead Canes	10.80 Gr.
Miniature Beer Glasses	3.50 Gr.
Whiskey Glasses	3.25 Gr.

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By Bill Baker

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**JACK (BOTTLES) STOVER . . .** is on the hustle again in his Harrisonburg, Va., stomping grounds after being hospitalized for several months. He says they're telling him that there's big dough in the hills of West Virginia so he's planning to head that way.

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**TOMMY BURNS . . .** widely known in pitch circles, is currently employed by the J. H. Day Company, Cincinnati baking machinery firm.

**TOM KENNEDY . . .** is in Milwaukee working a pen deal via coupons. He is using a radio spot announcement with it in another of his progressive merchandising ideas.

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Remember, it's the successful pitchman who believes that it's never too hot to make a herman.

**HARRY MAIERS . . .** is in Kentucky where he's winding up a lengthy vacation.

**STELLA BASS . . .** while in Milwaukee recently visited Bea Louis, who is still working foot at the F. W. Grand store there. Stella is supervisor for the Cro-pax

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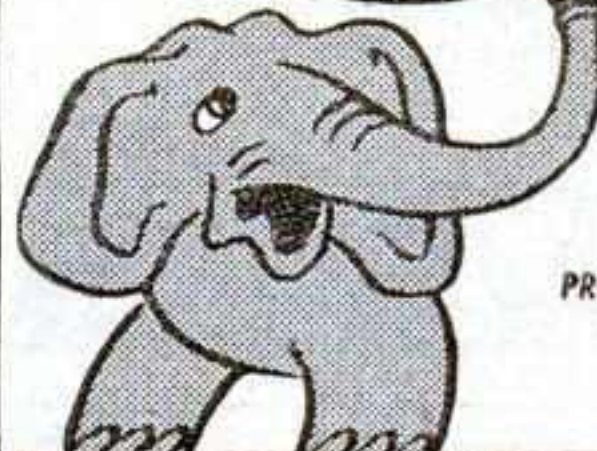
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THERE IS NO SUBSTITUTE FOR QUALITY  
Write TODAY for new wholesale catalog on tonics, oil, salve, soap, tablets, herbs, etc. **LOW PRICES—RAPID SERVICE!** (Products Liability Insurance Carried). We are Manufacturers Pharmacists established 1934.  
GENERAL PRODUCTS LABORATORIES, INC.,  
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Foot Aid Company, working out of Cleveland.

There's no point in living if you can't make life less difficult for others.

ROSELLA VIAU . . . and her husband, Richard, well known in pitch circles, are managing a large apartment hotel in downtown Mil-

waukee. Bob Cadieu, Rosella's brother, also is on her staff.

A pitchman who can't gross any money this year must content himself by telling what big grosses he would have if he were playing another route.

PHIL ITZKOWITZ . . . his wife, Esther, and their son, Robin, are vacationing at their summer home at Bass Lake, Wis.

BEREL RINDNER . . . currently employed as an instructor in Italy, plans to return to the United States soon when he will wed a Milwaukee girl.

Learn to say kind things at the proper time and no one will ever charge you with being ignorant.

NELLIE BROWN . . . continues to work her Satin Sheen layout in the W. T. Grant store, Milwaukee.

Faith, perseverance, sharp wit and talent are all the qualifications you need to hit the top rung on the ladder of success.

HARRY LITHGOW . . . is reported to be working up a grass joint for its debut in an Indiana spot.

Are you getting your tips all enthused and pepped up over what you have to sell?

MAE LITHGOW . . . is still working herbs at Goldman's, Milwaukee, to click geedus counts.

A little learning can never become dangerous when a fellow doesn't mistake it for a great deal.

terprises and built by the Pinto Bros. Sid acquired the 8-unit game 10 years ago, and it has been bringing him large profits every succeeding season. . . . Two ambitious self-made chefs, catering to the appetites of just employees, are Mrs. Harry Nelson, serving tasty sandwiches and coffee to Nelson's Corner workers, and Marie Wagner, cooking five-course dinners for Dave Rosen's freaks on the premises.

Hurricane ride on West 12th Street is topping all in earnings and is open only evenings during weekdays. . . . Mickey Wenick, manager of Seskin's Playland, is recuperating from a recent eye operation. . . . Harry Krabitz, at the miniature Steinway, and Tommy Manfro, at the drums, comprise the new out-front bally attraction at Tirza's. . . . McCullough Bros.' Dangler ride on Surf has been recently re-equipped with new two-seater cars of the semi-closed type. These replaced those of the open-chair kind. More effective and safer, said George McCullough. New apparatus is a product of their own shops. . . . Alphonso Petrosino, an ex-G.I., is studying the watermelon business from lessons supplied by his more experienced brother-in-law, Pete Baccelo, in a concession on Stillwell. . . . The Blatts, Herman and his wife, Nettie, are wholesalers and retailers in fruit on Surf, a business that was left them by Herman's dad, Harry, who was a pioneer in the game 35 years ago. It is Miami for the Blatts in the winter. . . . Mannie Silvers and his wife are week-ending in Asbury Park, N. J., and at the Monmouth Park races.

ATTENTION, ENGRAVERS BUY DIRECT FROM MANUFACTURER AT LOW PRICES MASSIVE ALUMINUM IDENT'S \$3.50 DOZ.—\$40.00 GRO. SOLID NICKEL SILVER IDENT'S \$4.50 DOZ.—\$51.00 GRO. FOBETTES, GUARD PINS, CHARMS, CROSSES, ETC. OVER 500 ENGRAVING ITEMS SEND FOR CATALOG TODAY "Frisco Pete" MANUFACTURING JEWELER 604 W. LAKE ST. • CHICAGO 6, ILL.

SENSATIONAL OFFER!! For Next 30 Days Only \$4.00 EACH DEAL In lots of 12 or more. Regular price, \$4.65 each. TREASURE ISLAND is a large, handsome display in four strong, "eye catching" colors. Each display contains 90 individual boxes; each box contains an ALL AMERICAN article of merit. Full of fun, mystery and surprise. Each deal takes in \$9.00 for dealer. EQUAL VALUE—NO BLANKS. Remit in full or 1/3 cash deposit—balance C. O. D. Give full shipping instructions. THIS SENSATIONAL OFFER made to keep our plant active through hot weather months. We are forgetting all profits. GET ON BAND WAGON; take quick advantage of this special offer. RUSH YOUR ORDER TODAY. DO IT NOW. HOWARD CO. 134 West 8th Street Kansas City 6, Mo.

LOOK! Hand Painted Zipper Wallets Today's Sensational Big Seller — Direct From Manufacturer MAKE 100% PROFIT AND MORE FAST-SELLING 98¢ to \$1.49 Retail Value YOUR NEW LOW COST \$7.50 per doz. \$7.25 per doz. in 3 doz. lots. \$7.00 per doz. in 6 doz. lots. \$6.50 per doz. in gross lots. All-around zipper, 4 cellophane windows, zipper change purse, 12 appealing, multi-colored designs. Big demand. Popular gift item. Send 25% deposit, balance C. O. D. SELL STORES AND DIRECT—Write today for FREE ILLUSTRATED NEW CATALOG big value leather goods, novelties for all the family. GOLDEN NOVELTY CO. 648 Broadway, Dept. B-16, New York 12, N. Y.

HAND PAINTED All-Around Zipper Wallets Embossed. Four transparent Picture and Card Windows and Change Purse. Twelve MULTI-COLORED Designs. Send 25% dep. balance C. O. D. \$7.80 per doz. \$7.20 per doz. in 3 doz. lots Sample, \$1.00. \$6.75 per doz. in gross lots Retail for \$1.49. SCOPE SALES CO. 8 Beekman St., New York 7, N. Y., Dept. 301

CONEY ISLAND (Continued from page 60) tor, Frank Talamo, and ticket seller, Eddie Kritzer. Sky Dive's operator is James Buerrieri; ticket seller, Marty Pacelli, and operator's helper, George Buono. Pinto Bros.' new 10-car Whip ride that replaced their Scrambler, which was moved to Steeplechase Park, started rolling recently on Surf, near Stillwell, with Al Pinto, operator, and James Taunon, ticket seller. Pinto's Crazy Ghost, adjoining, has Sal Romeo, operator, and Al Loro, ticket seller. . . . John Tsukalas, a Coney first timer, five years in the army and born in Bethlehem, Pa., is a concessionaire on Stillwell and Surf, mystifying visitors with trick cards, while wife, Rose, sews monograms on caps the same as John's brother, Dave, and Dave's wife, Ruth, are doing on the Atlantic City Steel Pier.

Paul Padula, besides baking prize-winning pizza pies and bossing an Italian eatery on Stillwell, finds time to dig into his former art of oil painting and kneading out cameo reliefs. . . . Dave Berger, pitman of Eddie's 5-Star Final, with his brother, Marc, doubles in songwriting. Their latest is a fox-trot labeled Brooklyn being played by several orks. . . . Fifty girls for the floats in the Mardi Gras parade were selected from out of an army of applicants at Jack Stern's old-time movie lot in Feltman's August 14. . . . Adelpia Rivero, of the troupe circling the Globe of Death on the Boardwalk, is recovering from a nasty spill, from which she suffered broken ribs and bruises, while doing her turn July 31. . . . Martin Davis, who operates a new basket ball game in front of Luna, together with Leo Prostavok, his brother-in-law and partner who runs skeeball alleys on West 16th Street, plan taking their possessions on the road, starting at Mineola, after the Coney season.

Charles Cohen Retiring Charles Cohen, ticket seller for 35 years on Coney—20 in Dreamland and the last 15 at the Looper on Surf and West Fifth Street—says he will retire after the present season. . . . Sid Daiell's Ro-Lo game on Surf, the only one of its kind on the Island, was invented by Al Ross, of Imperial En-

WAR SURPLUS CLOSE-OUT Amazing RAIN-CAPE COVER-ALL Folds up to fit pocket FOOTBALL AND OUTDOOR CONCESSIONAIRES This is just the type of complete light weight protection you need from the rain and weather while FISHING, HUNTING, COLFING OR ATTENDING OUTDOOR SPORTING EVENTS. Made of tough plastic with transparent top which enables you to see in all directions. BE SNUG AS A BUG WHEN IT RAINS. 15c EACH IN LOTS OF 100 - 1000 F. O. B. Chattanooga—Cash or Check with Order ACME TOOL CO. BOX 1512 Phone 23695 CHATTANOOGA, TENN.

Six Beautifully Colored FIGURINES Balloon, Apple and Orange Sellers. Works of art in every detail. Retailing in the better stores for as high as \$5.00 each. \$21.00 per doz. From 7 to 10 inches high. SALESMEN WANTED TO SELL TO STOREKEEPERS Liberal commission on orders and re-orders. Once in the store, re-orders follow constantly. Profitable sideline. LEO KAUL IMPORTING AGENCY, Inc. 333 and 335 K South Market St. Chicago 6, Ill.

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25% Dep. Bal. C.O.D. if not ret'd.



# UNDER THE MARQUEE

(Continued from page 63)

ing agent and is at present on the West Coast.

News that a thief stole six suits and \$100 from a cookhouse waiter's berth suggests that waiters are now comparatively affluent.

Jack and Ruby Landrus, midget clowns, played the Jaycee Thrill Circus, Springfield, Ill., with the Sherman brothers, following which they went to the fair at Russell Springs, Ky.

Susan Staton, secretary to Walter Tupper, general agent of Ringling-

Barnum, was a stopover visitor in Chicago Friday (13), en route from New York to Los Angeles.

H. J. Wills and E. J. Werner visited Vic Robbins, Al Yoder and Fred Mullen, with the Beatty show at Bloomington, Ill., and report a good band and fast-moving performance.

Earl Peck, professionally known as Gene Gralau, former circus and hall show operator now in the merchandise brokerage business in Tacoma, Wash., was married to May B. Elder, nonpro, July 9 in that city.

Felix Adler, of Ringling Bros. and Barnum & Bailey, renewed acquaintances with N. C. Gray, of Blencoe, Ia., when that org played Omaha recently. Adler and Gray are army buddies from World War I.

Whether one performs on a wire or a cable, to the native he is always a tight-rope walker.

Despite competition from a hospital bazaar, the James M. Cole Circus attracted a full house at night during its recent stand in Port Jervis, N. Y. The matinee drew a scant crowd, however.

Bill Van Etten, of Van Bros.' Circus, visited the James M. Cole show at Walton, N. Y., and also was a visitor to the Morris Hannum Shows at Flourtown, Pa. Also on the Hannum lot were Mr. and Mrs. Jack Grant, Monkey Show operators.

William E. (Bill) Franks, who for 12 years operated a carnival in and around Macon, Ga., has been off the road this year, giving exclusive attention to operation of the Red Fez Fishing and Hunting Club, located on the Franks farms in Wilcox county.

Jake J. Disch, Clown Cop Corrigan, worked the Centennial parade at Kenosha, Wis., and received several stories in the local papers. He also was interviewed over the radio. Disch formerly resided in Kenosha. He reports he caught the R-B show at Madison and enjoyed a visit with

Jack LeClair and some of the clowns, and caught Cole Bros. at Delavan, Wis., visiting with Otto Griebing.

What a trouper will never understand is why tent-show fans will vacation on a circus, and strictly for a rest.

George E. White, known in showbiz as Georgie Lake, writes that Amelia Lake, who suffered a stroke last September while showing in Idaho Falls, Idaho, will enter a sanitarium. The Lakes may be addressed at 2317 E. Fillmore Street, Phoenix, Ariz.

When the Clyde Beatty show played Lincoln, Ill., Saturday (7), Mr. and Mrs. Claude Patterson were on hand to greet the personnel. "I don't know when the Missus and I enjoyed a circus like we did the Beatty show," Patterson wrote.

Parade mag, in its August 8 edition, devoted two full pages to editorial comment and photos on J. W. (Pop) Barrett's *The Greatest Little Show on Earth*, a miniature circus complete in every detail. Barrett is the owner of Barrett's Circus and Mardi Gras Shows.

The Wednesday (11) edition of *The Chicago Daily News* carried a story with a picture of Clyde and Harriet Beatty, on the Clyde Beatty show. Story, written out of Bloomington, Ill., by Staffer George Thiem, was headed "Big top packs 'em in on small-town circuit."

Circus biz will be on the way when every showman stops knocking every modern idea and new invention.

The Macon (Ga.) *Telegraph*, August 7 issue, used a front page feature on the lion-panther encounter which followed a truck accident of the King Bros.' Circus in Virginia. The reason was the lion happened to be the namesake of Mayor Lewis Wilson, of Macon.

When James M. Cole played Susquehanna, Pa., F. Eugene Sykes, Harford, Pa., was on hand to catch the show and enjoyed visits with Lew Barton, Red Lunceford, Joe B. Webb, Flordelina, the Acevedo Family and Bud Anderson's son, who has the concessions.

Harold J. Conn, of the Three Conns, reports that he and his brothers played a recent date at Toney's Park, Bay City, Mich., and renewed acquaintances with Kinko, Jimmy DeCobb, Jack Klipple, Gene Randow and Dime Wilson, all with the Polack Eastern Unit, when the show played Alpena, Mich.

A hick is a fellow who sits so high in the crowded general admission seats that he is passed up by one-third of the seat butchers.

Adele Reenan, of the John Robinson-Loyal Repensky Tent, Cincinnati, CFA, has received permission from Zack Terrell to spend her vacation in September on Cole Bros. She is a member of the Camargo Hunt Club, Cincinnati, and has won numerous ribbons in the hunter and jumper classes. She was introduced to the Cole personnel four years ago by Dr. William and Verna Huebener.

Doc Waddell, of Mills Bros.' Circus, writes that he is spending a month's vacation visiting friends and relatives in Ohio, Kentucky and West Virginia but that he will rejoin the org at Camden, N. Y. Waddell will celebrate his 86th birthday, Thursday (26). Doc puts a p.s. on his letter saying, "Watch *Coronet* magazine for a big story on me." Doc, however, failed to report which issue it would be in.

When Ringling-Barnum played Fort Dodge, Ia., Merle Evans entertained Mr. and Mrs. Karl L. King at the night show. After the show, Mr. and Mrs. Evans were guests in the

King home. G. W. Tremain and Bill Speilberg, former R-B bandman, were entertained by the band at the night show and after the show entertained a number of the musicians at the American Legion Club, where Karl L. King was host. Attending were Lew Bader, Paul Davis, John Horak, Al Hildensmith, Eddie Brox and Frank Simouer.

William H. Judd, Arthur S. Day, William Hoey and Les Ulrich, all CFA, attended the Crash Dunigan Sky-High Thrill Circus at Plainville, Conn., August 11. Show was there week of August 9. Program included Chet Nelson's band; Torelli's Animals; Bozo Cosmo and Florenz and Toto, clowns; Lewis and Oliver Sisters, head-to-head balancing; the Flying Wards; Marcelli, on the wire; Emil Winters, perch; George Keller's wild animals; Evelyn and Marion, equestriennes; Mlle. Lalage, one-arm planges; Torelli's Liberty horses; Donnelly and Bob, acrobats; Dunigan's Thrillers, on high ladder. George Dunn is equestrian director, and John J. Kiniry, secretary-treasurer.

Rex M. Ingham writes from his animal farm at Ruffin, N. C., that recent visitors have included Col. Henry N. King, one-time impresario of musical shows in Africa, Australia and the Orient, and Mr. and Mrs. Jethro Almond, former circus owners who now operate tent shows. According to Ingham, Jack Crawford, animal trainer at his farm, has been released from the Veterans' Hospital, Fayetteville, N. C., and is breaking animals for schools this season; that Dr. George D. Barrett, lecturer, who has been at his home in Decatur, Ill., all summer, is expected in soon to work the monkey unit; that Bobby Jenkins and his mother will have one of the mammal units in schools; that Mrs. D. B. Shores is ill at her home in Long Island, Va., and that Ingham visited King Bros., Danville, Va.

## Macon Shrine Planning Two-Ring Indoor Show

MACON, Ga., Aug. 14.—A large, two-ring style indoor circus, sans concessions, has been decided upon by Al Sihah Shrine temple for a November date at the Macon auditorium. For 14 years the Shriners sponsored a stagemore type of circus with concessions, but policy was switched last year. J. P. Kennington is general chairman.

Engagement of the first large-sized show last year was limited to three days and this was found insufficient. Date this year will be four or five days.



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PINS • NECKLACES • BRACELETS  
EARRINGS • IDENT'S • ETC.  
Retail Value up to \$5.00 Ea.  
1,000 Pc. Asst. .... 15c Ea.  
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100 Pc. Asst. .... 25c Ea.

Send 25% deposit and make plenty money on deal.  
**LOUIS H. GINSBURG, Auctioneer**  
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# CONCESSION SUPPLIES

**FREE! CHANGE APRON WITH YOUR ORDER!**

Worth Baseballs. Doz. .... \$ 2.25	<b>BEACON BLANKETS</b>	Celluloid Pin Wheels. Gr. ... \$ 9.00
4 to 7" Hoop-La Rings. Doz. ... .70	TOBA, Indian design. 60x80. Ea. .... \$2.70	Airplane Pin Wheels. Gr. ... 10.00
French weighted Darts. Doz. .... 1.20	MIDWAY. Plaid. 60x80. Ea. .... 2.70	Circus Pin Wheels. Gr. .... 13.50
Dart Balloons. Gr. .90	MAGNET. Plaid. 66x80. 3" Sateen bound ends. Ea. .... 3.35	22" Crook-Handled Plastic Cane. Per 100 .... 6.95
Wood Milk Bottles. Ea. .... .65	Less 10c each in case lots of 30	Swaggers. Gr. .... 9.00
Aluminum Milk Bottles. Ea. ... 1.10		Red, White and Blue Batons. Gr. 12.00
Knife Rack Rings. Per 100 .... 3.50		Parachute Troopers. Gr. ... 10.00
Cane Rack Rings. Per 100 .... 3.50		Flying Birds. Imported. Gr. .... 13.50
Shooting Corks. Per 1,000 .... 2.75		Small Pin-Up Plaques. Doz. .... .85
Daisy Cork Guns. Ea. .... 4.95		Large Pin-Up Plaques. Doz. .... 1.95
<b>U. S. SLUM</b>		Horse Shoe Plaques. Doz. .... 2.00
Wedding Rings. Gr. .... \$ .65		Straw Horse and Rider. Doz. .... 2.95
Plastic Thimbles. Gr. .... .75		Flying Birds, U. S. Gr. .... 10.80
Comic Books. Per 100 .... 1.50		Imported Fur Monks. Doz. \$2.00. Gr. 22.50
Comic Buttons. Per 100 .... 1.65		<b>PINK GLASSWARE</b>
Flag Buttons. Per 100 .... 1.00		Cups (6 Doz. Pack.) Gr. .... \$ 5.80
Tongue Novelty. Per Bale 200 .... 1.50		Tumblers (6 Doz. Pack.) Gr. .... 9.60
Paint and Puzzle Books. Gr. .... 4.50		Creamer (4 Doz.) Doz. .... 1.05
Asst. Prevue Broaches. Gr. .... 9.00		Covered Sugar Bowl (4 Doz.) Doz. ... 1.65
<b>PLASTER</b>		Covered Butter Dish (4 Doz.) Doz. ... 1.65
1 1/2" Dogs, Ducks, etc. Gr. .... \$ 1.25		Dinner Plate (2 Doz.) Doz. .... 1.65
2 1/2" to 3" Animals. Packed 3 gr. Gr. 2.25		Sandwich Plate (2 Doz.) Doz. .... 1.90
3 1/2" Animals. Gr. .... 6.50		Vegetable Bowl (2 Doz.) Doz. .... 1.90
3" to 5" Animals. Gr. .... 9.00		Platter (2 Doz.) Doz. .... 1.90
7" Animals. Packed 2 doz. Doz. .... 2.00		Hand-Painted Liquor and Condiment Bottles. Special Price—Doz. .... 8.40
Asst. Baby Face Plaques. Ea. .... .15		<b>HATS</b>
<b>GLASSWARE</b>		Tiny Hat with Feather. Gr. .... \$ 5.40
Whiskey Glasses. Gr. .... \$ 3.25		Miniature Cowboy Hat. Gr. .... 14.40
Miniature Mugs. Gr. .... 3.50		Miniature Spanish Hat. Gr. .... 14.40
Ash Trays. Gr. .... 3.00		Mexican Hat. Gr. .... 22.50
Tumblers. Gr. .... 3.95		Coolie Hats. Doz. .... 3.00
4 3/4" Nappy. Gr. .... 4.50		Orders, F. O. B. Indianapolis.
Sherbets. Gr. .... 5.75		
Crystal Candy Dish and Cover. Doz. 2.15		
25% Deposit With C. O. D.		

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**SALESBOARD SIDELIGHTS**

Gardner's sales manager, Charles B. Leedy, is off on a Wisconsin vacation with his wife. They are due back in the office Monday (16). Board output is going along on a good level. The firm's large display room, where the full line of some hundred-odd boards is on display, is a center of visitor interest. . . . Kingley Enterprises, Miami, national distributors of Automatic Charley, a new coin-operated salesboard, reports a high rate of inquiries about the new item. Kingley officials say operators are interested in the board because they can use the Charlie boards for refills.

Harlich Manufacturing Company debuted its new Junior Companion to the book-cover type Gold Gusher board

this week. New number, called Oil Strike, retains the same two-inch thickness of its parent board and the same large-size (five inches wide) tickets. A quarter play board, it has a top winner of \$50 and comes in blue and yellow. Same length as Gusher (12 inches), Oil Strike is only 11 inches wide (Gusher is 22 inches). Deliveries on the new number commenced last week.

Art Paule, manager of the A-P Distributing Company, St. Louis, reports that his new Whirllet electric machine, with its own dice, is going on to make new sales records. Art adds that the Whirllet unit can be used with any kind of dice, such as poker, put and take, cigarette, race horse and regular dice. . . . Dave Rice, Empire Press vice-president, left Monday (9) on a five-week tour of Western States. First States of call are Washington and Colorado. Dave is hitting the skyways this time.

William Shapiro, sales manager for Abbotwares, Los Angeles, left recently for a four-week trip in the interests of the lines the company handles. Shapiro, who joined Abbotwares after serving as Western representative for Harlich, is putting special emphasis on the Abbotwares lines for salesboards. At present the company is featuring the new Western boot lighter and the well-known Abbotwares horse with direct reading numeral clocks.

Charley Cain, Bork Manufacturing's representative in the Rocky Mountain area, reports that business in his territory is booming, with prospects for a big fall season as the result of record-breaking wheat crops.

Universal Manufacturing Company, Kansas City, has just added a night shift to speed up production and make "no-wait" delivery a customer courtesy. Sol Levinson, assistant general manager, reports that sales are increasing steadily. Joseph Berkowitz, president and general manager, is currently working at the Bee Jay office in Chicago, and is planning an Eastern trip a week or so after his return from Bee Jay.

**SALESBOARDS**  
**JAR-O-DO TICKETS**  
**WHOLESALE PRICES TO ALL**

BEE JAY SALESBOARDS  
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**SALESBOARDS**

IMMEDIATE DELIVERIES—20% DEPOSIT

Holes	Name	Profit	Price
400	5c Dollar Bd., X.Tk.	Def. \$ 7.00	\$ .59
1000	25c Charley	Def. 50.00	.79
1440	5c Cigarette Barrel	Def. 22.00	.99
1440	5c Barrel	Def. 18.00	1.15
1440	10c Barrel, X. Tk.	Def. 36.00	1.39
1800	5c Lulu Bd., X. Th.	Def. 18.00	1.49
1000	25c J.P. Charley, Tk.	Avr. \$52.08	\$ .94
1200	25c Tex. Charley, Seal	Avr. 102.28	1.69
1200	25c Tex. Charley, Seal	Avr. 102.28	1.69
600	25c Jumbo Q.T., X.Tk.	Avr. 85.30	1.59
1000	5c J.P. Asst. Bds.	Avr. 27.00	2.49
1050	5c J.P. Asst. Bds.	Avr. 31.00	2.69

**NEW! 6 Tickets Per Hole Boards**

200	25c 6-in-1	Max. Avr. \$39.50	\$1.59
300	25c 6-in-1	Max. Avr. 73.50	2.39
200	25c Kwik Fin.	Max. Avr. 39.50	2.45
2170	5c Red-Wh.-Bl. Tkts.	Def. \$36.50	\$1.29
2170	R.W.B. 5 Fold		1.39
120	Tip Ticket Bks., gross	\$18.75; doz.	1.89

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TO ALL USERS OF PUNCHBOARDS:  
By September 1, all present types of money boards will be obsolete.

A WORD TO THE WISE IS SUFFICIENT

**BORK**  
MANUFACTURING CO.  
6201 15th Ave., Brooklyn 19, N. Y.

NO OTHER BOARD CAN MAKE THIS STATEMENT

MORE OPERATORS and JOBBERS USE

**PROFIT BOARDS**  
THAN ALL OTHERS COMBINED  
**IT'S A FACT!**

PROFIT MFG. CO.  
50-11 40th St. L. I. C. 4, N. Y.

**100% COUNT**  
**Positively No Shortage**

**THE MOST TALKED ABOUT SALESBOARD**  
**COLOR-ADO**

**ATTENTION**

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Will do for you what you want it to do . . . make you **"MORE MONEY"**

COLOR-ADO will best prove its value when placed in Clubs, Lodges and other exclusive locations.

**RESTRICTED TERRITORY TO BONA FIDE OPERATORS**



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**Seal Prize CHARLEY BOARDS**

**1 PRIZE 2 PRIZE 3 PRIZE**  
25¢ PLAY — 10¢ PLAY — 5¢ PLAY  
**CASH PAYOUT OR CIGARETTE PLAY**

ALL AVAILABLE IN THIN OR THICK 1000 TO 2000 HOLES

*New Profit Makers!*  
WRITE FOR CIRCULAR

**18 DIFFERENT STYLES IN ALL SIZES**



**GARDNER & CO.** 2222 S. MICHIGAN AVE. CHICAGO, 16, ILL.

**BANNER IS BACK WITH SUMMER SPECIALS SALESBOARDS — IMMEDIATE DELIVERY**

Size	Play	Description	Profit	Price
400	5c	BUCK BOARDS	\$ 9.00	\$ .50
1000	25c	JP Chas. Semi-thick	51.95	.75
1000	1c	CIGARETTE BDS.		.55
1200	25c	TEXAS CHAS. Protected	102.88	1.75
800-1200	5c	Jumbo Hole Girlie Bds.	25.00	
			32.00	2.00
700	5c	NICKEL CHAS.	17.00	.75
200	25c	6 for 25c QUICK PINS	39.00	2.10

25% deposit with orders, balance C. O. D.

**BANNER PRODUCTS CO.** 1526 Luxor Cleveland, Ohio

**SPECIAL**  
6 for 25c  
GIANT HOLE BDS.  
15 Asst. Numbers  
**\$2.25**



# Wisconsin Tops 500,000 Mark

(Continued from page 68)

was off an estimated 25 to 30 per cent, as measured by comparative days of State fair operations, and shows were not getting the play many operators had reckoned upon. As a matter of fact, some operators, figuring that perhaps their prices might be too high, shaved them. But this did not have the effect of building income appreciably.

*Ice Vogues* of '48, playing nightly, with matinees on week-ends only, reported that it was winning some money. It scaled at \$1, \$1.50 and \$2. Lower-priced attractions along the midway did not sing the same tune.

### Spending Reported Light

Expo officials voiced the belief that the folks were showing an indisposition to spend. Some attributed this as the reason for under-par attendance for over-par grandstand entertainment. There were others who pointed out that farmers, the basic State fair clientele, had yet to put in their appearance in goodly numbers. Farmers, they contend, are in the throes of harvesting and will be for another week, after which they will be free to attend the last part of the expo, which falls on days normally held by the State fair.

One significant factor about attendance thus far has been the heavy pull of out-of-Staters, particularly from Illinois. Such attendance is credited largely to the expo's sizable advertising outlay in Chicago. Observers maintained that many of the non-natives are more interested in the exposition phase of the event than they are in the entertainment attractions.

### Plenty for Free

The crowds here have ample to see without spending a dime for admis-

sion. The sprawling fairgrounds is crammed with exhibits, many carrying strong interest, and eating and drinking places extend alluring invitations by their spick-and-span appearances or the entertainment they offer. That folks are spending much time doing precisely that is indicated by a check at Borden's free exhibit of Elsie, the Cow. On one day, when the expo's attendance was roughly 57,000, some 19,000 persons were clocked thru the exhibit. Borden reps said the percentage was by far the heaviest Elsie has pulled since she first hit the road. Then, she was something new. Here she is essentially pre-war and surrounded by all manner of new exhibits. The competition, even for her, is rugged. The Alice in Dairyland exhibit, for instance, represents just about, if not the best, dairy show ever put on.

### Dairy Show Holds 'Em

Presided over by a heroic-sized facsimile of the prize-winning gal who reigns as the expo queen, the exhibit abounds with colorful displays, many of them animated and all of them a delight to the small fry. Lining the sides of the dairy exhibit is an ice cream circus.

### Exhibits Outstanding

There are many other outstanding exhibits. Among these is one which presents in one huge building a model farm, along with the latest in farm buildings and equipment, and in contrast, also in the same building, a log-hewn farm house and primitive equipment of 100 years ago.

Still another is the conservation exhibit, which consists of a huge log building, representative of a logging camp, backed by a large area in which logging equipment is shown, along with game and fish native to Wisconsin.

The history of the State is conveyed in many ways. In a new historical building is given the complete history by illustrations, photos and exhibits

of the many phases of the State's progress. The women's building, too, is keyed to the centennial theme. It offers a series of rooms, attractively presented with an eye to authenticity of furnishings and decor.

The industrial building provides a forceful demonstration of the development of the State's economy and the diversity of its industry. All kinds of exhibits, many of them animated and not a few of them miniatures of huge industrial plants, highway scenes, river areas, etc., arrest attention.

Apart from the expo's own building, several national companies have attractive exhibits. Ford, for instance, has an inviting court, walled in white and turfed and shrubbed to show its latest. Nash has a building and offers live entertainment.

### Radio Hall Pulls, Too

In addition, there are many other features which command attention. The new radio hall, with a seating capacity near 1,500, is emanating point for many air shows. Too, the eye-catching building of *The Milwaukee Journal* and its affiliated radio and television outlets compels attention.

All of these plus many more attractions make the exposition end of the event all too powerful thus far to give paid entertainment the opportunity to more than play second fiddle.

### B-C REVUE

(Continued from page 66)

ance, heightened by comic touches and a show of youthful exuberance; Ming and Ling, billed as the Chinese hillbillies, who register solidly with impersonations and clever patter; the Chee Hein Troupe, 10 people who provide contortions, balancing and juggling in a competent, zestful manner; Lucienne and Ashour, *On the Rue de la Paix*, dance feature, with a reverse ending to the traditional Apache dance that provoke howls from the audience, and Sylvia and Christian, adagio team, who pleased in *Summer Day*.

Other stage acts included Billy Langdon's Midgets, who do acrobatics with more than a dash of knockabout comedy that went over well; the Martinis, mixed duo, who give with vocals, semi-classical and up, and on Wednesday (11), at least, probably would have fitted in even better had they confined their offerings to fewer numbers.

Bob White handled the emcee's chores and Izzy Cervone capably wielded the baton. Gloria Gilbert, ballerina, was out of the first few shows with a sprained ankle, sustained in the dress rehearsal.

Sam J. Levy, of the Barnes-Carruthers office, was here Wednesday supervising. Ainslee Lambert, who collaborated with Dorothy Hild in readying the show, planed in from Milwaukee for the opening.

Herb Dotten.

### IONIA'S NEW HIGH

(Continued from page 66)

persons, a large number of whom had held tickets in the uncovered portion of the stand.

The biggest afternoon attendance was scored opening day, when 4,700 paid to see Jimmie Lynch's Death Dodgers. Harness horse races, in for three afternoons, were to be followed by a two-day program of big auto car races which ends today.

The night grandstand program consists of the No. 1 grandstand revue produced by the Barnes-Carruthers Theatrical Enterprises, Chicago, and of fireworks presented by Thearle-Duffield Fireworks Company, Chicago. It played to 5,413 opening night, a good crowd, considering the weather, a good crowd Tuesday and an excellent turnout Wednesday.

Two night grandstand shows were scheduled Thursday, one Friday and tonight. Night reserved seats (on the race track) go for \$1.50 and \$1.80, reserved seats for \$1 and \$1.25 and the bleachers at 50 cents.

### BIZ BOOMS FOR KING

(Continued from page 62)

tendance also may have been hurt by the "wait" paper posted by Cole Bros.' Circus, which is slated to show here Saturday (21).

The org's leopard was killed by a lion Friday (6) in Lynchburg, when a partition separating the two broke as a truck overturned.

The show played to a straw house in Farmville at night, after attracting a capacity crowd in the afternoon.

Originally scheduled lot there was near a stream and proved too muddy, so a shift to a lot about one and one-half miles distant was required.

Despite threatening weather and the tail end of a heavy rain, a pair of full ones were on hand in Charlottesville.

### R. W. WOODWARD DIES

(Continued from page 62)

at Great Lakes Naval Base during World War I. He also was associated with Floyd and Howard King in their operations of the Gentry Bros. and the Walter L. Main circuses and also spent a short season with the 101 Ranch Wild West.

Upon his retirement from circus business, Woodward settled down in Bloomington where he operated a prosperous coal outlet. He was prominent in local and civic affairs, was a member of the school board for 10 years, an active member of the official board of the First Methodist Church, and affiliated with the Elks, Masons and American Legion. At one time he was treasurer of the national chapter of Sigma Nu fraternity.

Survivors are the widow, Mrs. Gladys Woodward; a daughter, Mrs. James Moore, and a sister, Mrs. Frank O. Beck.

## SALESBOARDS at FACTORY PRICES

### Immediate Delivery

#### MULTI-GIANTS, 6 for 25c.

Name	Profit	List
Pool Table	\$31.11	\$6.67
Solid Six	27.01	6.00
Star Dust	21.05	6.64
Glamour Gal	31.55	7.10
Grand Special	26.14	5.94
Quick Fins	23.75	6.50
Four Horses	25.30	5.25
Gold Bag Bookcover	25.25	7.30
Big Hit	22.60	6.50
Five High (Def.)	25.00	4.50
Little Giant (Def.)	25.00	4.50
Step Up	30.60	6.98
Worm's Eye View (Def.)	23.25	4.40
They All Go (Def.)	24.25	4.93
Trial Treat (Def.)	27.00	4.40
Winna Seal	28.50	6.44
The Comet	28.56	6.52
Dixie	27.92	6.32

#### 5c BOARDS

Real Figure	\$27.98	\$8.00
Hit the Deck	30.80	8.77
Smooth Sailing	30.20	7.85
Hoosierette	26.90	6.68
No Male (Def.)	23.70	4.75
Square Deal (Def.)	23.70	4.59

#### 10c BOARDS

St. Louis Saddle	\$44.30	\$ 7.38
Gold Jack	57.08	11.80
Black Gold	64.58	22.00

#### 25c BOARDS

Hit Black Jack	\$ 66.00	\$ 8.40
Ace High (Def.)	74.00	11.67
Gold Gusher	150.88	22.00
Oil Strike	60.83	16.50
Grab a Fin (5 Nos.)	24.00	6.62
Fin & Sawbuck (5 Nos.)	33.15	6.80
Double Sawbuck (5 Nos.)	34.23	6.55
Superior Music (5 Nos.)	49.12	6.55

#### FACTORY DISCOUNTS ALLOWED.

Complete Stock on Hand. Call or Drop In To See Us.

1/3 With Order, Balance C. O. D.

### RAKE COIN MACHINE EXCHANGE

609 SPRING GARDEN ST. PHILA 23 PA.  
LOmbard 3-2676

## PUSH CARDS

PUSH      PUSH

Straight numbers 10 to 200-Holes Girl Names. Also 1-29 to 1-99 in 12 to 66-Holes Girl Names, or All Winners. Others from 10 to 600 Holes. In Stock.

FREE Order Guide. Write

**W. H. BRADY CO., MFRS.**  
CHIPPEWA FALLS, WISC.

### WE ARE OFFERING

# \$25,000 SALESBOARDS

## AT BELOW JOBBERS PRICES

Send for List—Boards of Leading Manufacturers

### EXTRA-SPECIAL

- UNIVERSAL 2520 R. W. B. STAPLED BUNDLES OF (5) ..... @ \$24.00 per dz.
- 2160 R. W. B. STITCHED IN BUNDLES OF (5) ..... @ 15.00 per dz.
- 1260 R. W. B. LITTLE GIANT PAD-O-JACK ..... @ 12.00 per dz.

25% deposit with all orders—balance C. O. D.

## TANCO NOVELTY COMPANY

206 N. RICHMOND ST.

APPLETON, WIS.

### SALESBOARDS AND TICKETS

ALL ORDERS SHIPPED SAME DAY RECEIVED

2170—5¢ R. W. B. singles	def. 3650	\$1.10		
2170—5 fold	def. 3650	1.35		
Holes	Play	Description	Profit	Price
400	5¢	Dollar Game, Ex. Thick	\$ 9.00	\$ .60
1000	25¢	J.P. Charlie, Thick	51.95	.95
1000	25¢	J.P. Charlie, Thin	51.95	.80
1000	25¢	Charlie, Thick	50.00	.85
1000	1¢	Cigarette Boards, 30 P.O.	4.80	.65
1200	25¢	Texas Charlie, Thick	102.98	1.85
600	3¢	Cigarette Bd., 15 Nos. to Tkt. Def.	8.00	.65
600	5¢	Silver-Mt. Coin Bds.	14.50	1.15
1000	25¢	P A D Ticket Deals	23.50	1.25
600	25¢	Little-Big-Shot, Thick	29.70	1.25
840	25¢	Players-Dream, Thick	91.93	2.95
2400	5¢ or 10¢	Easy Picking	48.60	2.50
1200	25¢	Cheerful Charlie	76.98	1.85
1000-1800 Girlie Boards, Jack-Pot and Def. From \$27 to \$25 \$2.20				

### GIANT-HOLES

15 Asst. Nos.

6 FOR 25c

and

3 FOR 10c

SPECIAL

\$2.50

each

## U. S. MERCHANDISE CO.

25% WITH ORDER; BALANCE C. O. D.

10216 Superior Ave., Cleveland, Ohio

### Sweeping the Country—New "Win-a-Prize Bingo" Not Only Sensational—The Response Has Been Stupendous!

**10c Win-a-Prize BINGO 10c**

\$2.00      \$2.00

50c      25c

11 WAYS TO BINGO

1 2 3  
4 5 6  
7 8 9

50c      25c

### New Sensational Card for BINGO Play—A PRIZE WITH EVERY DEAL!

Quick Action for the Premium Operator  
DEFINITE PROFIT—PREMIUM OR CASH  
AWARD GOES WITH THE LAST SALE

DON'T DELAY—ORDER TODAY  
"WIN-A-PRIZE" CARDS—5c or 10c Play

Write for Our Low Factory Prices on TICKETS AND BOARDS.

## U. B. T. DISTRIBUTING CO.

210 N. EWING AVE.

(Phone: Newstead 9008)

ST. LOUIS 3, MO.



**USED COIN-OPERATED MACHINES**

**Music • Vending • Amusement • Bells • Counter**  
 Only advertisements of Used Machines accepted for publication in this column.  
**RATE—12c a Word . . . Minimum \$2**  
 Remittance in full must accompany all ads for publication in this column . . .  
 No charge accounts.  
**Forms Close Thursday for the Following Week's Issue**

AAAAA-1 COIN WRAPPER, 65c PER M—  
 2 1/2" Maple Balls, \$38 per 100. Thousands of  
 other Coin Machine Parts. Send for catalog. Joe  
 Munves, 615 10th Ave., New York City.

AA-1 BARGAINS—50 ASCO 5c HOT NUT MA-  
 chines, reconditioned, \$15 each. 50 reconditioned  
 5c Silver Kings, \$8.95 each. Large Pistachio Nuts,  
 74c lb. in 60-lb. cartons. Bubble Ball Gum, 28c  
 lb. in 25-lb. ctn. Send for complete price list.  
 Asco, 55 Branford St., Newark 5, N. J.

A-1 BARGAINS—CIGARETTE AND CANDY  
 Vending Machines. All makes, models, lowest  
 prices. What have you to sell? Mac Postel, 6416  
 N. Newgard Ave., Chicago. oc23

ATTENTION—COUNTER GAMES, CHAL-  
 lengers, others. Sacrificial immediate sale im-  
 perative. Brighton Vending, 3060 Brighton 1st  
 St., Brooklyn 24, N. Y.

BUY NOW—CIGARETTE MACHINES. EQUIP-  
 ment thoroughly reconditioned and refinished. Low  
 prices; we buy equipment. Central Vending Machine  
 Service Co., 3967 Parrish St., Philadelphia 14, Pa.  
 EVERgreen 6-4244.

CIGARETTE & CANDY MACHINES ALL  
 makes & models completely overhauled and re-  
 finished in two tone baked enamel; guaranteed  
 trades accepted. Fred Stumm, 337 Lawrence  
 St., Philadelphia, Pa. Lombard 3-2642. aug28

CIGARETTE VENDORS—ROWE, NATIONAL  
 and DuGrenier, reconditioned and guaranteed.  
 Quarter coin chutes, too. Kerner Vendors, 3730  
 W. Division St., Chicago 51.

DIGGERS—EXHIBIT IRON CLAWS, MER-  
 chantmen, Microscopes, Erie hand-operated dig-  
 gers, Exhibit Rotary Merchandisers. National, 4243  
 Sansom, Philadelphia, Pa.

FOR SALE—NORTHWESTERN 1c AND 5c  
 Combination Vending Machines, \$0.50. Plastic  
 globe, \$10. 1c Machines which vend peanuts in  
 a bag, sample, \$15, complete. Al Hoff, 1920  
 Rose, Baltimore 13, Md.

FOR SALE—53 MODEL 33 NORTHWESTERN  
 Peanut Vending Machines, \$11.50, complete  
 with bracket. Can't be told from new. 1/3 de-  
 posit, balance C. O. D. Take one or all. Howard  
 Beardale, Lebanon, Kan.

FOR SALE—15 SLIGHTLY USED TRIPLE  
 Bells, 5-10-25 cent Triple Bells used 30 to 90  
 days. Guaranteed perfect shape, ready for location,  
 \$500, used with original crates. 1/3 down, bal-  
 ance C.O.D. (Clare Albaugh, Douglas, Wyoming, or  
 Nelson Novelty Co. se11

JUKE BOX ROUTE FOR SALE—WATERLOO,  
 Iowa. Good earnings. Write Billboard, Box  
 197, Chicago. au28

GOING OUT OF BUSINESS—50 ARCADE MA-  
 chines. Will sell one or all. Send for list.  
 General Amusement Co., 915 N. Saginaw St.,  
 Flint 4, Mich. au21

MILLS 48-BOTTLE ELECTRIC COCA-COLA  
 Vender, 5c slot, first-class condition, \$119. 1/3  
 with order. M. E. Grimme, Durango, Iowa.

POPCORN MACHINES—USED T & C 'POP'  
 Corn Sizer Vending Machines for sale. In good  
 shape. 175 or any part of them at \$100 each,  
 F.O.B. Des Moines. Fox Popcorn Co., 511 1/2 East  
 Walnut St., Des Moines, Iowa. aug21

QUANTITIES OF CASH TRIOS WITH STANDS,  
 \$29.50. Lewel Aspirin Vendors, \$18.50 each,  
 FOB New York City. 1/3 down with order, bal-  
 ance C.O.D. Ben H. Golob Distributing Co., 303  
 4th Ave., New York City.

REBUILT POPCORN MACHINES FOR SALE—  
 Fully guaranteed. Priced from \$150. Consoli-  
 dated Confections, 1314 S. Wabash, Chicago 5, Ill.  
 au28

REBUILT BLACK CHERRYS—NEW FRONTS  
 and Cabinets, \$135 each. Rebuilt Jewells,  
 new Fronts and Cabinets, \$150 each. Also Blue  
 Fronts, Brown Fronts and Cherry Bells at \$75  
 each. One set of 5-10-25c Chub Bells at \$290.  
 Also all types of Coin Operated Equipment. Write  
 for prices. Coleman Novelty, Rockford, Ill.

SLIGHTLY USED 1947 MODEL V VICTORS  
 (gum or peanuts). Lots of 25 only \$200. 1/3  
 deposit with order, balance C. O. D. Act now,  
 supply limited. Buckman Novelty Co., 107 S.  
 Madison St., Green Bay, Wis. au28

TWO LIKE NEW IMP WITH 3,500 BALLS  
 Gum, \$15. T. O. Thomas Co., Paducah, Ky.

VICTORY POSTAGE STAMP MACHINES—24.  
 Place inside or outside for 24 hour service.  
 Weatherproof, in A-1 condition. Will sell one or  
 all, \$31.50 each. Write Albert T. Jackson,  
 R R 6, B. 377, Anderson, Ind.

WATLING FORTUNE TELLER SCALE—1/3  
 deposit. M. E. Grimme, Durango, Iowa.

WANTED—PENNY MASTER VENDORS IN EX-  
 change for Pinball Machines. Penny Sales, Box  
 1784, Louisville, Ky.

40 ROCK-OLA LO-BOY PENNY SCALES—THE  
 scales with the lifetime porcelain finish, late  
 serial numbers, new condition inside and out. One  
 or all \$58.50, 25% deposit. D. F. Hyles, 4911 1/2  
 Worth, Box 5915, Dallas, Tex. au21

50 SLIGHTLY USED COIN-OPERATED HOTEL  
 Radios in good condition. Will sacrifice. Box  
 196, Billboard, Chicago.

*Be first to...*

**WIN PLACE SHOW**

BIGGER PROFITS!  
 YOUR ORDER TODAY!  
 HOTTEST PREMIUM ITEM IN YEARS!

**ABBOTWARES**  
**WESTERN BOOT LIGHTERS**



*Buy Abbotwares!*

Never—in the history of the board business—has there been an item that has a play appeal that ABBOTWARES' new WESTERN BOOT LIGHTER commands. Don't wait too long before placing your order—BE THE FIRST IN YOUR TERRITORY TO REAP THE HARVEST THAT THESE BOOT LIGHTERS WILL BRING YOU.

**IMMEDIATE DELIVERY!**

**16 FINISHES**

- ★ BRONZE
- ★ COPPER
- ★ COPPER AND SILVER
- ★ SILVER
- ★ GOLD
- ★ OXIDIZED BLACK
- ★ BLACK AND SILVER
- ★ GOLD AND SILVER
- ★★ ABOVE FINISHES AVAILABLE WITH JEWELS

WRITE, WIRE OR PHONE FOR PRICE LIST AND CATALOG  
 PHONE: CAPITOL 4256

**EVANS**

ACTUAL SIZE

*A Winner...*

**"TENS AND TWENTIES"**

Here is the Board that has 'em all Beat!

5 NUMBERS ON EACH TICKET  
 400 GL Holes

25c PLAY . . . SUPER THICK  
 FORM NO. 14407

Takes 'n . . . . . \$100.00  
 Av. Pay ut . . . . . 55.16  
 AV. PROFIT . . . . . \$ 44.84

**HARLICH MFG. CO.**  
 1200 NORTH HOMAN AVENUE  
 CHICAGO 51, ILLINOIS

**SALESBOARDS—All Orders Shipped Same Day Received**

Holes	Play	Description	Profit	Price
400	5¢	Lucky Bucks, Thick	Def. \$ 7.00	\$ .85
1000	25¢	J.P. Charley, Thick	Avg. 51.95	1.25
1200	25¢	Texas Charley, Thick	Avg. 102.98	1.60
960	5¢	Fully Packed, Thick, Girl Board	Avg. 26.25	2.75
960	5¢	It's the Knots Thick, Girl Board	Avg. 26.25	2.75
1000	5¢	Barely Speaking, Thick, Girl Board	Avg. 26.60	2.75
1000	5¢	Glovely Lady, Thick, Girl Board	Avg. 28.60	2.75
1200	5¢	Pick a Cherry, Thick, Seal Board	Avg. 30.04	2.65
300	25¢	Fin & Sawbuck, Thick, 5 Nos. to Ticket	Avg. 33.15	2.85
220	25¢	Kwick Fin, Giant Holes, 6 for 25¢	Avg. 28.75	2.50

WRITE FOR OUR LATEST ILLUSTRATED PRICE LIST

Stating your requirements. Large stock Plain, Tip, Definite, Jackpot Boards, Coin Boards, Super Giant Holes and all kinds of Cigarette Boards, 1¢, 2¢ or 5¢. 25% deposit with all orders—balance C. O. D.

**MICHIGAN CITY NOVELTY CO.** BOX 66, MICHIGAN CITY, INDIANA

**GIVE TO THE DAMON RUNYON CANCER FUND**

**ABBOTWARES**  
 1770 WORKMAN ST. • LOS ANGELES 31, CALIF.



Communications to 155 No. Clark St., Chicago 1, Ill.

# National Distrib Assn. Formed

## Set Up 9-Man Board To Get Plans Rolling

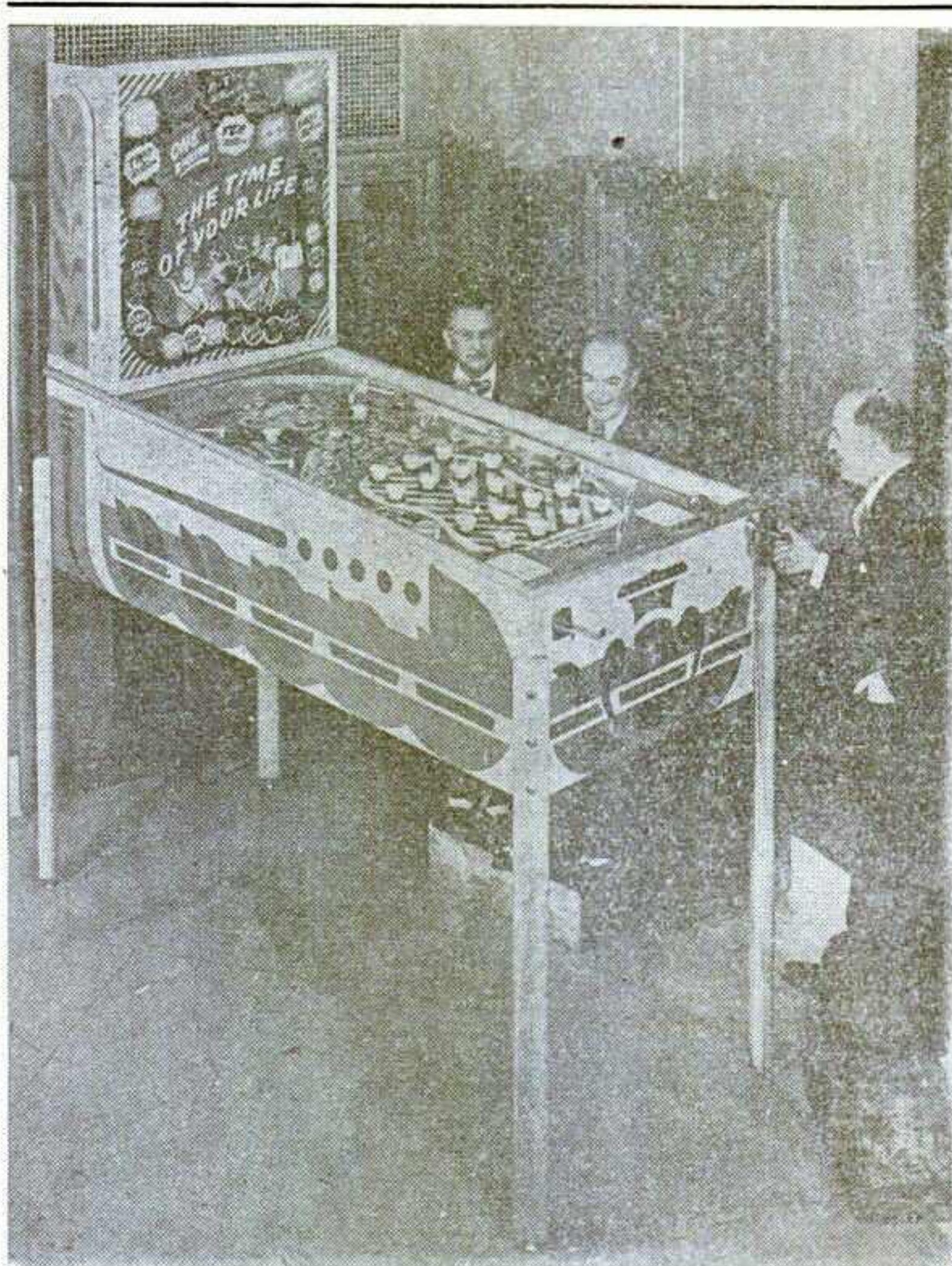
### Old-Line Firms in Forefront

CHICAGO, Aug. 14.—A group of the industry's leading distributors, who hold exclusive franchises from five-ball manufacturers, met in Chicago last week to lay the groundwork for a National Automatic Distributors' Association (NADA). Altho complete, official details of the association's aims and purposes are not yet ready for release, a spokesman for the group said. However, it will work toward the "orderly distribution of games" and the "correction of evil trade practices."

A preliminary organizational session, held in Chicago's Sheraton Hotel, was followed by a meeting between distributors and representatives of manufacturing firms. Coin Machine Industries, Inc. (CMI) has scheduled a board of directors meeting for September, and at that time CMI's manufacturer members will discuss the aims and goals of the distributor group.

#### Nine-Man Board

Chosen to guide the new distributors' association is a nine-man board of directors composed of Lou Wolcher, Advance Automatic Sales, San Francisco; David S. Bond, Trimount Coin Machine Co., Boston; J. D. Lazar, B. (See NAT'L DISTRIB on page 126)



GIANT AMUSEMENT GAME to be used to swell Coin Machine Industries' (CMI) contribution to the Damon Runyon cancer fund gets final inspection from CMI Co-Chairmen Sam Wolberg (left), Ray Moloney (center) and Harry Williams (playing the game). Three of the huge games have already been shipped to theater lobbies in St. Louis; Rochester, N. Y., and Atlanta. Three more will be sent out on location soon. Made under the direction of Herb Jones, games are on dime play in theaters showing the film, "The Time of Your Life," with all proceeds from play going to the Runyon fund.

## Cannot Tax Or Ban Jukes, Pins in Iowa

### Attorney General Rules

DES MOINES, Aug. 14.—Iowa attorney general's office has ruled that cities and towns in the State cannot license juke boxes and pinball machines and must obtain legislative authority before doing so. Ruling came in a test case when the Des Moines City Council asked for an opinion on a proposed Des Moines city ordinance.

The attorney general's office held that present State laws do not include juke boxes or pinballs under list of things that may be licensed and does not allow cities to prohibit them, and therefore they do not have any jurisdiction. The office pointed out that to install parking meters the cities were required to obtain legislative approval.

The Des Moines proposed ordinance would have licensed juke boxes with an annual fee of \$12 and pinballs and other legal coin-operated amusement machines at \$15 a year. Ordinance would have also prohibited playing of juke boxes between midnight and 6 a.m., and prohibited 18-year-olds or younger from playing pinballs.

## Play Prospects Brighter as Jobs, Wages Hit New Highs

WASHINGTON, Aug. 14.—Prospects of increased public spending for vending machine products and coin machine patronage came this week in latest reports of federal economists. Commerce Department and Agriculture Department issued double-barreled reports showing not only that employment and income in industry and agriculture are at a new high but that the future promises still higher peaks.

From the Agriculture Department's Bureau of Agricultural Economics came findings that sharp seasonal increases in both agricultural and non-agricultural employment resulted in an increase of 2,600,000 persons being employed in June, bringing the Bureau of Census total to a record 61,300,000 persons, which is 1,200,000 greater than a year ago.

Commerce reported that personal income climbed in June to a record high annual rate of almost \$212,000,000,000, with the gain shown largely

in factory wages.

Record peacetime rates of steel production and substantial increases in motor vehicle output from the relatively low levels of May raised total durable goods output in June despite declines in the non-ferrous metals and lumber industries caused by floods, reported BAE. Total industrial output in June increased above the May level as slight increases in activity in automobiles, machinery and some building materials more than offset declines in mineral output.

BAE's report had one gloomy note. While farmers' cash receipts from January thru July this year were well above receipts for the same period last year, production costs were up even more. Prices paid by farmers for production items this year averaged 10 per cent higher than in 1947, while prices received by farmers in the same period this year averaged 5 per cent higher than the corresponding period in 1947.

## Midyear Meet Held by Game Ops in Minn.

### Commissions Big Topic

BRAINERD, Minn., Aug. 14.—Downward revision of commissions was the over-all theme of the mid-year meet of the Minnesota Amusement Games Association held at Club La Guyal near here Tuesday (10). With more than 65 of the membership in attendance, including particularly heavy representation from the Twin Cities and Duluth areas, the meeting was called to order by Tom Crosby, association president.

As the business session opened, several operators speaking individually from the floor, pointed out that their business was off approximately one-third from this time last year and that they anticipated these conditions to prevail for the next several months. Consensus was that play had fallen off mainly because of the continued rise in the cost of living thruout the State while wages remained at ap- (See MINN. GAME on page 126)

## D. of C. Mulls Coin Machine License Plan

WASHINGTON, Aug. 14.—Licensing of all local coin-operated amusement devices except juke boxes is contemplated in an order now being drafted by the District of Columbia superintendent of licenses. The order, which is to be submitted to the D. C. commissioners for approval would set an annual fee of \$12 for each pinball machine and coin-operated arcade device.

Another regulation to be contained in the order would forbid children under 17 from playing any amusement machine during school hours. Congregating of spectators around a machine would also be banned.

Under local procedure, the order will be subject to a hearing if demanded, following signature by the commissioners.

Pinball games have been virtually unmoled in the nation's capital since a judge ruled in 1944 that they were not gambling devices. Prior to that time, pinballs were subject to sporadic raids by police.

### Fair Quizzers

CHICAGO, Aug. 14.—At the Pullman-Standard exhibit in the Railroad Fair here two Telequiz quiz machines are doing a rush business—for free. The machines, made by the Telequiz Corporation of Chicago, were loaned Pullman-Standard for the duration of the show. There they are being used without the coin drops, so that people who attend the Pullman-Standard exhibit can quiz themselves on railroad know-how.



# NAMA SETS FALL PROGRAMS

## Tele Plug

NEW YORK, Aug. 14.—Cigarette vending machines are getting good plugging via television in this area, with commercials on Brooklyn baseball telecasts, sponsored by Old Gold (P. Lorillard Company) telling viewers to "stop in at your favorite tobacco shop or your nearest cigarette vending machine for a pack of Old Golds."

## Vendall Cuts Vender Prices September 1

CHICAGO, Aug. 14.—Vendall Company announced a price reduction on its five and eight-column candy venders, and vender bases, to take effect September 1. Firm's sales manager, William E. Fuller, also disclosed that a new quantity purchase plan would be put into effect at the same time.

Vendall's eight-column model, formerly listing for \$155, will be \$135; the base will be reduced from \$20 to \$14.50. The five-column machine, previously \$115, will be sold for \$105, with the enclosed base dropping from \$15 to \$13.

Fuller stated that the quantity purchase plan, providing substantial savings for multiple vender purchases, will hold for orders of 25 machines or more.

## Drink-o-Mat Exec Turns Op

NEW YORK, Aug. 14.—Carl Burbank, production manager of the Drink-o-Mat plant in Lawrence, Mass., recently quit his job, but maintained his association with the Drink-o-Mat name as an operator. Burbank is now operating a 20-machine route in Burlington, Vt., and has placed cup-drink venders in the University of Vermont, St. Michaels College, Middleburg College and Norwich College, serving a total enrollment of 7,500 students.

New firm, called Vermont Drink-o-Mat, has not gone completely collegiate, however, having placed cup venders in industrial plants in the area, including four machines in the near-by General Electric plant.

## Riteway Adds Coin Units for DuGrenier And National to Line

NEW YORK, Aug. 14.—Riteway Coin Devices, Irvington, N. J., recently organized to produce quarter coin mechanisms to answer the need created by the cigarette price increases, has added mechanisms to fit DuGrenier Models R, S, V, VD, W and WD, and National Models 7-30, 7-50, 9-30 and 9-50. These mechanisms supplement their initial line which was built to fit Rowe Royals, Presidents, Imperials and Crusaders. Price on all of these mechanisms, initially announced at \$17.50, has been reduced to \$15 per unit.

Officers of Riteway state that all model mechanisms are in full production and are being delivered—that installation of these mechanisms takes less than 60 seconds, and that no machining on location is necessary.

## Dallas Cig Ops Stick at 20c; Cut Commish

### Quarter Fee Not Feasible

DALLAS, Aug. 14.—Local cigarette ops say they will keep their machines at the 20-cent price level despite increases in the wholesale price of major cigarette brands.

Most of the approximately 1,800 cigarette machines in Dallas cannot be readily adapted to the quarter price. Rather than make the conversion and set up penny departments, the operators here are talking of cutting location commissions.

Currently cigarette operators here are reportedly paying from 1½ cents to 2 cents location commission. Operators are expected to cut these commissions from one-fourth to one-half cent in order to absorb the price increase without going over the 20-cent line.

## Chi Firm Announces Coupon Plan for Cigarette Routes

CHICAGO, Aug. 14.—Pin Money Exchange, Inc., here, recently formed firm headed by Jack Kelner, of Kelner Vendors, and officials of John Plain & Company, large jobber of gift and houseware, is completing its cigarette coupon and premium program for cigarette vender operators. Plan hinges on insertion of a coupon with each pack of any brand vended as a sales hypo for vender-sold cigarettes only.

Kelner, who first conceived the idea about 10 years ago, explains that operators may purchase coupons for one-half cent each from Pin Money Exchange, to use either on a sales promotion idea or as a substitute for penny. Latter, however, has not as yet been tested or worked out in a manner that would be satisfactory for the various prices at which cigarettes are vended. Vender patrons, upon accumulating sufficient number of coupons for a premium they desire, mail in the coupons to Pin Money and receive their gift via mail. Gifts, numbering over 100 items, range from automatic toasters, cutlery and toys to wrist watches and jewelry.

It was stressed that coupons, sold to ops for one-half cent each, are redeemable at Pin Money, in localities where lawful, at 1 cent each. Merchandise offered as premiums is pegged at wholesale prices, thus vender customer receives items for a reduced number of coupons in relation to retail value. Each coupon bears a different illustration of premiums offered.

Two methods of attaching coupons are used: insertion in the cellophane wrapper or by means of gluing to outside of pack. Latter is accomplished with special 10-pack-at-a-time gluing unit supplied by Pin Money either at nominal cost or free with large coupon orders from operators.

Use of premium coupons in his own cigarette operation since January, this year, has resulted in a 34 per cent increase in sales in some locations, Kelner stated. In some spots, he said, the location owner agreed to

## What Some Police Won't Do for a Free Candy Bar

DETROIT, Aug. 14.—Police here have taken to shooting up candy machines. A selective vender located in the comparative safety of the first floor of police headquarters got shot up as the result of a little fun on the part of a couple of policemen on duty. Before their "confession," however, there was a wave of speculation and plenty of expert help in solving the \$64 question of who had vandalized the machine in the face of its apparently impregnable location.

It turned out officers John Watkins and John Smith had been trading empty revolvers during the tedium of their hours on duty, but Watkins took the trouble to reload his companion's gun, and the latter, playfully pointing it at the machine "didn't know it was loaded." Result was several broken glass windows on the vender, and some missing candy, necessarily removed after the accident.

At least that's the way the officers gave the story.

## Region VI Meets in Chi September 1

### Reg. II Sets Syracuse Plans

CHICAGO, Aug. 14.—A two-day meeting of the National Automatic Merchandising Association's (NAMA) Region VI has been set for the Edgewater Beach Hotel here, Wednesday and Thursday, September 1-2. The region comprises Illinois, Indiana and Wisconsin. Walter C. Knack, Dixon, Ill., chairman of the region, will preside.

(Association's Region II (comprising the State of New York) also is completing plans for its meeting in Syracuse September 17-18.)

So that operators will only have to make hotel reservations for a single night, the meeting will get under way Wednesday afternoon and adjourn Thursday afternoon.

Program for the session has been broken down into a general session Wednesday afternoon and an operator session Thursday. At 6:30 p.m. Wednesday, the region will stage its annual banquet. Elmer Pierson, president of NAMA, who recently returned from a European trip, has been invited to address the group.

Registration will start at 1:30 Wednesday, with the opening meeting set for 2:15 in the hotel's Michigan Room. Walter Knack will preside and name a nominating committee to propose a regional chairman for the coming year. Then Knack will turn the meeting over to Fred Brandstrader, legislative counsel.

### Accounting Report

First report at the afternoon meeting will be made by William Fishman, Automatic Merchandising Company, Chicago. Fishman will tell the region of a meeting of NAMA's accounting committee. (See NAMA SETS on page 112)

## Debut Seaboard Metal Products Cup Drink Mach.

NEWARK, N. J., Aug. 14.—Newest entry into the carbonated soft drink cup vender field was announced this week here when Seaboard Metal Products Company, 189 Frelinghuysen Avenue, released details on their single flavor machine, Seaboard Refresher. Price of the vender is \$975.

Firm, manufacturer of metal boxes, tanks and cabinets, headed by John J. Murray, president, states that full production on the vender has not yet been reached and won't be for another 10 weeks.

New vender has a capacity of 400 or 600 drinks; sirup tank holds 4½ gallons. Machine requires water and plug-in electric connections, comes equipped with 10 feet of flexible copper tubing and electrical extensions. Refrigerating unit maintains and delivers drinks at 39 degrees. Cup dispenser is the Dixie vortex turret unit, and carbonator units are Chrysler built.

Machine comes in red baked enamel, with other colors upon order. It is 37 inches wide, 20 inches deep and 66 inches high and weighs 485 pounds.

## Hot Coffee Vender Invades Movie Set

PHILADELPHIA, Aug. 14.—Rudd-Melikian, Inc., announced this week that their hot coffee vender, Kwik Kafe, had invaded a new type of location, a Hollywood movie set.

Machine in question was used on the Monogram Picture sets during shooting of *The Babe Ruth Story*.



**FOR FASTER CIGAR SALES—GREATER PROFITS**

*"Automatically Yours"*

**with the NEW PUSH BUTTON DELIVERY**

Every day more and more operators are discovering that "Automatically Yours" is the Perfect Cigar Vendor. It has many new features, including a special humidifier for Ever Fresh Cigars . . . it SELLS cigars quickly . . . and makes money.

But more than that . . .

**WE INSURE YOUR PROFITS WITH CIGARS AT DIRECT FACTORY PRICES**

Leading Brands including: R. G. Dunn, Muriels, Seidenberg, Flor-De-Melba, Royalist, Ameradas, Ibolds, El Verso, Chicago Motor Club, Student Prince, Yankees and Natural Blooms. Packed in Special Vending Cartons That Fit Right Into the Machine.

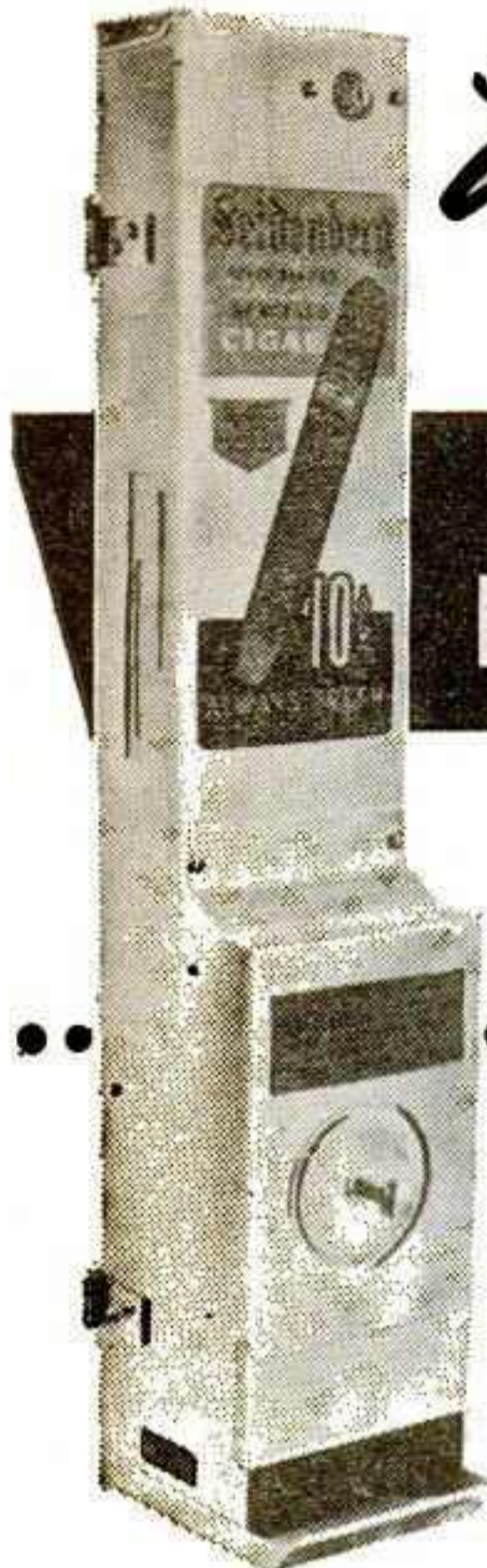
**IMMEDIATE DELIVERY — ORDER TODAY! TIME PAYMENT PLAN**

**1/3 Down, Balance in 12 Monthly Installments AT NO INTEREST.** Approved by U. S. Internal Revenue Dept.

**STANGE-SHARENOW**

Distributors

**MILITARY PARK BLDG., 60 PARK PLACE NEWARK, N. J. MITCHELL 2-3114**



2 MODELS  
10¢ Straight or 2 for 25¢

**\$34.50** F. O. B. Newark, N. J.

\$2.00 Discount for Cash Floor Stand Available (1 sq. ft. space)

Brackets—\$1.00 per set

**Below Cost Candy Selling Hit During SWCA Meeting**

WASHINGTON, Aug. 14.—Below-cost selling, as a problem to wholesale candy firms, was a major topic of discussion during the recent annual convention of the Southern Wholesale Confectioners' Association, Inc. (SWCA). William A. Quinlan, National Candy Wholesalers' Association, Inc. (NCWA), legal counsel, addressed a special luncheon session of the jobbers, manufacturers and their sales representatives on the price problem.

Referring to the Federal Trade Commission (FTC) rules, Quinlan especially emphasized Rule 17, which condemns selling below cost, but also infers that such selling is not always a violation. "It must be shown that this (selling below cost) is 'with the intent and with the effect of injuring a competitor,' and that 'the effect may be substantially to lessen competition or tend to create a monopoly or unreasonably restrain trade,'" he said.

Quinlan went on to say that if the commission sees fit to enforce the rule vigorously, it would result in a drastic drop in such price-cutting moves. An active interest shown by the candy industry, thru

sending in pledge cards, etc., would help to encourage the commission to put teeth in the rule. Latter means that proof of actual injury to competition is not necessary to justify a cease and desist order, but only that a "reasonable possibility" that a discrimination may have harmed competition.

**Cites Decision**

Cited was the decision made by the Supreme Court May 3, this year, in the Morton Salt case, which involved price discrimination under the Robinson-Patman Act, rather than selling below costs, but which has a parallel to the below-cost question. The court, in ruling that proof of actual injury to competition is not necessary, stated that it "would greatly handicap effective enforcement of the act to require testimony to show that which we believe to be self-evident, namely, that there is a reasonable possibility that competition may be adversely affected by a practice under which manufacturers and producers sell their goods to some customers substantially cheaper than they sell like goods to the competitors of these customers."

Concluding his talk on below-cost selling, Quinlan stated that "as a living document, they (FTC rules) need not stay in precisely their present form. It may be that from time to time, new problems or new decisions by the courts will call for additional or somewhat different interpretations of existing law as applied to trade practices in candy wholesaling . . . they can, if necessary, be amended by the FTC."

**Crown Reduces Big Four Price**

CHICAGO, Aug. 14.—Crown Implement Company, following the recent showing of its new Big Four selective bottle vender at the Bismarck Hotel here, announced a 20 per cent reduction in the machine's price after re-examining manufacturing costs and improving assembly line technique and efficiency. Former selling price of \$745 has been reduced to \$660 for a single vender, with a \$595 price per unit on orders of 10 or more.

E. J. Novak, president, also announced a redesigned delivery system in the machine, eliminating pilferage and too-rapid dispensing of bottles and cartons.

Firm's present sales plan call for it to act as its own national distributor, with appointment of regional or State distributors later. First production models of the Big Four will be off the assembly lines in late October.

New delivery chutes incorporate a special steel spring, of the arm or leaf type, upon which bottles and cartons are eased from vending racks to the redesigned reach-in chute. Former pop-out door, which tilted outward with the weight of the vend-ed bottle, has been discontinued. Spring in each chute, when not in use, automatically raises lower end to roof of delivery chute, preventing pilferage by reaching thru chutes.

**June Candy Sales Up Over 1947, But Bar Volume Drops**

WASHINGTON, Aug. 14.—June dollar sales of candy by manufacturers were up 4 per cent over June, 1947, statistics just released by the Commerce Department indicate. Poundage sales of bar candies, however, continued to decrease.

Increase over the previous June reversed the trend started in April and May when candy sales were off from corresponding months in 1947. June sales amounted to an estimated \$50,592,000, as compared with \$51,708,000 in May and \$48,576,000 in June, 1947.

Surprisingly enough, chocolate goods manufacturers reported their June sales soared 55 per cent above sales in June, 1947. This despite the fact that manufacturers who also act as wholesalers reported sales off 5 per cent from a year ago.

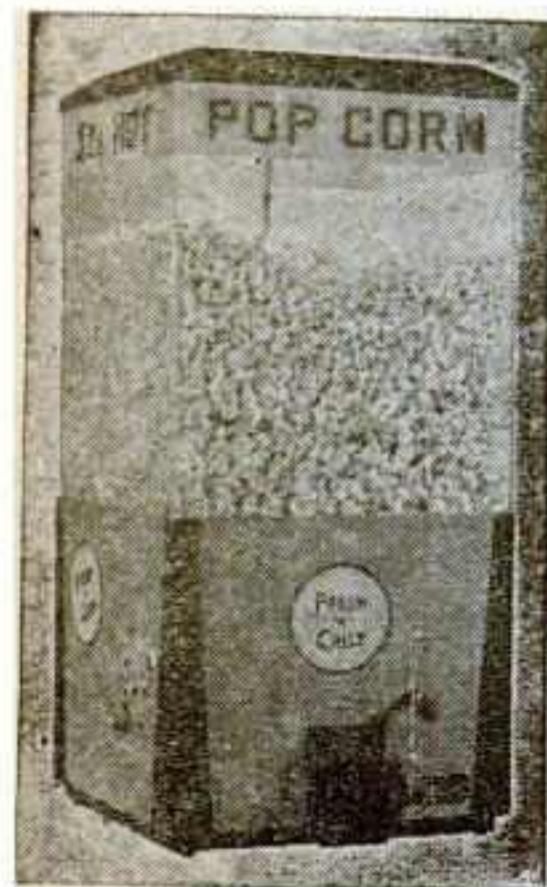
The 33 chief manufacturers of bar candy reported pound sales off from June, 1947, altho price increases gave them a higher dollar volume. Approximately 56,306,000 pounds of bar goods, with a value of \$23,986,000 were sold this June, compared with 59,128,000 pounds wholesaling for \$20,414,000 in June of 1947.

**G. B. Macke Dies**

SEATTLE, Aug. 14.—Gordon B. Macke, pioneer operator of automatic merchandising machines, died here recently after a long illness. He is survived by his widow, Mrs. Elizabeth Macke, and two married daughters.

In 1926 Macke founded the G. B. Macke Corporation of Washington, one of the nation's largest independent automatic merchandising companies. He was actively engaged in the business until 1935, when he retired from active participation.

Since 1935 Macke had acted as a consulting engineer to a number of manufacturers. Most recently he had acted as a consultant to the Stewart Products Corporation, Greenwich, Conn.



**The Pronto Jr. is the money-making Pop Corn Dispenser that gets new customers and keeps them coming back. Exclusive hot blast forced air heating system makes the Pronto Jr. the only Dispenser that can positively assure delivery of hot, delicious Pop Corn all the time, regardless of the rush!**

Patent Pending

**CASH IN ON POP CORN PROFITS . . . PRONTO SHOWS YOU HOW!**

THE sensational Pronto Junior Pop Corn Warmer shows the way to extra profits with ultra modern design plus brand new sales and economy features. Don't wait. Find out how you can start in right now to make more money in your present location.

Write for full information. DEALERS: Inquiries are invited from established, rated dealers.

**Check These Profit Features**  
Positive Hot Blast Forced Hot Air Heating System  
Every serving hot and delicious  
Holds over 10 lbs. of pop corn  
New type agitator assures positive delivery of corn  
Stainless steel or plastic on all parts in contact with corn  
Simple, low cost operation



**PRONTO POP CORN SALES, INC.**  
714 Beacon St., Boston 15, Mass.



**VICTOR'S MODEL V**

The Operator's Choice is Model V, as it correctly vends ALL BULK WDSSE. Charms, Peanuts, Candy and Ball Gum. No additional parts necessary.

Write us NOW for detailed information and prices.

A Product of

**VICTOR VENDING CORP.**  
5701-13 Grand Ave. Chicago 39



**PIONEER**

OFFERS ALL PURPOSE

**VICTOR**

**VK PORCELAIN FINISH**

5 Victor VK's, plus 66 lbs. of Boston Baked Beans, plus 1,000 Plastic Charms, all for

**\$82.35**

5 Victor VK's, plus 50 lbs. of Reg. Ball Bubble Gum, plus 1,000 Plastic Charms

**\$79.00**

\$12.95

PLASTIC CHARMS \$3.25 Per M

**SMALL PISTACHIO NUTS**

25 Lb. or 45 Lb. Ctns. . . . 52c Lb.  
In 100 Lb. Lots . . . . . 51c Lb.  
Spanish Peanuts,  
30 Lb. Ctns. . . . . 25c Lb.  
Virginia Peanuts,  
30 Lb. Ctns. . . . . 29c Lb.

**5/8-140 Ct. Colored Bubble Ball Gum**  
(Makes Colored Bubbles)

25 Lb. Ctns. . . . . 28c Lb.  
100 Lb. . . . . 27c Lb.

**REG. 5/8 BUBBLE BALL GUM**

25 Lb. Ctns. . . . . 26c Lb.  
100 Lb. Ctns. . . . . 25c Lb.  
(Freight Prepaid on 100 Lbs. or More)

FULL CASH WITH ORDER

1/8 Deposit, F. O. B. Brooklyn, N. Y.; Balance C. O. D.

Orders Under \$10.00, Money in Full. ALL PRICES SUBJECT TO CHANGE WITHOUT NOTICE.

**PIONEER VENDING SERVICE**

Exclusive Victor Distributor in N. Y. 461 BAKMAN ST., BROOKLYN 12, N. Y. Phone: Dickens 2-7892



**VICTOR'S MODEL V**

The Operator's Choice is Model V, as it correctly vends ALL BULK MDS. Charms, Peanuts, Candy and Ball Gum. No additional parts necessary.

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**CLOSE OUT WIRE OFFER**

Four Brand New Super Star Theatre Model Popcorn Machines, Three Jumbo Giant (50 lb. hourly capacity), One Silver Star Floor Model, One Super Star Counter Model, Four Korn Kings, Floor Models, \$50.00 hour capacity. Immediate action. Wire collect. All equipment brand new, never uncrated.

**BEVERATOR CO.**

507 WHEELING AVE. CAMBRIDGE, O.

**CASH Rolls in-DAY AND NIGHT**

**SILVER KING**

The operators' choice for ball gum bulk goods. \$12.50

In lots of ten. Sample, \$13.95. Let us send our DOLLARS FROM PENNIES FREE.

Address mail to Dept. B.

**T. O. THOMAS CO.**

Phone 2131

7522 Jefferson Paducah, Ky.

**100 VENDERS, \$950**

EZ to operate, Davis' 1¢

**PNUT AND BALL GUM**

Ph.: State 4-4985, or write 5141 Nagle Van Nuys, Calif.

**No Copy Cat**

POTTSVILLE, Pa., Aug. 14.—There is one Eastern Pennsylvania town at least that has not followed suit in levying taxes on coin machines. This city has no taxes on amusements. What's more, it doesn't want any. In fact, city council this week voted down a proposed ordinance to tax music and pinball machines. Tax was defeated by passing a motion calling for "further study," and Mayor Claude E. Lord cast the deciding vote.

**Paper Container Co. Wins Dixie Cup Suit**

CHICAGO, Aug. 14.—Judgment on an earlier patent infringement suit decided in favor of the Dixie Cup Company, Easton, Pa., was reversed last week by the United States Circuit Court of Appeals. Previously, a judgment for \$2,184,000 had been entered in favor of Dixie Cup against the Paper Container Manufacturing Company.

Original suit was brought on 14 patents involving paper cup making equipment. Before the suit went to trial, 10 of the patents had been withdrawn. Last week the Circuit ruled, after over five years of hearings, that one of the cup making machines now being used by Paper Container infringed upon the Dixie patents.

**R-M Launches 100G Research Program**

PHILADELPHIA, Aug. 14.—Rudd-Melikian, Inc., has earmarked over \$100,000 for research and development of new coffee dispensing products during the next year, K. C. Melikian, vice-president, revealed here this week.

First step in this program was the addition of four new members to the firm's engineering staff this week. New members are George Schollhamer, Walter Dabney, John Totten and George Healis. Firm also is in process of expanding its laboratory facilities.

**Telecoin To Produce 6,000 Juice Venders by October**

NEW YORK, Aug. 14.—A. W. Percival, president of Telecoin Corporation, discussing the firm's Tele-Juice production picture this week, declared that 6,000 canned juice venders are expected to be completed by October. By October, 1949, plans call for 50,000 units to have been produced.

More than 100 Launderette operators in 25 cities have installed the juice venders in their self-service laundries, according to Percival.

**Lack of Venders at S. C.**

**Resort Challenge to Ops**

MYRTLE BEACH, S. C., Aug. 14.—The virtual non-existence of vending machines here, South Carolina's largest coastal resort, is a challenge to venter operators.

While the pavilion and midway area is crowded with pinballs and other game machines, as well as juke boxes, all the dispensing is still being done by hand. Not even the familiar peanut venders were in sight around the midway center.

**Hershey Reports Earnings**

HERSHEY, Pa., Aug. 14.—Hershey Chocolate Corporation has reported a net profit of \$4,659,785, or \$1.95 per common share, this week, for the 1947-'48 fiscal year. Figure compares with \$4,782,803, or \$2.02 a share, for the previous year. Both returns are after inventory reserve appropriations of \$1,500,000 (current year) and \$2,000,000 last year.

EVERY TOP LOCATION  
YOURS FOR THE ASKING  
WITH

*The* **KEENEY**  
DELUXE ELECTRIC  
**CIGARETTE  
VENDOR**

- ★ 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 nickels, 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 loaded double columns (front and rear), dispensed alternately. Cigarettes always fresh. Easy selections; the pack you see is the pack you get.
- ★ ALUMINUM CABINET PREVENTS RUST AND CORROSION.
- ★ EASIEST TO SERVICE—QUICKEST TO LOAD—FASTEST DELIVERY.

On Display at All Keeney Distributors

*J. H. Keeney & Co., Inc.*  
2400 W. FIFTIETH STREET • CHICAGO 32, ILLINOIS

**NOTICE**

Due to the cigarette emergency situation we are devoting all our time to 25¢ vending conversions

- PX
- ROWE
- NATIONAL
- UNEEDAS
- DuGRENIER
- Etc.

Rapid, Same Day Conversion Service.  
Expert Workmanship at Moderate Cost.  
Send your coin mechanisms or machines, one or one hundred.

**CIGARETTE MACHINES**

NEW Uneeda, 6 Cols., 380 Pack Cap. . . . .	149.50	
Rowe Imperial, 6 Cols., 180 Pack Cap. . . . .	60.00	
Uneeda Model 500, 9 Cols., 350 Pack Cap. . . . .	115.00	
Uneeda Model E, 9 Cols., 270 Pack Cap. . . . .	59.50	
DuGrenier, 6 Cols., 150 Pack Cap. . . . .	32.50	
DuGrenier, 4 Cols., 100 Pack Cap. . . . .	25.00	
8 Columns . . . . .	35.00	<b>SPECIAL, \$65.00</b>

**CRACKER MACHINES**

9 Cols., 164 Cap. . . . . \$ 85.00

**CANDY MACHINES**

National, 9 Cols. . . . .	\$100.00	DuGrenier Cham-
Rowe, 8 Cols. . . . .	90.00	plon, 7 Cols., \$25
DuGrenier Candyman . . . . .	65.00	Pack Capacity.
U-Select-It . . . . .	35.00	
Advance Candy Machine . . . . .	27.50	\$60.00.

**TOP EQUIPMENT—UNCONDITIONALLY GUARANTEED**  
ONE-THIRD DEPOSIT WITH ORDERS—BALANCE C. O. D.  
Parts and Mirrors available for all makes and models.

**UNEEDA VENDING SERVICE**

"THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES"

166 CLYMER STREET    Evergreen 7-4568    BROOKLYN 11, NEW YORK

**"NOT TO PAN MY COMPETITORS, BUT MY NEW PAN CANDIES**

HAVE 'EM ALL BEAT!"

Developed exclusively for vending machine trade. Lowest prices. Write, wire, phone your requirements.

ROLAND SEE, Sales Mgr., LEON "Hi-Ho" SILVER, INC., 760 HAYES ST., SAN FRANCISCO 2, CALIF.

BUTTERSCOTCH  
BUTTONS  
COFFEE BUTTONS  
LEMONETTES  
FRUIT DROPS  
BOSTON BAKED  
BEANS  
AFTER DINNER  
MINTS, Etc.

GIVE TO THE DAMON RUNYON CANCER FUND



# ATTENTION, OPERATORS

OF CIGARETTE, CANDY, SOFT DRINK MACHINES

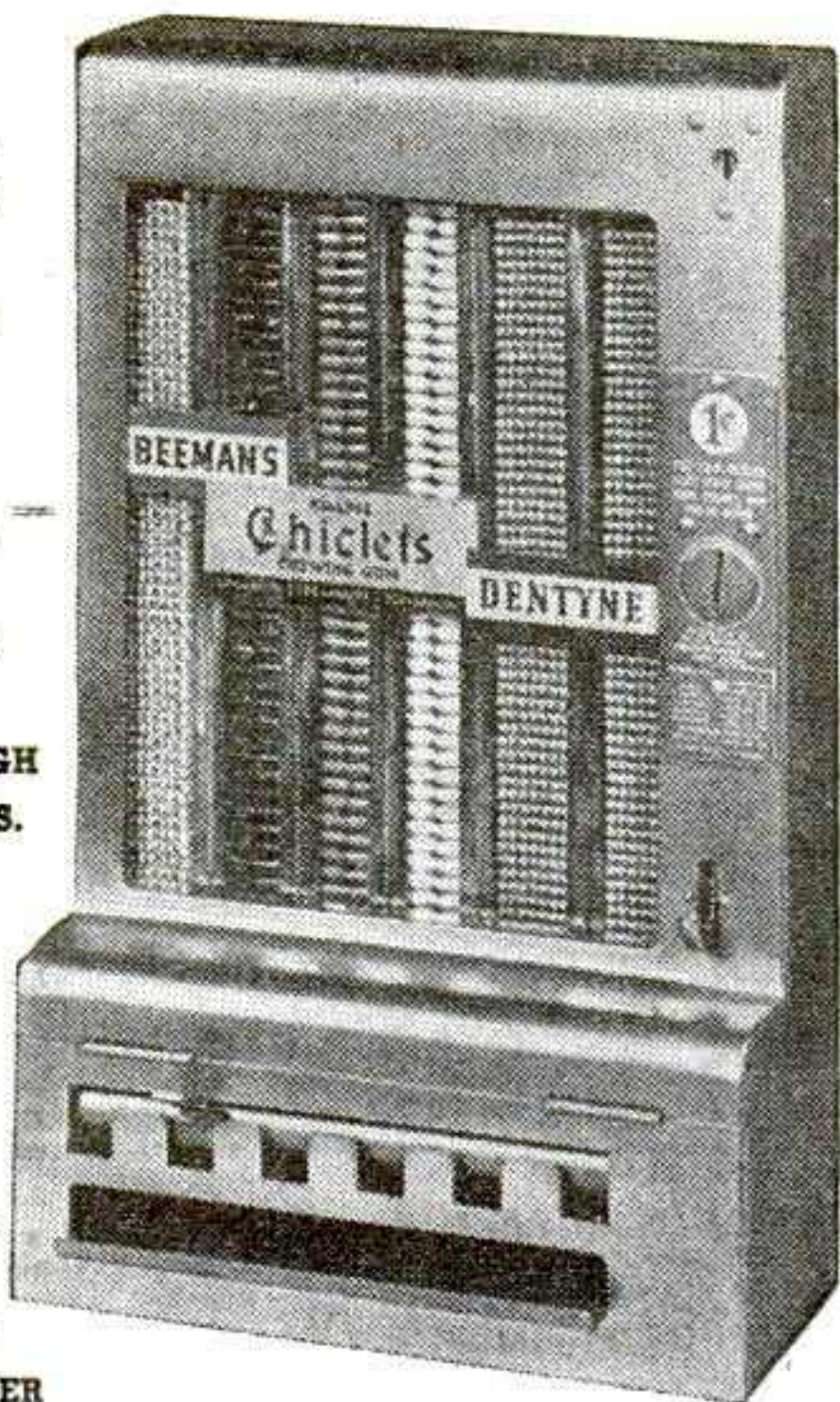
Increase Earnings at Present Locations  
With a Nationally Advertised Product

**CAPACITY**  
315 PIECES  
6 COLUMNS

**DIMENSIONS**  
16" HIGH  
4 1/2" DEEP  
10" WIDE  
50 POUNDS

**WITH STAND**  
52" HIGH  
STAND, 36" HIGH  
STAND, 30 LBS.

**THE FAMOUS MILLS VENDER (PRICE)**  
\$24.50 F. O. B. FACTORY  
\$3.00 DEPOSIT E.A. WITH ORDER



**SLUG PROOF**

**STAINLESS RUST PROOF STEEL CASE**

**COIN RETURN RUBBER FEET FOR COUNTER USE**

**PROVED BEST BY OPERATORS TEST**

**(GUM) 56c HUNDRED FULL CASH WITH ORDER**

**YOUR SALES MAY BE INCREASED BY 20%**  
AND CAN ADD MORE THAN 25% TO YOUR NET PROFIT

**EXCLUSIVE OPERATING FRANCHISES AVAILABLE IN**

Arkansas, Alabama, Florida, Louisiana, Miss., Tenn.

MAKE YOUR OWN TEST. YOU'LL BE CONVINCED.

WRITE, WIRE OR PHONE YOUR ORDERS NOW FOR SEPTEMBER DELIVERY

**PARKER PRODUCTS CO.**

P. O. BOX 4501

PHONE 8-2615

MEMPHIS 1, TENN.

# NAMA Forms New Division For Salesmen

## Recognition for Aid

CHICAGO, Aug. 14. — National Automatic Merchandising Association (NAMA) Executive Director C. S. Darling announced the formation this week of a new sales representatives division, a special member classification for salesmen of member firms.

Purpose of the new division is to give deserved recognition to sales representatives of member companies, many of whom have been "diligent in furthering the aims and objectives of NAMA."

Every sales representative employed by member firms is eligible for membership in the new group, Darling stated. They will receive membership cards which will serve as identification cards when calling on operators. Also, copies of all mailings sent to NAMA members, including publications such as the Co-Operator, legislative and public relations bulletins and convention information will be received by the representatives group.

A special meeting for members of the new division only will be held during the NAMA 1948 convention and exhibit December 12-15 at the Palmer House here, Darling announced.

# Central Ice Cream To Operate Arctic Vend-o-Mat Machs.

CHICAGO, Aug. 14.—Arctic Vend-o-Mat, Inc., announced this week that the operating franchise for its ice cream venders of Illinois has been granted to Central Ice Cream Company, this city. Firm official A. A. Dubin stated that the ice cream firm has placed its first two venders in theaters, with eight additional movie houses scheduled for servicing as soon as equipment is delivered.

Central Ice Cream is currently building a separate fleet of trucks and an employee staff to service the venders.

Vend-o-Mat is producing 50 machines a month, with additional production facilities to be made available when negotiations are completed with a large manufacturing firm to produce venders on a contract basis, Dubin reports.

# New Features of Mills Coffee Bar Revealed at Show

CHICAGO, Aug. 14.—Newest improvements in the hot coffee vender manufactured by Bert Mills Corporation were revealed today at a showing held in the Hotel Graemere here.

New type dispensing units that calibrate the portions of powdered coffee, cream and sugar exactly by means of motor-driven worm-type gears have replaced the plunger type mechanism formerly used. In addition, a new motor-driven timing mechanism which simplifies the operator's problem of regulating portions to suit location tastes has been added as well as a new counter-weighted shut-off valve—on which the waste pail hangs—that automatically shuts off the machine.

Price now set on the machine is \$696 with National Rejector changer optional for \$58. Spokesmen for the firm stated that component part orders have been placed and production line will be rolling by October 1,

# Combo Coin Chute And Timer Debuts

MILWAUKEE, Aug. 14. — Miller-Harris Instrument Company here this week announced a new package unit electric coin mechanism for use on automatic and conventional washers, driers, extractors, shoe shiners, water heaters, radios, etc.

New unit, developed with the aid of the A.B.T. Manufacturing Company (using latter's slug rejector) includes a Telechron motor and gearing to obtain accuracy in timing. The unit's electrical interlock system provides protection against loss of coin due to current interruption.

Models available include those for 5, 10, 25-cent coins, with timing periods ranging from 15, 20, 30 and 60 minutes. They operate on 115 or 230 volt current.



**ASCO BALL GUM VENDER DEAL**

Ten Machines Filled With 3/8" Colored Bubble Ball Gum (75 lbs.)

**\$99.50 FOR THE LOT**

Reconditioned Late Model 5c SILVER KINGS

Vends pistachio nuts, peanuts, cashews, etc. \$7.95 Each In Lots of Ten Sample \$8.95



Colored Bubble Ball Gum, 25 lb. ctn. . . 28¢ lb. Shiek Brand Pistachio Nuts, 60 lb. ctn. . . 68¢ lb. Jumbo Salted Peanuts, 30 lb. ctn. . . . 28¢ lb. 1/3 With Order—Balance O. O. D. SEND FOR COMPLETE PRICE LIST

**ASCO VENDING MACHINE EXCHANGE**  
55-57-59 BRANFORD STREET, NEWARK 5, N. J.  
BIGELOW 3-7744-5

# POP N' HOT HOT POP CORN VENDING MACHINE

**NEW 1949 MODEL**

**COIN OPERATED HOLDS 18 GALLONS OF PRE-POPPED CORN**



Vends 120 10c bags from each filling. New positive delivery feature for equal portions every time. Heat elements thermostatically controlled to keep corn hot and at even temperature all the time. A.B.T. slug proof coin chute. All metal cabinet. No motors or electrical gadgets to get out of order. POP N' HOT is entirely mechanical in its operation. Rich gold hammerloid finish (baked on). Size 70 in. high, 20 in. wide, 16 in. deep. Weighs 100 pounds.

**\$139.50 F. O. B. CHICAGO**

**JACK NELSON & CO.**

WORLD WIDE FACTORY SALES AGENTS

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TEL. DICKENS 3020

CHICAGO 47, ILL.

# VICTOR'S NEW MODEL V-K

It's Outstanding! Vends Everything! Investigate the many new features incorporated in this great, new bulk vender. Write us NOW for detailed information and prices.

A Product of **VICTOR VENDING CORP.**  
5701-13 Grand Ave. Chicago 39



**THE MOST ECONOMICAL DISPENSER ON THE MARKET**  
Increase Your Profits WITH THE NEW **PARAMOUNT HOT POP CORN DISPENSER**

**\$46.50 F. O. B. CHICAGO**  
Capacity: 8 Gal. Size: 12"x12"x20". Operates without a coin chute. Stainless steel and plastic construction inside. Trouble free and guaranteed. Distributors write for available territory.  
**PARAMOUNT POP CORN CO.**  
6349 N. WESTERN AVE., CHICAGO 45, ILL.



# New LION "1400"

WORLD'S FINEST CUP-DRINK VENDOR

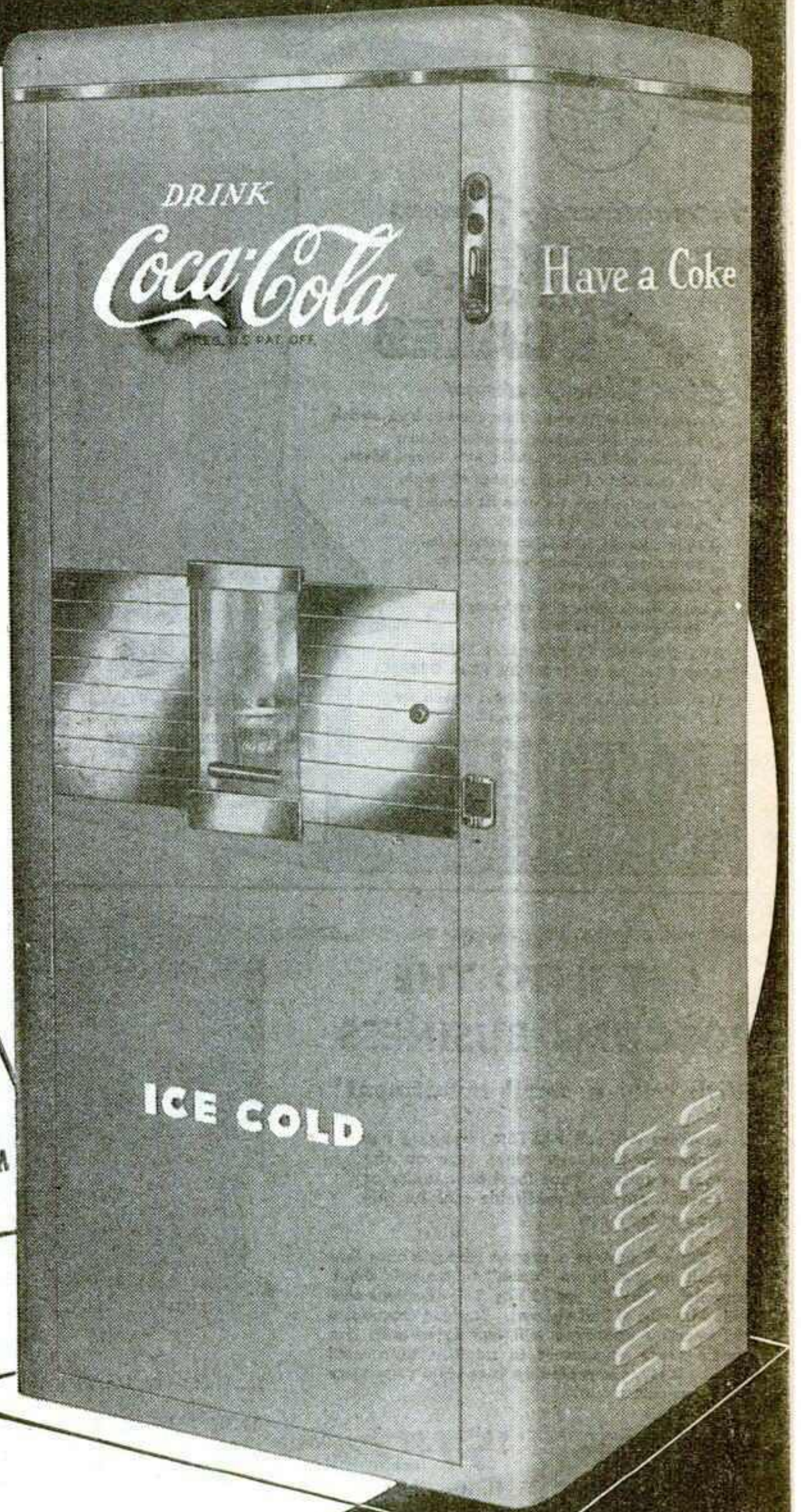
**LARGEST CAPACITY**  
**VENDS 1400 DRINKS**  
 PER SERVICE OF SYRUP AND CUPS

**SMALL SPACE**  
 ONLY 30 IN. WIDE, 24 IN. DEEP

**FAST OPERATION**  
**VENDS DRINK IN 5 SECONDS**

EACH DRINK FRESHLY PREPARED  
 PERFECTLY BLENDED, UNIFORMLY GOLD

EQUIPPED WITH CHEAT-PROOF  
**COIN-CHANGER**  
 OR STRAIGHT NICKEL OR DIME MECHANISM



MODELS AVAILABLE TO VEND  
 6-OZ., 8-OZ., 9-OZ. DRINKS

The New Lion "1400" cup-drink vendor embodies a host of exclusive deluxe features not found in other cup vendors. Operators enthusiastically praise its efficiency and performance. They like the way it stays in continuous operation... the minimum amount of service required... best of all, the big profits it brings them. You'll like it too for the same reasons. Write for descriptive literature today.

**Lymo** INDUSTRIES, INC., Exclusive Factory Distributors  
 281 Merchandise Mart, Chicago 54, Illinois

Manufactured by Lion Manufacturing Corporation, Chicago 18, Illinois



# First Choice

## OF SUCCESSFUL OPERATORS



**INTERNATIONALLY FAMOUS**  
**FRANTZ**  
**MIR-O AND ARIST-O**  
**SCALES**

*Check These Features!*

- ✓ Authentic height and weight chart on both models.
- ✓ Attractive, eye-catching, weather-resistant Hammerloid finish in Orchid, Blue, Green, Silver.
- ✓ Mir-O model 62" high, Arist-O 48" high.
- ✓ These scales have the greatest earning power of any scale on the market.
- ✓ Fully guaranteed against material imperfections and faulty workmanship
- ✓ Immediate Delivery
- ✓ Also available in Kilo metric system. Foreign inquiries invited.

**BUY ON OUR EZ PAYMENT PLAN**  
**COME IN OR WRITE FOR FULL DETAILS**

We are Exclusive National Sales Agents for  
J. F. Frantz Mfg. Co., Chicago, Ill.



**ARIST-O MODEL, List \$115.00**  
**OPERATORS PRICE \$87.50**

**MIR-O MODEL, List \$125.00**  
**OPERATORS PRICE \$97.50**

25% deposit with order,  
Balance Sight Draft

## J. ROSENFELD CO.

SCALE DIVISION  
3218 OLIVE STREET, ST. LOUIS 3, MO.

## Adco Products Readies Candy, Drink Venders

CHICAGO, Aug. 14.—Adco Products here, formerly called Dalkin & Company, revealed plans this week to re-enter the coin-operated vender field with contract production of a new nickel, selective-type candy machine and a non-coin, manually operated soft drink dispenser, suitable for use in ball parks, etc.

Candy vender, now in the drawing-board stage, is being designed for an undisclosed firm which will market the finished product. Pre-war, Adco (then Dalkin & Company) produced a selective candy machine and the actuating and coin mechanism for a Coca-Cola type bottle vender, both being produced on contract for outside interests.

New drink dispenser, to be manufactured under the Adco name, will contain its own carbonating and refrigeration units. It will be of the portable type, so as to be readily moved to various positions in outdoor and similar location set-ups.

## Bendix Files Its Answer in Lawsuit

WILMINGTON, Del., Aug. 14.—Bendix Home Appliances, Inc., thru its attorney, Aaron Finger, of the Wilmington law firm of Richards, Layton & Finger, has filed in U. S. District Court its answer in the lawsuit of R. L. Berner and M. V. Leventritt. Telecoin Corporation and Appliance Development Corporation filed their answers last week (*The Billboard*, August 14).

The plaintiffs, trustees for 100 shares of Bendix common stock, charge in the court action against Bendix, Telecoin Corporation, Appliance Development Corporation, Judson N. Sayre and Eugene R. Farny, that Bendix was deprived of assets and a corporate opportunity to develop the home laundry business, thru an alleged "conspiracy" on the part of the defendants.

Bendix denies the alleged conspiracy to divert from it without adequate compensation the market for commercial operation of home laundries at a charge to each used, and further denies having "the fundamental knowledge, financial ability, practical experience and the organization to pursue the commercially operated Bendix home laundry business." In addition to denying the existence of any conspiracy, Bendix denies that any shares of defendant Telecoin were held by Farny and Arthur W. Percival directly or indirectly for the account of any of the directors of Bendix.

Bendix denies that it has made large expenditures for the training of personnel of distributors and dealers and that the "Bendix Home Institute" is devoted to the training of the service personnel of dealers. Bendix also denies that in 1945 it spent \$1,000,000 and in 1946 more than \$3,000,000 in sales promotional and organizational activities, and that the subject matter of the Delaware Federal District Court action is "of common and general interest to all stockholders of Bendix."

Bendix admits that Farny has been director of the firm since January 1943, and that Sayre was a director of Bendix at all times mentioned in the complaint, and asked the court for judgment dismissing the complaint.

DOVER, Del., Aug. 14.—The Pepsi-Cola Bottling Company of Washington has been chartered with the corporation department of Delaware. New company's stated purpose is to deal in beverages. Its capital is \$1,000, and the principal office is listed at the Corporation Trust, 100 West 10th Street, Wilmington.

## Quiet Corn

OMAHA, Aug. 14.—In an attempt to take the pop out of popcorn, Harriet Miller here, who developed a process whereby peppermint could be merged with popcorn, is devoting her talents to perfecting a silent corn.

Miss Miller states that such a corn would result in a 50 per cent increase of consumption in theaters. She was just recently placed in charge of refreshments, concessions, etc., at the theaters owned by Ralph D. Goldberg.

## Weymouth Service Adds Changer, New Cig Vender Lines

LOS ANGELES, Aug. 14.—Weymouth Service here, headed by Al Weymouth, has added a third line, Redy Nickels coin changers, giving the company distribution in the 11 Western States for this line and Electro cigarette vending machines. Firm also distributes the Vendall candy machine line in Southern California and has this line along with the Electro machine for sales in the Hawaiian Islands.

Deal giving Weymouth the Electro line was consummated a few weeks ago. This past week plans for sales campaigns were discussed with Lou Jaffa, Electro sales manager, who was on the Coast.

Weymouth distribution unit will be housed in the same building as the Weymouth Service but each department is to run independently of the other. Preston Jarrell will handle the selling.

## Snow Cone Distrib Named for Carolinas

CHARLOTTE, N. C., Aug. 14.—Lafax Distributors, of this city, has been appointed to handle distribution of the Polar Pete Snow Cone machine in North and South Carolina. Announcement of the franchise assignment was made by Multiple Products Corporation, Dallas, manufacturer of the snow cone outfit.

The Polar Pete machine was put into production early this year and is now being handled by operators and distributors throughout the country.

According to A. T. LaFuerce, Multiple Products' representative, Lafax Distributors has already assembled its sales force to cover the entire territory.

## GET INTO THE POPCORN BUSINESS

With only a small investment!

Popcorn will sell **FASTER** through a hot dispenser than any other type on the market today. Your local community or town is an ideal, profitable spot for this type of business.

The "Little Giant" is a proven money-maker that is small in size but a "giant" in action! 8-gal. capacity. Size: 15" by 12" by 29". Portions controlled by size of bag or bowl. Bagging companies and vending operators will find servicemen can handle these dispensers in addition to present routes. It is more profitable to operate dispensers without a coin chute.

Write for free literature and profit table compiled by a popcorn man for popcorn operators.

**\$57.50\*** each

F. O. B. Chicago

\*Slightly Higher on Eastern and Western Seaboard.  
Manufactured by

**ABC POPCORN CO.**

3441 West North Ave.

Chicago 47 • DICKens 3375

COMPLETE LINE OF

- Raw Corn
- Seasoning
- Boxes
- Bags
- Pre-Popped Corn (No. 10 Cans)



"Little Giant"

HOT POPCORN  
DISPENSER

Pre-Popped  
POPCORN

Packed in moisture-proof bushel bags... \$1.12  
In handy moisture-proof 2 1/2 pk. bags... 70¢  
Shipped anywhere in the U.S.A., F.O.B. Chicago (Special discount to Popcorn Machine Distributors!)

Also cheese corn, smoked corn for immediate shipment.

## AUGUST CLEARANCE!

**CIGARETTE  
MACHINES  
CONVERTED  
TO 25c PLAY**  
Any Make or Model

**22 TO 28 FEET  
SHUFFLE BOARDS**  
\$225.00 Ea. IMMEDIATE DELIVERY

Also Other Vending Machines.  
Write for Free Circular.  
1/2 Dep. With Order. Bal. C.O.D.  
**CAMEO VENDING SERVICE**  
432 West 42d St., New York 19, N. Y.  
LONGacre 3-1334

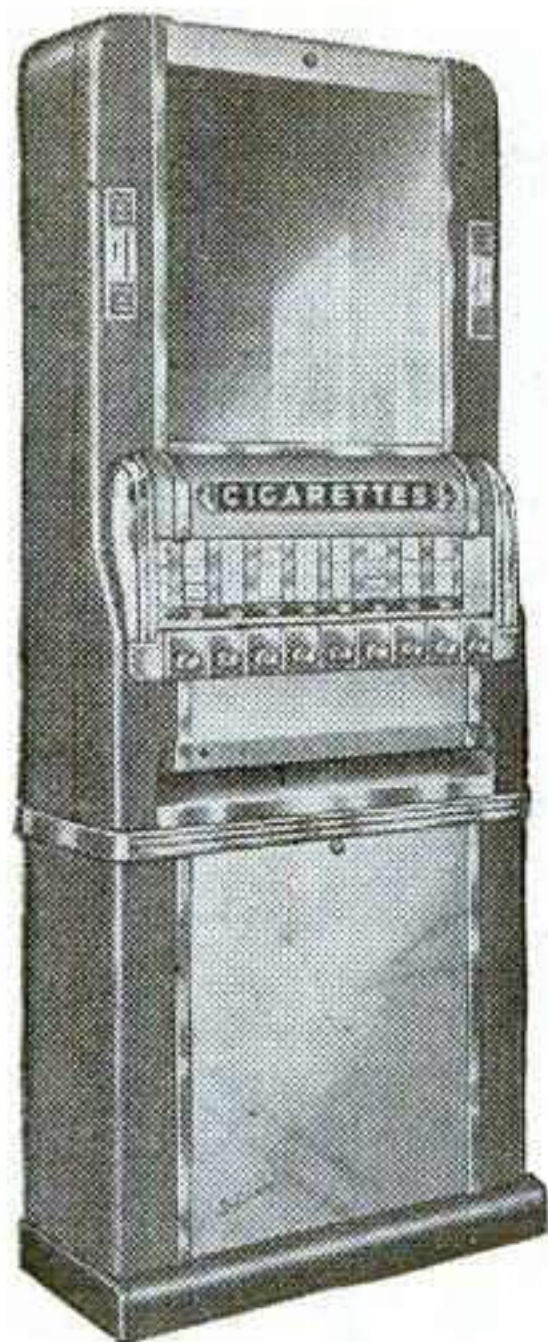
## THE "CHALLENGER"

THREE MACHINES IN ONE  
\$10.00 to \$50.00 Weekly on Location!

**TROPICAL TRADING CO.**  
716 W. Madison St. Chicago 6, Illinois



Operates on 15¢  
-20¢-25¢ price  
setting—any com-  
bination of coins,  
including a quar-  
ter. Nickel change  
maker available.



9-column unit, with  
5 shifts—440-pack  
capacity—compact  
label display—fluo-  
rescent lighting. De-  
signed for operating  
today and tomorrow.

*The* **NATIONAL** *9M*

**AMERICA'S  
FINEST  
MANUALLY-  
OPERATED  
CIGARETTE  
MERCHANTISER**

NATIONAL is still the leader—still the tops  
—in really automatic merchandising. In  
Console-Type, Electrically-Operated Mer-  
chandisers . . . there's the wonderful new  
NATIONAL 9EC. And the NATIONAL 9E  
sets the pace among Electrically-Operated  
Conventional-Type Merchandisers. The  
NATIONAL 8CE is America's only Electri-  
cally-Operated, Console-Type Merchandiser  
for Candy, Cigarettes and other Merchandise.  
NATIONAL is first in the industry . . . in  
design, in mechanical improvements, in  
smart appearance, in service to the Operators.

**NATIONAL VENDORS, Inc.**

**5055 NATURAL BRIDGE AVE. • ST. LOUIS 15, MO.**

***only* NATIONAL MERCHANTISERS *are truly* AUTOMATIC!**



### CIGARETTE MACHINE OPERATORS

#### ATTENTION

**U-NEED-A PAK AND MONARCH PARTS CAN BE BOUGHT DIRECT FROM FACTORY AT TERRIFIC SAVINGS... WHY PAY MORE?**

25-CENT CONVERSION LEVERS NOW ONLY 45 CENTS EACH  
Straight Quarter UNITS for MONARCH, \$10.00.

### U-NEED-A SERVICE AND PARTS CO.

MANUFACTURERS OF

**U-NEED-A PAK AND MONARCH PARTS**

2715 SUMMIT AVE. PHONE UNION 3-2211 UNION CITY, N. J.  
UNDER PERSONAL SUPERVISION OF JOSEPH KALISHMAN

### Conlyn's Sodamatic Drink Mach. on Line

BROOKLYN, Aug. 14.—A new, manually operated soda dispenser, designed principally for use in theaters, bars, dance halls and other locations where the demand for carbonated drinks does not warrant installation of a regular soda fountain, is being manufactured here by the Conlyn Manufacturing Corporation.

Feature of the Sodamatic, as Conlyn calls its new unit, is a stainless steel exterior which permits the device to be used as a self-contained dispenser wherever the owner desires. Device is 30 inches long, 42 inches high and 24 inches deep.

### New Coin-Operated Foot, Leg Massage For Barbershops

CHICAGO, Aug. 14.—Aciform Corporation here has recently placed a patented coin-operated foot and leg massage unit, designed for use in barbershops, on the market, with models for either portable or built-in chair use. Both types, retailing at \$128, are being sold thru regional distributors. First unit on location here is in the Congress Hotel barber-shop. George Ryan, shop's manager, reports an average take of from \$10 to \$12 per week.

Called Gyro-Wave, the unit operates for a quarter, with a timing device optional. When latter is used, manufacturer recommends five minutes of massage for both feet and lower legs. Unit is surfaced in plastic, simulating leather, with a padded backing on the metal footplate for resting the legs. When used as part of a regulation barber chair, it fits into the regular foot rest position; the portable model is mounted on a tubular chrome frame, and may be moved so as to be used by waiting customers.

When mounted on a chair, unit's coin mechanism is attached to the left hand side just below the arm rest. Both models have a red jewel light on the front which shows when the device is in use.

Firm states that the unit does not employ vibration in effecting the massage, but that a new type of impulse with a circular configuration and a "flowing movement" creates the massaging action.

### DuGrenier Cig Mch. Conversion Units Now Being Shipped

CHICAGO, Aug. 14. — James H. Martin & Company here, Middle West distributor for DuGrenier equipment, announced availability of 25-cent coin chutes for three models of DuGrenier cigarette venders this week, with conversions for firm's fourth model to be ready within two weeks.

Firm stated that quarter coin chutes for Models S, W and WD, of the DuGrenier line, priced at \$19.50 each, F.O.B., Chicago, were being delivered. "However, due to the demand for these units, all orders are being only partially filled, with remainder slated for early shipment," he declared.

Quarter coin conversions for the DuGrenier Champion, to be available later this month after dies have been prepared, will list at a slightly higher price, Martin said.

### New Type Summer Chocolate Introduced by Estee Candy

NEW YORK, Aug. 14.—Estee Candy Company here has introduced a special "white chocolate," considered a hot weather item, to the metropolitan area.

New summer chocolate includes such ingredients as milk, cocoa butter, sugar, pure non-synthetic oil of orange and oil of lemon, according to firm's officials.

### VICTOR'S NEW MODEL V-K

It's Outstanding! Vends Everything! Investigate the many new features incorporated in this great, new bulk vendor. Write us NOW for detailed information and prices.

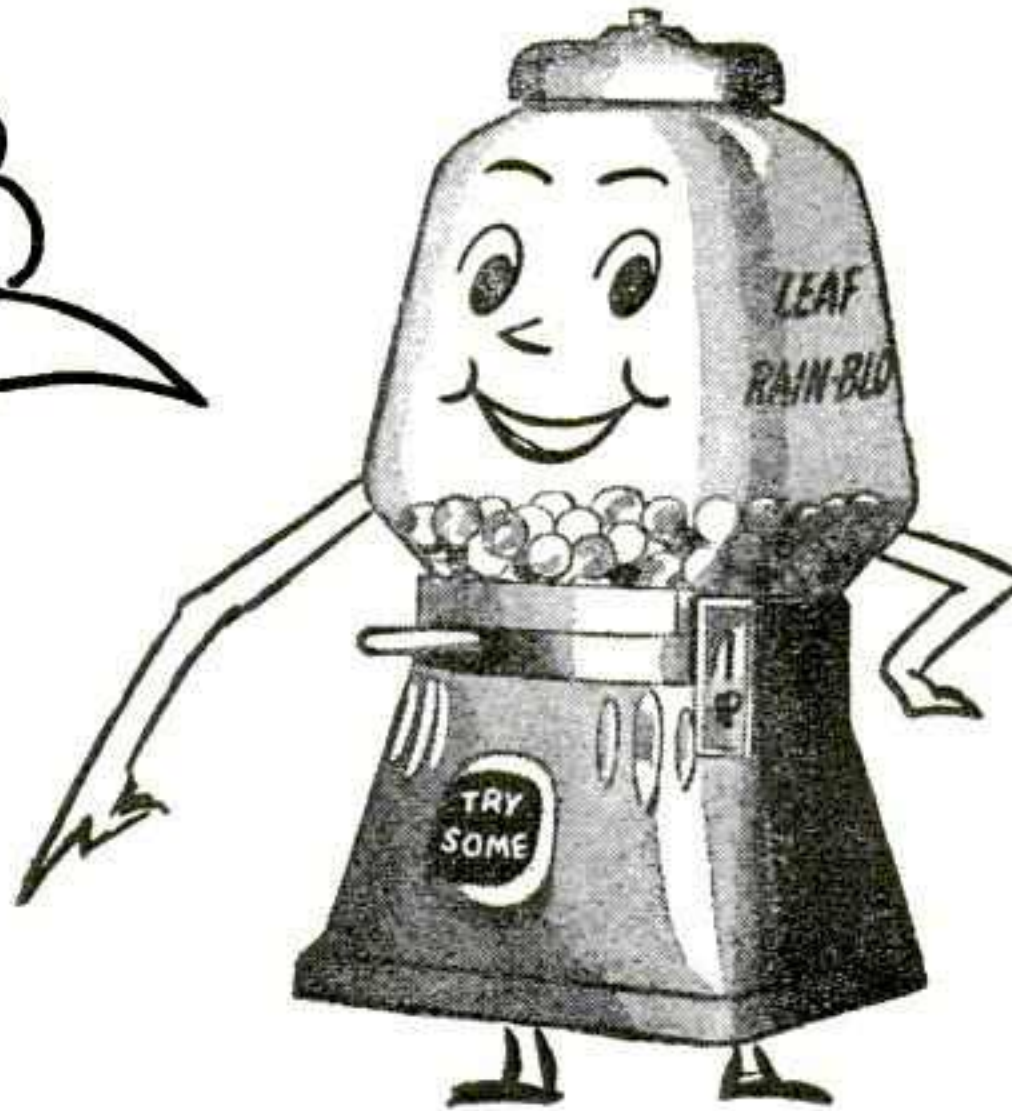
A Product of VICTOR VENDING CORP. 5701-13 Grand Ave. Chicago 39



THERE'S THE SECRET OF MY SUCCESS!

## LEAF RAIN-BLO

THE ORIGINAL COLORED BUBBLE BALL GUM



## Empties machines FASTER than other Ball Gums!

TESTS everywhere prove Leaf Rain-Blo is the biggest selling ball gum in all America. Side-by-side location tests offer proof-positive that machines stocked with Leaf Rain-Blo empty faster than all others! Here are the reasons why!

**FIRST**—Leaf Rain-Blo has colors galore! Kids love the wide color selection... Eight different colored centers... Eight different colored coatings. Every one of them color-fast!

**SECOND**—Leaf Rain-Blo makes bigger bubbles! The bigger the better, say the kids—and Leaf Rain-Blo tops 'em all!

**THIRD**—Leaf Rain-Blo is made of the finest quality pure ingredients which kids recognize. They like the delicious candy coatings and the extra-special bubble gum, too!

### Boost Your Turnover... Make More Profits on Every Machine

Thousands of operators have switched their machines to Leaf Rain-Blo. Why should YOU be satisfied with ordinary ball gum turnover when you can get the fastest moving item in the ball gum field. Get your share of the pot of gold at the end of this Rain-Blo. Mail the coupon NOW!

Only LEAF RAIN-BLO gives you all 3...

1. FAST COLORS
2. BIGGER BUBBLES
3. FINEST INGREDIENTS

Packed in 25 lb. cartons, assorted colors. Minimum shipment, 4 cartons

ALL SIZES AVAILABLE

SEE LISTING

Mail Coupon NOW!

LEAF GUM COMPANY Dept. B  
1135 N. Cicero Avenue, Chicago 51, Illinois

Gentlemen: Rush full information and prices on Leaf Rain-Blo—the original colored-bubble ball gum.

NAME OF COMPANY.....

ADDRESS.....

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

YOUR NAME.....



# 25¢ CONVERSIONS

For ALL Types of CIGARETTE MACHINES

## IMMEDIATE DELIVERY

Write—Phone—Wire

### NEW YORK VENDING MACHINE EXCHANGE

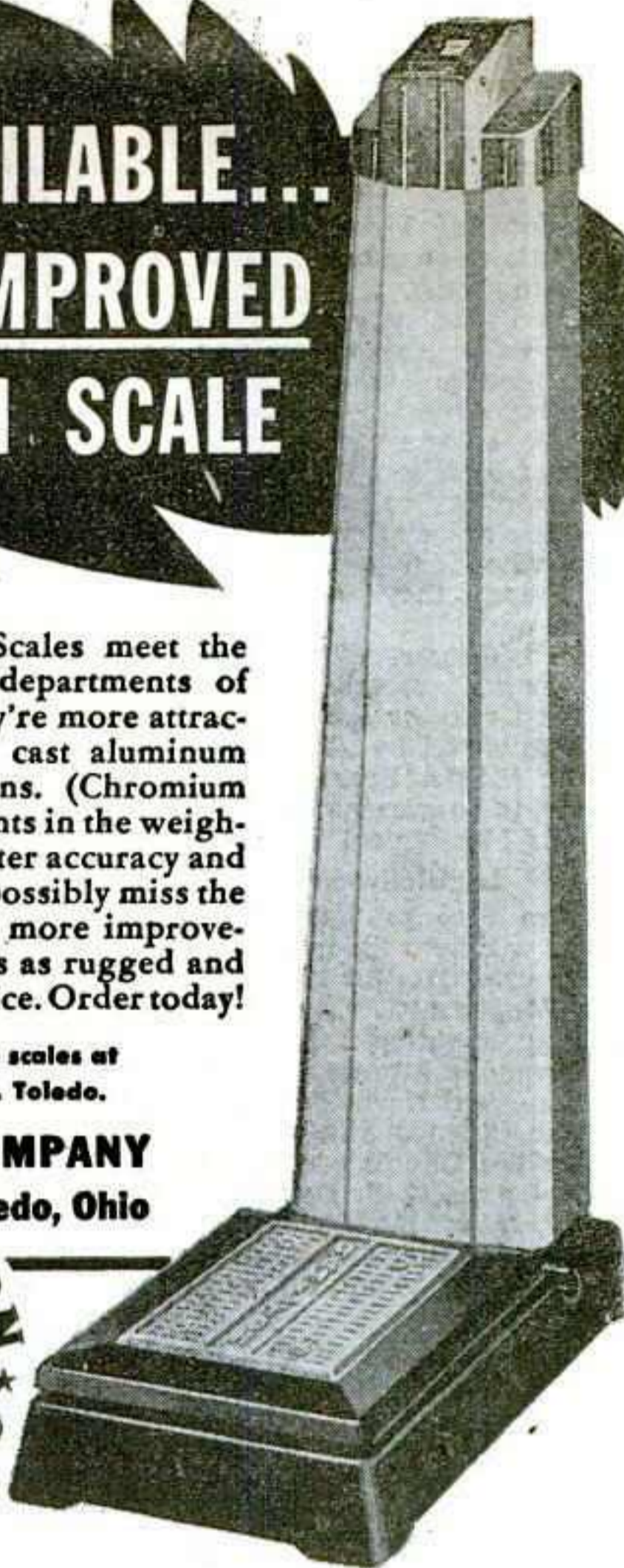
1010 Myrtle Ave. Brooklyn, N. Y.  
Phone: Evergreen 8-7570

# NOW AVAILABLE... THE NEW IMPROVED HAMILTON SCALE

New improved Hamilton Scales meet the requirements of all state departments of weights and measures. They're more attractive than ever before with cast aluminum step plate and colored columns. (Chromium head optional.) Improvements in the weighing mechanism provide greater accuracy and longer wear. Coins cannot possibly miss the cash box. These and many more improvements make Hamilton Scales as rugged and accurate as any scale at any price. Order today!

While they last—a few old-style scales at reduced price of \$57.50 F. O. B. Toledo.

**HAMILTON SCALE COMPANY**  
214 Oliver Street Toledo, Ohio



#### NEW VENDING MACHINES

Northwestern De Luxe, 1¢-5¢	\$27.50
Northwestern Model 33	12.60
Northwestern Model 38	14.40
Northwestern Model 40	10.85
Northwestern Model 33 Ball Gum	11.40
Columbus Model 46, 1¢ Peanut	12.50
Columbus Model 46Z, 1¢ All Purpose	13.00
Columbus Model 46ZB, 5¢ All Purpose	13.75
Columbus Model 46G, 1¢ Ball Gum	12.50
Columbus Tri-Mor, 3 Comp., 5¢	45.00
Columbus Bi-Mor, 2 Comp., 5¢	36.00
Silver King, 1¢ All Purpose	13.95
Silver King, 1¢ Ball Gum	13.95
Silver King, 2 for 1¢ Ball Gum	13.95
Silver King, 5¢ All Purpose	13.95
Victor Model V, Globe Type	12.50
Victor Model V, Cab. Type	14.50
Victor Model Universal	13.95
Silver King, 5¢ Hot Nut	29.95
Master Nov., 1¢	13.95
Master #2, 1¢ & 5¢ Comb.	17.50
Master #6, 5¢, 2 Turn	17.50
Advance Model D, 1¢ Ball Gum	13.75
Model G.V., 1¢ Adams Gum, 6 Col.	24.00
Model N 1¢ Adams Gum, 4 Col.	22.50
Advance 1¢ Stamp	18.00
Advance 3¢ Stamp	18.00
Shipman Triplex 1¢ & 3¢ Stamp	39.50
Postmaster Stamp, 3 Col., Roll Type	79.50
Penny Match, 1¢	4.95
Exhibit Card, 1¢	20.00
Sanitary Napkin, 10¢ Coin	24.00
Advance Model 21F	25.00
Cash Tray Almonds, 5¢	6.95
Asco Hot Nut, 5¢	17.50
Marlon Scales, 1¢	79.50

#### NEW COUNTER GAMES

ABT Challenger	\$42.50
ABT Model F Target	49.50
ABT Strikelite	49.50
Camera Chief	19.95
Kicker & Catcher, 1¢	85.00
Penny Back Ball Gum	39.50
Ball Gum Target Vendor	39.50
Steeplechase	39.50
Bat-a-Ball Jr., 1¢	11.95
Gottlieb 3-Way Grip	24.50
Acme Electric Shocker	18.50
Bingo 4-Games-In-1	24.50
Buddy, 1¢ Cig. Reel	19.50
Test Quest, 1¢ Grip & Question	39.50
Imps, Either 1¢ or 5¢ Cig. or Fruit	14.50
8 or More	13.75
Grip Vue, 1¢	39.50

#### RECONDITIONED VENDORS

Northwestern De Luxe, 1¢-5¢	\$20.00
Northwestern Model 33	7.50
Columbus Model 46, 1¢ Peanut	7.50
Columbus Model 46ZB, 5¢ All Purpose	8.50
Columbus 46G, 1¢ Ball Gum	7.50
Silver King, 1¢ All Purpose	7.50
Silver King, 5¢ All Purpose	8.50
Victor Model V, Globe Type	8.50
Victor Model V, Cab. Type	10.00
Master Nov., 1¢	8.50
Master #6, 5¢, 2 Turn	10.00
Cash Tray Almonds, 5¢	4.95
Victor Toppers, 1¢	7.50
Snacks, 1¢, 3 Comp. & Stand	14.50
Variety Shops, 5 Comp. & Stand	14.50
Shipman Duplex, 1¢ & 3¢ Stamp	22.50
N. Y. Duplex, 1¢ & 3¢ Stamp	14.50
Model N 1¢ Adams Gum	14.50
Star Card Vendors, 1¢	10.00

#### RECONDITIONED COUNTER GAMES

Kicker & Catcher, 1¢	\$22.50
Marvels, 1¢	29.50
American Eagles, 1¢	24.50
Sparks Champion Gold Award	24.50
Mills Vest Pocket Bells, 5¢	49.50
Imps, 1¢ Cig.	9.95

#### VENDING MACHINE ACCESSORIES

Stands, Heavy Base	\$ 4.50
Double Flanges	1.00
Triple Flanges	1.50
Small Charms, Metal Plated, Per M.	6.00
Large Charms, Metal Plated, Per M.	7.50
Plaster Charms, Small, Per M.	3.50
Plaster Charms, Large, Per M.	4.50
Ball Gum Rain-Bo, 1/2", Per Lb.	.29
Ball Gum Rain-Bo, 1/4", Per Lb.	.30
Licorice Lozenges, 800 Count, Per Lb.	.26
Licorice Gems, 800 Count, Per Lb.	.27
Baked Beans, 600 Count, Per Lb.	.22
Rainbow Peanuts, 600 Count, Per Lb.	.23 1/2

Send for Quantity Prices and Illustrated Catalog

**WANT TO BUY**  
Vending Machines, Counter Games, etc. SEND LIST

Certified Deposit Required on All Orders.

**RAKE COIN MACHINE EXCHANGE**  
609 SPRING GARDEN ST., PHILA. 23, PA.  
LOmbard 3-2676

**Victor's Sensational New Custom-Built UNIVERSAL**  
Successful Operators Buy Good Merchandise. When You Buy Merchandise Vending, Buy The Best! Write for Complete Details and Prices.  
Manufactured by **VICTOR VENDING CORP.**  
5701-13 W. Grand Ave. Chicago 39, Ill.

**LOWER PRICES PISTACHIOS** Best Quality. Compare!  
DISTRIBUTORS: **42c WHITE**  
**52c RED. BOTH SALTED**  
"Sun Brand" large about 45 to 60.  
Larger size available.  
Packed in Triplex 5 Lb. Moisture Proof Bags.  
**AMERICAN PISTACHIO CORP.**  
Importers, Packers at this address for over 18 yrs.  
111 Reade St., Dept. 15, New York 13, N. Y.

**RUNYON CANCER FUND**  
GIVE TO THE

WRITE FOR OUR CATALOG

**VENDORS' SPECIALS**

Mdse. Stands, Solid Steel—Weight 85 Lbs.	\$4.50
Double Plates for Two Machines	1.15
BUBBLE GUM—140 Count and 170 Count—25 Lb. Cartons, Per Lb.	.35

1/3 Deposit, Balance O. G. D. Fast Delivery.

**VEEDCO SALES CO.**  
2113 Market St. Philadelphia 8, Pa.

5c GUM AND 5c HARD CANDY AND MINT VENDORS

for Charms, Lifesavers, Gum and similar sized products.

**ALKUNO & CO.**  
408 Concord Ave., New York 54, N.Y.  
MILrose 5-7757  
Mechanical Manufacturing Laboratories

**IN STOCK!**

Less than 25 \$14.40  
Less than 100 13.95  
100 or more 13.40

**Northwestern 39 MODEL**

ALL AROUND ALL PURPOSE! ALL PRODUCT

Write for Prices on Models 33 Ball Gum, 40, 33, and Deluxe.

**EMPIRE COIN MACHINE EXCHANGE**  
1012 MILWAUKEE AVE. CHICAGO 22

Cigarette Machine Operators

# A-T-T-E-N-T-I-O-N

QUARTER NATIONAL-TYPE SLUG REJECTOR for U-NEED-A PAK MODELS E, A AND 500

**\$15.00**

**IMMEDIATE DELIVERY**

**PENNY LOADERS NOW ON HAND**

**U-NEED-A SERVICE & PARTS CO.**  
Manufacturers of U-NEED-A Pak & Monarch Parts.  
2715 SUMMIT AVE. Phone: Union 3-2211 UNION CITY, N. J.  
Under personal supervision of Joseph Kalishman.

The NEW U-NEED-A ELECTRIC Cigarette Machine will be out soon . . . Worth Waiting For

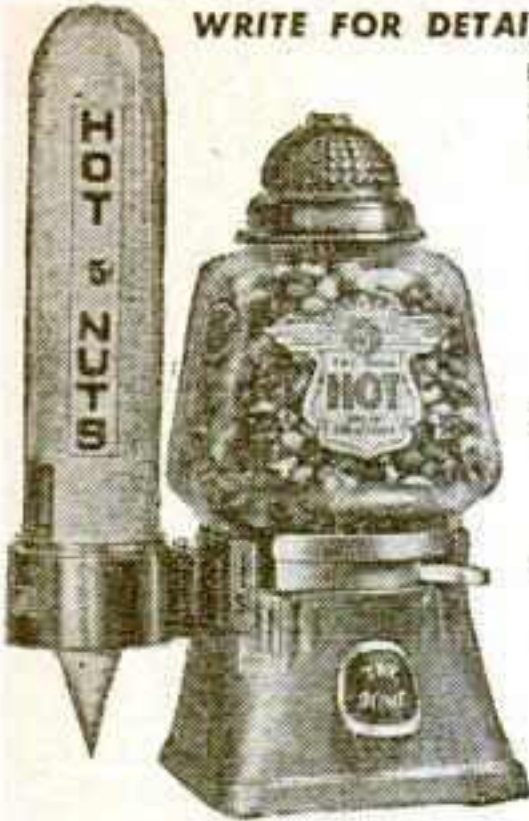


### TIME PAYMENTS ON "SILVER KINGS"

24 or More

1/4 DOWN—20 WEEKS TO PAY

WRITE FOR DETAILS



Bigger Profits from locations are a natural with the all new Silver-King Hot Nut Vendor.

Completely redesigned for sales-compelling eye appeal. Flashing ruby red jeweled top vendor.

**\$29.95**

OTHERS LOW AS \$10.55

Nut and Ball Gum Vendors, 1c-5c. U. S. and Foreign Coins.

At All the Best Dealers—or Write **SILVER-KING CORP.**

622 Diversey Parkway Chicago, Ill.

# NAMA Sets Fall Programs; Region VI Meeting in Chi

(Continued from page 103)

counting committee held recently in New York.

Following Fishman's address, NAMA's membership director, Howard Olsen, will give a brief report on the association's insurance committee. This committee held its first meeting recently. Olsen will likewise announce formation of the NAMA salesmen's division—a new class of membership which will permit suppliers' sales representatives to join the association. Supplier salesmen who join will be given cards signifying they are members of NAMA.

Herb Geiger, of Milwaukee, will deliver a short talk entitled *An Operator Looks at the NAMA Convention*, followed by *An Operator Looks at the NAMA Yearbook and Buyer's Guide*, to be presented by Sam Kogen, Illinois Mechanical Sales, Chicago.

#### Legislative Prospects

From 3:15 to 3:45, members and guests will hear three reports on legislative prospects for 1949. E. Z. Gregory, Madison, Wis., will discuss the Wisconsin outlook; Joseph G. Wood, Indianapolis attorney, will deal with Indiana, and Karin Walsh, city editor of *The Chicago Sun-Times*, will examine the Illinois prospects.

At 4 p.m., C. S. Darling, executive secretary of NAMA, will speak on *Proposed New Coins*—dealing with the proposal to mint 7 and 7½-cent coins.

Final half-hour of the Wednesday business session will be held open for a discussion of the business outlook in various phases of automatic merchandising. This will be followed at 5 p.m. by a cocktail party.

Thursday morning's program will include discussion of the problems oc-

casioned by the recent price hike in cigarettes. Lunch at noon will conclude the two-day meeting.

#### Syracuse Meet

NEW YORK, Aug. 14.—National Automatic Merchandising Association's (NAMA) Region II is completing plans for its meeting in Syracuse September 17-18, General Chairman George Seedman announced this week.

Chairman of the arrangement committee, Earl R. Mason, of C. C. Bradley & Son, Syracuse, stated that the meeting would be of special interest to cigarette operators in the New York region. Scheduled to speak, he said, are Robert Z. Greene, Rowe Manufacturing Company, Inc.; Lawrence Reiss, Statler Manufacturing Corporation; I. Hayne Houston, Spacarb, Inc.; Fred Baehr, Gum Vending Corporation; Elmer Pierson, the Vendo Company.

In addition, plans are being made for an extensive ladies' day program, Mason reported.

Board of directors will meet the day preceding the two-day session, and will remain for the latter. Evening of September 17 will be climaxed by Region II's annual dinner, during which entertainment will be provided by P. Lorillard Company.

#### Stark Co. Names Schmidt Vender Promotion Head

MILWAUKEE, Aug. 14.—Howard B. Stark Company here has announced the recent appointment of Julius P. Schmidt to firm's sales and promotion staff. He will be in charge of vending and syndicate sales. Schmidt was formerly with George Ziegler Company as sales manager.



### MARION

Designed and Built for Operators by an Operator

Uses "All-Weather" Springs for Inside or Outside Operation

**\$79.50**

F. O. B. Plant. 25% Cash, Bal. C. O. D.

Less in Quantities.

Foreign Inquiries Invited.

### WORLD SALES, INC.

Sole Factory Agents  
3220 W. BROAD ST. COLUMBUS 4, OHIO  
Phone: RA-6336



### Victor's Sensational New Custom-Built UNIVERSAL

Successful Operators Buy Good Merchandise. When You Buy Merchandise Vending, Buy The Best! Write for Complete Details and Prices.

Manufactured by **VICTOR VENDING CORP.**  
5701-13 W. Grand Ave. Chicago 39, Ill.

### ALL VICTOR MACHINES

recommended and sold on

#### TORR TIME PAYMENT PLAN

Pay for same in 18 weekly payments

WRITE FOR DETAILS

SPECIAL PRICE

FOR MONTH OF AUGUST ONLY

#### RAIN-BLO BUBBLE BALL GUM

Packed 25 Lb. to Carton

Less than 100 lbs. ....	30¢	170¢
100 lbs. and over .....	28¢	29¢
1000 lbs. and over .....	26¢	27¢
Spotted and Striped .....	40¢	40¢

Freight paid on 100 lbs. or over

Pistachios, Large Red, 60 Lb. Ctn. ....	75¢ Lb.
Pistachios, Small Red, 60 Lb. Ctn. ....	60¢ Lb.
Virginia Peanuts, 30 Lb. Ctn. ....	29¢ Lb.
Spanish Peanuts, 30 Lb. Ctn. ....	23¢ Lb.
Licorice Gems, 775 Ct., 37 Lb. Ctn. ....	26¢ Lb.
Jawbreakers, 575 Ct., 34 Lb. Ctn. ....	22¢ Lb.
Chocolate Confetti, 450 Ct., 34 Lb. Ctn. ....	36¢ Lb.
Pee Wee Rainbow Peanuts, 33 Lb. Ctn. ....	25¢ Lb.
Pee Wee Boston Baked Beans, 33 Lb. Ctn. ....	24 1/2¢ Lb.

FULL CASH WITH ORDER

**ROY TORR** LANSDOWNE, PENNA.

### METAL PLATED CHARMS

In bright gold and silver finish

Metal Plated Charms, Series #1	Per M \$6.00
Metal Plated Charms, Series #2	7.50
Plastic Charms, Famous Series #1	3.50
Plastic Charms, Big Series #2	4.50
Plastic Skulls	5.25

**SAMUEL EPPY & CO., INC.**

WORLD'S LARGEST CHARM MANUFACTURER

113-08 101st Ave. RICHMOND HILL 19, L. I., N. Y.

**CHARMS** CAN DOUBLE OR TRIPLE YOUR PROFITS IN BULK VENDORS...  
While Awaiting FOR LOWEST PRICES AND SAMPLES OF OUR METAL AND PLASTIC CHARMS, STONE AND CAMEO RINGS, WEDDING RINGS, KNIVES, JACKS, BALLOONS, SKULLS, ETC.  
**BECKER VENDING SERVICE** - BRILLIANT, WISCONSIN

# 25¢ COIN MECHANISMS

(Complete with National or ABT Ejector)

TO FIT THE FOLLOWING

**ROWE:** Imperials, Royals, Presidents and Crusaders

**DUGRENIER:** Models R, S, V, VD, W and WD

**NATIONAL:** Models 7-30, 7-50, 9-30 and 9-50

These are brand new mechanisms and not conversions. No machining is required on location. Simply remove old mechanism and replace with new quarter mechanism.

These mechanisms are manufactured for Riteway Coin Devices by Malkin-Ilion Company (established 1930), one of the country's leading coin machine manufacturers.

IMMEDIATE DELIVERY

Price Reduced to

**\$15.00** EACH

Complete and ready to install in machine.

**RITEWAY COIN DEVICES**

400 COIT STREET IRVINGTON 11, NEW JERSEY Telephone: Essex 2-3405

Installation takes less than 60 seconds

1/2 with order—balance C. O. D.

**BUILT for OPERATORS**

*Northwestern*

**WORLD'S BEST BULK VENDERS**

Designed and built to meet the demands of experienced operators, Northwestern bulk vendors are generally recognized as the world's best! Famous for dependable performance, long life, and trouble-free service, these rugged machines are real money makers from the start. Make sure of your investment —insist upon Northwestern. Write for the name of your nearest distributor.

**THE NORTHWESTERN CORPORATION**  
93 EAST ARMSTRONG ST. - MORGAN, ILL.

**ATTENTION**

**POPCORN VENDING MACHINE OPERATORS**

Increase your machine profits with SupRpop hybrid specially popped corn. Packed in one bushel moisture-proof bags, 12 bags to shipping carton. Shipped anywhere. Can also furnish excellent reconditioned POP CORN SEZ hot popcorn vendors.

Wire or write us for prices.

**DWIGHT HAMLIN CO.**  
5958 BAUM BLVD., PITTSBURGH 6, PA. HILAND 8410

**FOR MACHINES TO SUIT YOUR NEEDS**

COUNTER GAMES OF ALL TYPES AND MERCHANDISE OF HIGHEST GRADE AT LOWEST PRICES.

WRITE TO:

**J. SCHOENBACH**  
Factory Distributor of Advance Machines  
1647 Bedford Ave. Brooklyn 25, N. Y.

Promotional-Franchise-Stock Salesman or one selling automatic equipment to new operators. Earnings \$10,000.00 to \$20,000.00 yearly. Must be able to finance self—travel and have car. Strong company with excellent background. References. For interviews write BOX 199, c/o The Billboard, Ashland Bldg., Chicago 1, Ill.



## Two New Pa. Vender Firms Incorporated

HARRISBURG, Pa., Aug. 14.—A Pennsylvania certificate of incorporation has been issued to the Automatic Juice Sales Company, 456 Verbeke Street, Harrisburg, authorizing the new company to capitalize at \$20,000 for "the sale of fruit juices, beverages and confections by vending machines." Incorporators are listed as Daniel Rogers, Linglestown, R. D. 1; John T. Burnite, Harrisburg, and Harry S. Wimer, Harrisburg.

A charter has also been issued to American Drink-O-Mat Company, Inc., 1349 Fifth Avenue, Pittsburgh, authorizing the new firm to capitalize at \$5,000 for the purpose of selling and distributing automatic coin-operated beverage and merchandise dispensers and parts. Incorporators are listed as Meyer Abelson, M. J. Auerbach and John T. Porea Jr., all of Pittsburgh.

## Harrison To Write Bally's Newsletter

CHICAGO, Aug. 14.—The first issue of *Bally-Who*, a weekly newsletter to the coin machine industry from the Bally Manufacturing Company, will appear September 4, it was announced this week. The newsletter will be written and edited by Dale Harrison, former Associated Press and *Chicago Sun* columnist.

According to Ray Moloney, Bally president, *Bally-Who* will carry news of personalities in the industry.

## Snively Installs Juice Venders in Washington

WASHINGTON, Aug. 14.—John A. Snively Jr., head of the distribution agency for his Dispens-o-Lator citrus juice vender, announced the installation this week of a battery of the machines here.

The venders are in production at a rate that "insures that by the first of the year citrus juice venders will be available to the public in all principal cities," according to Snively.

## Supplies In Brief

### Tobacco Outlook

WASHINGTON, Aug. 14.—Domestic consumption of flue-cured tobacco in the year ending June 30 was higher than the previous year as cigarette manufacturers set a new fiscal year record, reported Bureau of Agricultural Economics, U. S. Department of Agriculture. The average level of price support applicable for the 1948 flue-cured crop is 43.9 cents a pound, compared with 1947's 41.2 cents. Auctions in Georgia-Florida markets for the 1948 flue-cured crop, approximately 23 per cent smaller than last year, began in late July at prices about 15 per cent higher than last year's early season prices, stated BAE.

Indicated production of burley in July was 2 per cent lower than last year, BAE reported. Consumption, as indicated by tax-paid withdrawals of smoking and chewing in July, 1947-June, 1948, totaled 206,000,000 pounds, only 1 per cent above the previous year.

The indicated production of cigar tobacco this year is 4 per cent lower than last year, BAE reported. Cigar filler was only slightly down, but cigar binder was 10 per cent lower. On the other hand, the prospective production of shade grown wrapper was up 8 per cent. Production of fire-cured and dark air-cured tobaccos was indicated in July at 21 and 16 per cent below last year but stocks are fairly large, stated BAE.

### Sugar Stock Higher

WASHINGTON, Aug. 14.—An increase of 363,934 short tons of sugar on hand in the United States June 30 over the amount on hand on the corresponding date in the previous year, has been reported by the Agriculture Department. Total sugar stocks on hand in U. S. on June 30 were reported by Agriculture Department as 1,501,938 short tons, raw value, as compared with 1,138,004 short tons on the same date in 1947.

Total distribution of sugar by primary distributors in the United States during January-June, 1948, was listed by Agriculture Department as 3,291,540 short tons, as compared with 3,503,603 short tons in the same period in 1947. Of these amounts, 31,404 short tons were delivered for export as compared with 143,261 short tons in the same period of 1947.

### Record Nut Crops

WASHINGTON, Aug. 14.—A record pecan crop of 152,560,000 pounds is indicated, Agriculture Department reported this week. This is 29 per cent above last year and 39 per cent above average. All States except Oklahoma report larger crops than last year. Improved varieties for the U. S. are placed at 69,669,000 pounds in comparison with 44,870,000 pounds last year.

The California almond crop is estimated at 29,600 tons, slightly above last season's output and 44 per cent above the 1937-'46 average. Almonds made good development during July.

Walnut production for California and Oregon is placed at 71,500 tons, 11 per cent higher than 1947 and 12 per cent above average.

Filbert production in Oregon and Washington is placed at 7,090 tons, 19 per cent smaller than last year's crop, but 43 per cent above average.

## Name Geo. Shamlin New Peter Paul Head

NAUGATUCK, Conn., Aug. 14.—Peter Paul, Inc., at a board of directors meeting last week, named George Shamlin, one of firm's original founders, as president. Appointment followed the death of Calvin K. Kazanjian, former president, the previous week.

Other officers named by the directors include Harold J. Kazanjian, treasurer, succeeding the late Jacob H. Hagopian, who died in Los Angeles July 11; John Tatigian, secretary; Dorothea B. Kazanjian, assistant secretary, and Guerin B. Carmody, member of the board.

## Owens-Illinois Increases Market Development Staff

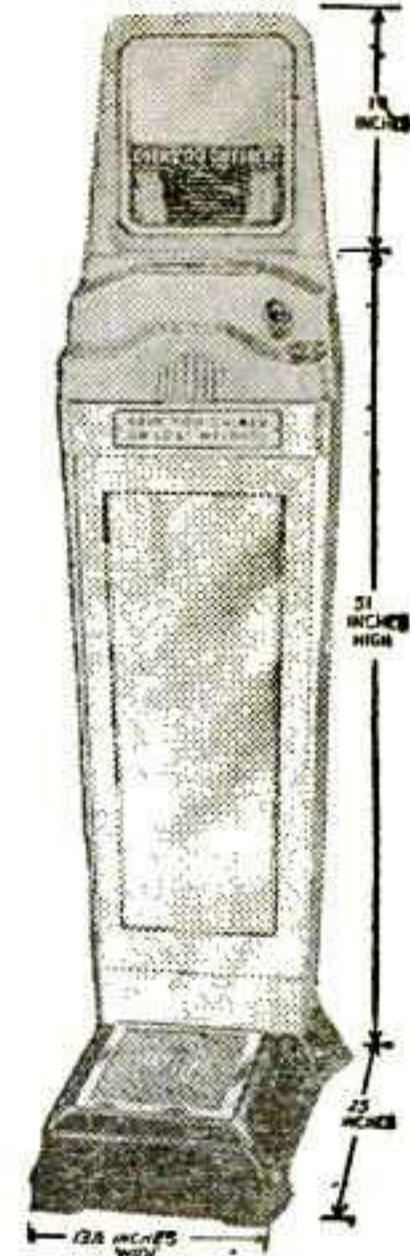
TOLEDO, Aug. 14.—Owens-Illinois Glass Company announced three new appointments in its market development department this week, designed to serve Western and Southwestern glass container users.

Newell A. Pontet has been appointed district manager of the two regions, with headquarters in Chicago, succeeding R. R. Fowler, who has left the company. C. A. Parks, promoted to assistant district manager, will cover the Southwestern region, while James A. Maher has been named field merchandising representative.

## Plenty of Peanuts

WASHINGTON, Aug. 14.—A record peanut crop of 2,341 million pounds is indicated, as compared with last year's production of 2,188 million pounds and the 1943-'47 average of 2,118 million pounds, Agriculture Department announced this week. The large crop expected this year is attributed to generally good yield prospects, the 1948 acreage being nearly 2 per cent below 1947.

In the Virginia-Carolina area, acreage for picking and threshing is indicated at 466,000 acres, about the same as last year. Weather conditions have been favorable this year, and above-average yields are expected. In the Southeastern area a total of 1,774,000 acres is expected to be harvested this year, compared to 1,733,000 in 1947. Crop got off to a late start because of heavy rains, but favorable weather prevailed in June and July.



**\$25 BRINGS THIS SCALE TO YOU BALANCE MONTHLY**

**200 FORTUNE TELLING NO SPRINGS SCALE**

Height, 51 In. Width, 13 In.

without sign

Depth, 25 In. Sign, 15 In.

Net Weight . . . . . 185 Lbs.

Shipping Weight . . . . . 245 Lbs.

Invented and Made Only by

**WATLING**

Manufacturing Company

4650 W. Fulton St. Chicago 44, Ill.  
Est. 1889—Telephone: Columbus 2770.  
Cable Address: WATLINGITE, Chicago.

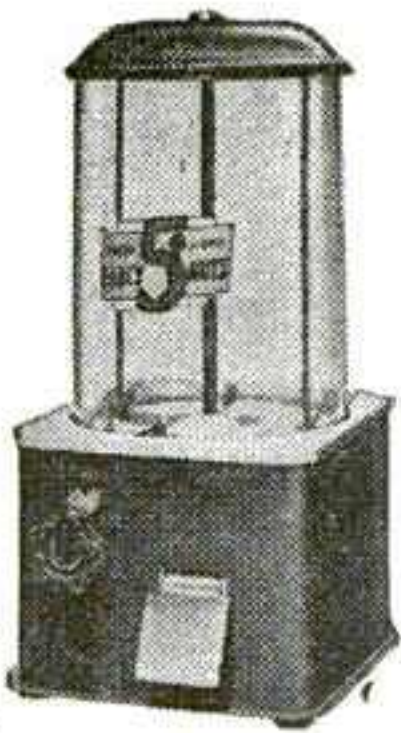
**NEW MODEL C**

**5¢ BULK VENDER**

Operator's Price Special

**\$5.95**

**UNIVERSAL**  
Distributing Co.  
Box 1833  
Des Moines 10, Iowa



**VICTOR'S SPECIAL FINISH**

**MODEL V-K**  
24 or more \$12.25  
1 to 23 12.95

**EMPIRE COIN MACHINE EXCHANGE**

1012 Milwaukee Ave.  
Chicago 22, Ill.



**IMPS**  
RAND NEW  
1c or 5c  
**CIGARETTE OR FRUIT**  
**\$12.95**  
Lots of 12 \$13.75  
Lots of 5 Sample \$14.50

**SPECIAL IMP GUM DEAL**

1 Imp and 1700 Balls Gum . . . . . \$17.50  
2 Imps and 4250 Balls Gum . . . . . 35.00  
Here's the tiniest Bell in the world. A brand new Three-Reel Counter Game that is worth its weight in gold. Finished in brilliant colors.

**HOT NUT MACHINES**

Brand New!

Dispenses all types of bulk merchandise for 5¢ as cashews, pistachios, almonds, etc. A real value for your money. Limited stock on hand, so order early. Cup dispensers not included. Original value, \$44.50.



**\$14.95 Lots of 5**  
**\$16.95 Single**

**1/3 DEPOSIT ON ALL ORDERS. WRITE FOR CATALOG ON BULK VENDORS, GAMES, ETC.**

**PARKWAY MACHINE CORPORATION**  
623 W. NORTH AVE. DEPT. B • MADISON 1447 • BALTIMORE, 17, MD.

For **SATISFACTION** For **SAVINGS** For **SERVICE**

Write the **LARSEN SALES COMPANY**

432 NORTH SEVENTH ST., PADUCAH, KENTUCKY  
Selling Vending Machines, Supplies, Amusement Machines, Weighing Scales.  
Serving the South and the Southwest

**5¢ BANTAM TRAY VENDOR**  
**IMMEDIATE DELIVERY**

**Atlas Mfg. & Sales Corp.**  
12220 TRISKETT RD. • CLEVELAND 11, OHIO  
ESTABLISHED 1928

**Atlas**

VENDS ALMONDS, NUTS, CANDY, PISTACHIOS  
Write for Circular.  
Jobber Inquiries Invited.





# Juke Ops Picking Up Pin Money

## Seek Extra \$\$ In Pin Games, Shuffleboards

### Area Determines Route Type

CHICAGO, Aug. 14.—Introduction of a new factor to supplement earnings of music equipment has been noted in the trade in recent weeks as the shuffleboard has begun to appear in traditional juke box locations thruout the country. With a supplementary route considered essential to profitable operation in many areas, operators are looking with increasing favor on shuffleboards as an ideal tie-in with their bar, grill and tavern locations particularly, and with many other types of locations in general.

Most interest in the shuffleboards is being shown in those areas where pinball games are now inoperable, such as New York City, altho manufacturers report the trend is following a national pattern, covering practically all sections of the country.

For music operators, especially, the shuffleboard offers an excellent supplement to their regular route, mainly because of the similarity of desirable locations. Even before the introduction of coin-operated shuffleboards and scoreboards, operators were finding the games an excellent source of added income, due in the main to the fact that the game is popular, servicing is practically non-existent, and the equipment cost, (See *JUKE OPS* on opposite page)

### Sign of Times

NEW YORK, Aug. 14.—The *New York Times* carried a story this week on the Videograph, distributed by the Video Coin Corporation.

The machine, says the story, "has caused some disturbance, just as the automobile upset the horse. When tele-juke makes its appearance, that ends the juke box."

Commenting on this musical goliath, as *The Times* calls it, the story reports, "This hybrid is probably the biggest specimen from the world of mechanized arts." And people who think they have enough entertainment for tavern tippling, "have another surprise at hand."

## IAMOA Names Six Local Reps

DES MOINES, Aug. 14.—Additional local membership chairmen for the preliminary organization of the Iowa Automatic Music Operators' Association (IAMOA) have been appointed by Don Hall, of Spencer, chairman of the organization committee.

The local chairmen are sending out applications for memberships and are responsible for contacting operators in their area.

The new appointments include Tony Costello and Frank Avercamp, of Clinton; R. L. Stivers, Council Bluffs; Bud Travey, Omaha; Frank Brisbios, Fonda, Ia., and Don Hegeman, Waukon, Neb.

## Tailored Record Service Aids Knoxville Operators

KNOXVILLE, Aug. 14.—Operators of music equipment in this area are receiving a tailored record service from the Bell Sales Company, with the program paying off for all parties concerned. Sam N. Morrison, owner of the retail record sales outlet, and a comparative newcomer to the field, developed the service and, altho most of the operators in the area were purchasing their records direct from distributors and manufacturers, made it a point to evolve a system wherein the operator of juke boxes could get from his store a service that would increase his (the operator) play and increase Bell Sales Company sales.

Following a series of discussions with juke box operators and their route men, Morrison found the following disadvantages existing in the direct purchase plan followed by the ops:

1. Too many dead records. As a rule, one person was doing the buying (records) for all service men in an organization. Morrison was advised that the only man that had any idea of what would play on a specific box was the man who serviced it. With one man purchasing records for all service men, there were many instances where as many as 20 out of 25 new records of one number remained unused. Larger ops in this area were accumulating thousands of new, unused disks that were practically a dead loss.

2. Breakage. More often than not a couple of records in a shipment are broken. With only a dollar or two involved, the operator does not bother

to file a claim.

3. Excessive transportation costs. Express charges sometimes amount to as much as 8 cents per record on small shipments for operators here.

4. Service. When a song hits, an individual operator with his comparatively small order often had to wait for weeks on a shipment, thus losing out on the added play on his equipment.

Morrison then decided what to do (See *Tailored Record*, opposite page)

## APOA Picks Hit Tune; Considers New Location %

CINCINNATI, Aug. 14.—The Automatic Phonograph Owners' Association (APOA) here held its regular monthly meeting Tuesday (10) and selected the hit tune of the month for September, held open discussions on the possibility of raising percentages in favor of the operator and a general reduction of association dues.

With President Sam Chester presiding, the members picked as their next hit tune, *Hair of Gold*, as recorded by Jack Emerson on the Hit Record Company label. The recording firm will furnish all ops with records and specially prepared title strips for use on their units during September.

With all operators in accord on the move to hike percentages in their favor, an open door discussion was held as a part of the meeting, but no definite course of action resulted. A continuation of the discussion was planned for the September meeting.

Regarding the possibility of slicing the dues, the APOA membership, after discussing the project, authorized the president to appoint a committee to work on a plan. The committee includes William Fitzpatrick, chairman, and Bill Harris and Frank Michaels.

Present at the meeting, in addition to Chester, were Charles Kanter, secretary-treasurer; Bill Harris, Louis Schoenlaub, Charles McKinney, Elmer Meyer, William Fitzpatrick, Morris Kleinman, Mrs. Ganzmiller, Jerry Levy, Phil Ostand, Walter Deutsch, Frank Michaels, Saul Ostand, James Drivakis, Abe Pearlmutter, Max Moeckel and Ed Wenninger.

In attendance at the meeting as guests of the association were Joe and Leo Weinberger, Southern Automatic Music Company; Leonard Goldstein, T. & L. Distributing Company; Charles Trau, Coin Machine Mart; Morey Rose, Lou Epstein and L. Nathan, of the Hit Record Company.

# FOOTBALL BRINGS MORE WOE

## Tele Will Hit Juke Box Play On Week-Ends

### Coverage Spreading Rapidly

CHICAGO, Aug. 14.—As local tele outlets scramble for football coverage this fall, operators of music equipment here are watching as the two major professional teams, the Bears and the Cardinals, still hold out on tele rights, thus opening the Sunday afternoon time that would ordinarily be devoted to telecasts of these games. But in practically every other television center in the United States operators will be faced with strenuous week-end football-television competition that will bite into prime juke box play time.

Marking a sharp increase in the football television picture, many new centers will carry college and professional games this fall, covering, in some cases, Friday evenings, in all cases Saturday afternoons, and in a majority of spots, Sunday afternoon as well. With the season due to start in September and run thru December, many operators who were faced with (See *FOOTBALL BRINGS*, page 116)

## Sar Enterprises Announces New Two-Way Juke Box Play Booster

CHICAGO, Aug. 14.—With operators searching for ways to increase their incomes, and hypo their play, Sar Enterprises announced here this week a new combination play stimulator and advertising device known as the Genii Switch. The unit, adaptable to any juke box, was developed by Max Sparks, a partner in Sar Enterprises, and formerly a juke box operator in Cleveland.

The small, compact electronic device can be used in two basic ways, both of which are designed to increase the weekly income of the operator. Utilizing a timing mechanism, the switch can be so set as to automatically play a given number at regular intervals, ranging from one to eight times within an hour, and repeating the play thruout the business day of the location. With this type of set-up, the Genii switch is used solely as a play stimulator, and the operator can select his own record to be used in conjunction with the device.

The second manner in which the switch can be used, and one that at the present time is being explored by Sar Enterprises, is to use a commercial record, carrying advertising messages, which would be heard at regular intervals predetermined by the operator and set-up on the switch.

In this regard, Sar Enterprises would insert the switch mechanism into the operator's juke box, and pay to the operator a set fee per machine on a daily or weekly basis. However, the cost structure for this advertising has not as yet been clearly defined. While the advertising would be considered an "at the source" service, costs would have to be so worked out as to assure the advertiser results, and still allow a reasonable profit to the operator and the location.

### Switch Status

According to Sparks, who, in addition to his operating experience has had more than five years of electronic research experience as applied to juke boxes, the Genii Switch has been tested on location for one year, and in that time has not had one breakdown, or required a service call.

Small enough for insertion in any standard juke box, the switch requires only two connections to be operative, and these connections can be made by any juke box serviceman. Attachment can be completed within a five-minute period, and use of the switch in no manner alters the action of the music unit. Only possible parts replacement in the unit is a small battery, which, because of the limited amount of use, lasts a minimum of 18 months.

### Wrong Number

ERIE, Pa., Aug. 14.—In last week's issue of *The Billboard* there appeared a picture of Herb Wedewen, shown examining a hole in the street where his car had broken thru the pavement. In the caption it was stated that Herb was the regional sales manager for Rock-Ola. Actually, Herb holds that position with Packard and says he intends to hold it for some time to come. Sorry—we were in the right neighborhood — but had the wrong number.



# Tailored Record Service Aids Knoxville Operators

(Continued from opposite page)

about these four major problems. On the matter of dead records, Bell Sales advocated that each route man select his own disks. While this was no guarantee that each record would get a heavy play, it did mean that each record purchased would be used on a juke box—and new records would not be allowed to accumulate in the operators' offices.

Regarding breakage, Morrison set up a regular inspection system, whereby every record sent out was inspected before it left the store, thus eliminating that \$1 or \$2 loss on shipments.

With operators paying as high as 8 cents per record in some cases for express charges, Bell Sales pointed out that these express charges would almost make up the difference in what the operator would pay Bell above the wholesale cost of the record, with the op receiving personalized service by dealing with his local outlet.

With Bell purchasing records in much larger quantities, the operator was, in most cases, assured that when a tune hit, the operator could get his records almost immediately, hence reaping in extra nickels by having the hit on locations days and weeks earlier than he would if he ordered direct.

### First Test

Summarizing the major complaints, and the solutions advocated by Bell, Morrison sent a letter to all operators in this area, then followed up the letter in 10 days with personal calls

to the ops. At first reluctant, several ops finally agreed to try the service set up by Morrison, and, after one month, reported that record costs had dropped and plays increased due to better selection of records.

### Three Rules

Bell follows three cardinal rules in dealing with the music machine operator:

1. Show no partiality to anyone at any time. If a song is in demand and the firm is short for the time being, the record is rationed. The \$50 per month account gets his share as well as the \$1,000 per month customer.

2. Never "sell" a record to an operator. The record is played and they have their choice. They can take one, 50 or pass it up entirely. This policy is emphasized so that if an operator buys a quantity of one number, and it proves a dud, it was purchased on his own say-so. In the case where an op picks an unknown tune, and then reports back that he is getting good play on the tune, Bell then passes that info along to others.

3. Never attempt to sell an operator more records than he wants to buy. If he announces that he wants \$50 worth of records, we try to get him that amount using the best selections in the store. If he is buying at random and decides he has picked enough sides, the phono is turned off and the order written up.

Bell carries RCA Victor, Columbia, Decca, Capitol, Bibletone, King, Majestic, MGM, Mercury and many other labels so as to assure as complete a coverage as possible for the ops.

# Juke Ops Pick Up Pin Money; Seek Extra \$\$ in Pin Games

(Continued from opposite page)

while higher than a pin game, is still not prohibitive. Too, locations are usually receptive to the shuffleboard on the grounds that players can continue to patronize the bar and consume their orders while the game is in progress, and more than one person can compete in the game.

### Comparisons

Operators in the Wisconsin, Minnesota and North and South Dakota territory, many of whom have been able to tie-in their music routes with pinball games, have found the latter supporting their juke in more than one instance. Pinball play is rapid and, in the case of a popular machine, the grosses hold strong week after week, no matter what the juke box may do as a result of television and other conflicting factors which enter into the picture. In those areas where pins are going strong, shuffleboards have not appeared as quickly as they have in localities where there are no pins on location. But even pin-juke ops are eyeing the shuffleboards as still another source of revenue, for patrons who do not play the pin games might evidence interest in the calmer shuffleboard.

Cost-wise, shuffleboards run higher than the pin games. A music operator who must pay from \$495 up to replace a juke box, and usually must go considerably higher than that figure, is faced with a much more frequent equipment purchase if he is also operating pins, where new models come out with greater frequency and the life span of a game is limited to weeks in a location, as compared with years in the case of a music unit. Pinball prices list at approximately \$295, while the shuffleboards run approximately \$100 more, or approximately \$395. However, the life of a shuffleboard in a location is much longer than that of a pin

game, and servicing (breakdowns, power failures, etc.) is non-existent.

### Coin Operation

While the great majority of the shuffleboards are non-coin operated, operators, nevertheless, have discovered ways of obtaining an income from them with, in most cases, the complete approval of the location.

In the coin-operated shuffleboard field, there is the new unit recently announced by Automatic Enterprises, Los Angeles, featuring rebound type boards which are surface-controlled. A coin-operated electric scoreboard, for use in conjunction with non-coin operated shuffleboards, has been marketed by Advance Company, San Francisco.

In the non-coin field, operators have several choices of equipment. Ideas to garner an income from the units vary, but one of the most popular is to supply the location with tickets, which the player purchases for 5-cents prior to playing a game. The operator buys the equipment, instead of the location, and a 50-50 commission basis is common. With certain areas high on shuffleboards at this time, one case in point, Flint, Mich., where operators report incomes as high as \$120 per week (gross), the influx of music operators into the shuffleboard picture is growing by leaps and bounds.

### Size Factor

One of the most serious problems in regard to the shuffleboard is the size of the average unit. While a pinball game is compact and can be placed almost anywhere in a location, the shuffleboard requires far more space, and in the case of most locations, in urban areas especially, that space is at a premium. However, manufacturers are now advertising the fact that their boards come in various sizes, and are adaptable to most locations.

*AMI 40 Selection Wall Box*



**As revolutionarily simple and reliable as the AMI record changing mechanism!**

**AMI Incorporated**

127 NORTH DEARBORN, CHICAGO 2, ILLINOIS

## SHAFFER'S SPECIALS

THE TOPS IN USED EQUIPMENT AT ROCK BOTTOM PRICES

### Reconditioned Phonographs—Ready for Location

SEEBURG 8200 HITONE, R. C. . . . . \$249.50	WURLITZER 950 . . . . . \$169.50
SEEBURG 8200 HITONE, E. S. . . . . 224.50	WURLITZER 850 . . . . . 169.50
SEEBURG LOTONES, R. C. . . . . 249.50	WURLITZER 700 . . . . . 189.50
SEEBURG LOTONES, E. S. . . . . 224.50	WURLITZER 500 . . . . . 89.50
SEEBURG COLONEL, R. C. . . . . 199.50	WURLITZER 24 . . . . . 69.50
SEEBURG COMMANDER, E. S. . . . . 174.50	ROCK-OLA 1422 . . . . . 324.50
SEEBURG MAESTRO, E. S. . . . . 164.50	ROCK-OLA '40 SUPER . . . . . 149.50
SEEBURG CONCERT GRAND . . . . . 139.50	ROCK-OLA '39 STANDARD . . . . . 109.50
SEEBURG REGAL . . . . . 139.50	ROCK-OLA COMMANDO . . . . . 109.50
SEEBURG PLAZA . . . . . 139.50	AIREON SUPER DELUXE . . . . . 174.50
SEEBURG HIDEAWAY (REX) . . . . . 124.50	MILLS "THRONE OF MUSIC" . . . . . 69.50
SEEBURG ROYAL . . . . . 99.50	
SEEBURG (WB-1Z) 5-10-25c WIRELESS BAROMATICS . . . . . \$34.50	
SEEBURG (WS-2Z) 5c WIRELESS WALLOMATICS . . . . . 24.50	

TERMS: 50% CERTIFIED DEPOSIT, BALANCE C. O. D.  
ALL ITEMS SUBJECT TO PRIOR SALE

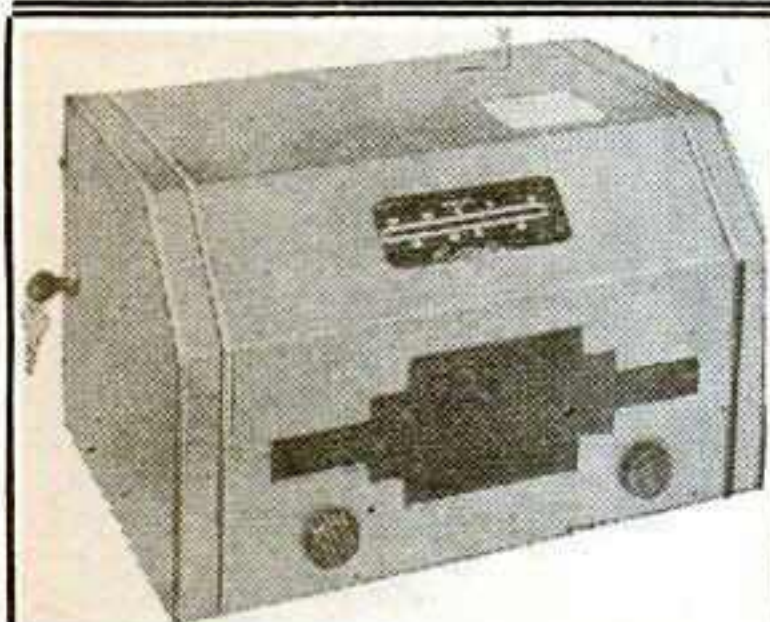
## SHAFFER MUSIC COMPANY

606 S. High Street Columbus, Ohio	2129 Main Street Wheeling, W. Va.	1619 W. Washington Street Charleston, W. Va.
2208 Fourth Avenue Seattle, Wash.	1238 S. E. Union Avenue Portland, Ore.	



### Jukes to Boats

GIBSON CITY, ILL., Aug. 14.—Cecil Rider, local juke box operator who heads the Signal Coin Machine Company here, is a boating enthusiast in his spare time, and is raising a junior Gar Wood to boot. Cecil has just purchased his third boat, a 95 horse power Chris Craft, and has been teaching his 14-year-old son, Billy, how to pilot the craft. Billy has entered several local races on Lake Decatur, and is showing promise of becoming a championship contender.



### BUILD UP YOUR OWN BUSINESS

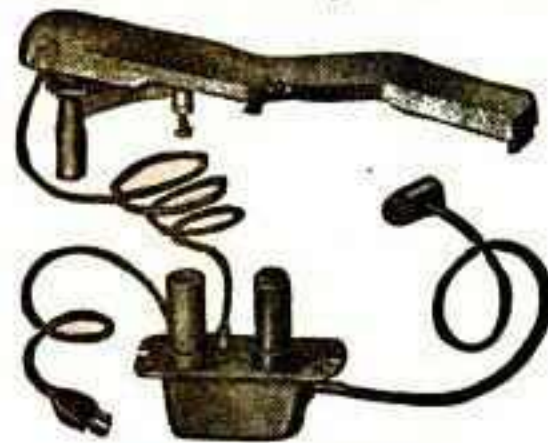
while holding down your present job. Thousands are doing it. Small investment plus very little effort and time. Write for details today.

### Columbian Products Co.

505 N. LaSalle St. Chicago 10, Ill.

### LIGHTWEIGHT PICKUPS

For All Wurlitzer and Seeburgs  
Perfect Tone—Easy on Records



Nothing to change  
Just plug it in

JACOBS MANUFACTURING CO., INC.  
Stevens Point, Wisconsin

RECORDS! RECORDS! RECORDS!  
FRESH OFF OUR JUKE BOXES

ONLY 10¢ EACH

(Packed 100 to a box)

These records are carefully inspected and well packed. Will stand any shipping distance. Send 1/2 deposit with order, balance C. O. D. Can ship any size order same day received. Also new records, all labels—write for prices.

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### THE MUSIC BOX

292 MADISON MEMPHIS, TENN.  
Tel. 37-7701

Aireon's  
**Coronet**  
FOR  
**495**

## Football Brings More Woe; Tele To Hit Juke Box Play

(Continued from page 114)

baseball telecasts for the first time this year, are now anticipating equally strong competition from football, altho on a smaller scale, as there usually is no football played from Monday thru Friday, and the other sport telecasts, including wrestling and some prize fights, are not drawing as many viewers as baseball and football.

### Chi Picture

The brightest of the none-too-optimistic pictures around the tele circuit, as far as the music operator is concerned, is here in Chicago, where operators see rugged competition on Saturdays, and some on Friday nights, if the current conditions hold true. With the Bears and Cardinals definitely anti-television at this time, emphasis will be placed on the college games which will be seen here, and on the Rocket games played in the American League. WBKB, with the rights to the latter games (including four Friday night and two Sunday afternoon games), also has lined up a powerful Saturday schedule, including four home games to be played by Notre Dame at South Bend, Ind.; two home games to be played at Urbana, Ill., by the University of Illinois, and another pair of home games to be played by Purdue in LaFayette, Ind.

WGN-TV, already on the air, and WENR-TV, due on the air later this fall, have not made commitments as far as football telecasts are concerned, but either or both are likely to carry games (Northwestern possibly) before the season gets under way.

### West Coast Hot

Juke box operators in California are looking forward to the football season with some genuine concern. Rapidly becoming an important professional football center, Los Angeles has for many years been the home of championship college teams. This fall both the college and the professional fans will be able to view football on the week-ends.

KFI-TV has already signed up the Los Angeles Rams in the professional ranks, and tele locations in the greater L. A. area will be able to pick up Saturday afternoon games played by the University of Southern California (USC) and the University of California of Los Angeles (UCLA).

While not set as yet, the New Year's Day Rose Bowl classic is also almost certain to be telecast. The rights to the game are already up for grabs with commercial sponsors.

### Other Centers

Operators in the Minneapolis-St. Paul area, who received their first taste of tele competition this spring when KSTP-TV went on the air with the Minneapolis Miller baseball games, are expecting additional competition this fall with football telecasts. The station has been stressing live programs, such as sport shows.

Operators in Milwaukee will find Saturday and Sunday afternoons closed to juke box play as WTMJ-TV carries the University of Wisconsin games on Saturdays, and the Green Bay Packers National League contests on the Sabbath. In all, the station will televise some 23 games during the season.

Washington operators will also be faced with the football nemesis. WNBW is a part of the network which will carry, among others, games played by Army, Navy, Princeton, Harvard and Yale under the sponsorship of the American Tobacco Company for Lucky Strike. Also on the network will be WNBT, New York; WBAL-TV, Baltimore; WBZ-TV, Boston; WRGB, Schenectady, N. Y., and WTVR, Richmond, Va.

On the professional front in Washington are the Redskins of the National League, one of the strongest

teams in the Eastern division.

Incidentally, in Schenectady, according to the television circulation committee, there are now 887 receivers on location in taverns, and there are an average of 32.6 listeners to each set in a public location.

### Philly Story

With Atlantic Refining Company footing the bills, WPTZ, Philadelphia, will telecast University of Pennsylvania games this fall, and it is also possible that the Philadelphia Eagles home games in the National League will be shown Sundays.

A sidelight on tele competition in the Quaker City is the advent of a prize fight telecast which comes from Toppi Stadium every Thursday night. Only the feature bout on the card is televised, WFIL-TV carrying the program.

In New York an ample coverage of college football on Saturdays will probably be supplemented with telecasts Sunday afternoons of the Giant or Brooklyn Dodger football games. Both teams are in the National League. Another professional team, the Yankees, in the American League, is another possibility for television coverage, with the team playing on Sundays.

WABD, the DuMont outlet in New York, is now lining up the college schedule it will carry Saturday afternoons, probably under commercial sponsorship. Also in the New York telecasting picture are WNBT, WCBS-TV, and the latest station to take to the air, WPIX.

Buffalo, N. Y., operators who were also faced with television for the first time this year, will undoubtedly find competition running thru the fall and early winter. City has a representative in the American League in the Buffalo Bills.

Baltimore, which will have football telecasts for the first time this year, will be a part of the Lucky Strike network for the Saturday afternoon games, and there is the possibility that WBAL-TV will carry the Colt games Sunday afternoon. The city is noted as a sports center, and operators with routes extending as far as Laurel to the south and a 30-mile radius to the north, east and west found baseball a stiff drain on their juke incomes this summer. City has also featured other types of sports, including racing and wrestling on television.

In Detroit, college and professional games will both be televised. WWJ-TV will air University of Michigan home games Saturday afternoons, while a new station, expected to start telecasting about October 1, WXYZ-TV, has signed to carry eight home games to be played Sunday afternoons by the Lions, National League team. Goebel Beer, sponsor of Lions games over Radio Station WXYZ, will underwrite the telecasts as well this year.

### Special Programs

Also vying for the public location patrons' attention this year are a number of outstanding special football games. The Rose Bowl game, New Year's Day, is one example.

Another is the all-star game to be played in Chicago Friday (20) which features the championship Chicago Cardinals opposing leading college stars from all parts of the country. This game will be telecast over WGN-TV and will also be broadcast over WGN and the station's FM outlet. Traditionally a headline attraction here, public locations without television are known to shut off the juke box and turn on a radio to cover the game for patrons.

Too, many of the stations will carry pre, mid and post-game programs devoted to results of other college and professional games, which also are shown in most public locations.

### Cartoon Tie-In

CHICAGO, Aug. 14.—Possibility of neighborhood tie-ins by local juke box operators was seen in the release this week by Walter Lantz studios, of Woody Woodpecker fame, of a new cartoon titled *Juke Box Jamboree*. Additional promotional aid was also seen in the use of the song of the same name.

## Lancaster To Start Checking Licenses

LANCASTER, Pa., Aug. 14.—With the first of the month the deadline for paying the new taxes imposed on music and pinball machines, city officials last week served notice that a detailed check will be made on every machine on location in the city.

At deadline time, the office of city treasurer said that permits for only about 100 music machines and about 150 pinball machines had been issued. The new tax imposes an annual levy of \$15 on music machines and \$20 on pinball machines. The licensed machines are believed to be only about half of those operating in the city. City officials also expressed the belief that a number of machines had been removed from public places where the operation would have been unprofitable with the new tax.

This week, police began a systematic check for machines being operated without permits. The new ordinance imposing the tax on the two amusement devices was effective July 1, but operators were granted one month's grace.

Persons operating the machines without benefit of a tax license are subject to 30 days imprisonment and a fine of \$50 and costs. A 10 per cent penalty also is imposed for late payment of the levy.

## Bradley Cuts Price On Coin Op Radios

CHICAGO, Aug. 14.—Low-priced coin radio sets are being brought on the Midwestern market by Bradley Distributors here. Morrie Nozette, Bradley's president, announced this week that his company is selling a new six-tube set, manufactured by RCA, for \$34.50. The set was originally manufactured with a list price of \$69.50.

All sets, Nozette said, come equipped with an oak table as part of the purchase price. To prevent vandalism, the radio is bolted securely to the table. Bradley is offering a 90-day guarantee on the radios and giving trade allowances on old sets.

At the same time, Nozette said Bradley is opening a repair service for coin radio operators.

### Form Shuffleboard Distrib

DAYTON, O., Aug. 14.—Dayton Penn Shuffleboard Corporation here has been chartered by the Secretary of State at Columbus, for the purpose of distributing shuffleboards. Incorporators are John J. Samu Jr., Harold C. Johnston and Mary L. Johnston.

### British Coinman Dies

LONDON, Aug. 14.—W. T. Boland, 80, one of the best known British coinmen, died here recently. He formerly operated in Southend under the trade name of Britannia Amusements.

### JUKE BOX ROUTE FOR SALE

Located in Central part of State.

ALL NEW EQUIPMENT

All in Class A working order.

PHONE RED 97 OR WRITE

321 Watson St.

Ripon, Wis.



# Record Reviews

(Continued from page 32)

RATINGS  
(100 Point  
Maximum)

90-100 TOPS • 80-89 EXCELLENT • 70-79 GOOD

40-69 SATISFACTORY • 0-39 POOR

ARTIST  
TUNES  
LABEL AND NO.  
COMMENT

RATINGS			
OVER-ALL	DISK JOCKEY	DEALER	OPERATOR

ARTIST  
TUNES  
LABEL AND NO.  
COMMENT

RATINGS			
OVER-ALL	DISK JOCKEY	DEALER	OPERATOR

POPULAR

<b>SAM DONAHUE &amp; HIS ORK</b> (Capitol 15172) <i>Constellation</i> Pluffy swinging instrumental with good Harry DeVito tram and Donahue tenor spotted.	68	71	68	64
<i>September in the Rain</i> Donahue's ork lends a punching jump treatment to the oldie with emphasis on melody.	71	73	70	70
<b>THE DINNING SISTERS</b> (Capitol 15178) <i>You're a Character, Dear</i> Cute lyric on novelty ballad with pleasing Dinning's harmony.	79	80	77	79
<i>Makin' Love Mountain Style</i> Pseudo-hill country novelty given appealing touch by girls with Art Van Damme's aid.	72	74	70	72
<b>SONNY DUNHAM &amp; ORK</b> (Embassy P-1010) <i>Memories of You</i> The Dunham trademark gets a new airing at a bit slower pace than previous diskings, with Sonny's trumpet shining thruout.	76	78	76	75
<i>It's Just a Matter of Time</i> Competent dance orking of fair ballad. Okay Hanley chanting.	69	72	67	68
<b>SONNY DUNHAM &amp; ORK</b> (Embassy P-1009) <i>You Gave Me the Run-around</i> Disk, like other, originally waxed for Tune-Disk label, shows off the Dunham crew doing cute instrumental cut-ups with novelty ditty.	72	74	70	72
<i>When Summer Comes</i> Flip here presents the ork ably displaying pretty ballad behind good Hanley warbling.	73	76	71	72
<b>ZIGGY ELMAN &amp; ORK</b> (MGM 10243) <i>Hup-Je-De-Bee</i> Jump instrumental showcasing Ziggy's horn, open and muted, and short sax and clarinet breaks. Melodic tune and clean ork execution.	72	74	69	72
<i>You're Mine, You</i> The ballad done as a medium tempo swing instrumental, with the leader's trumpet carrying the ball.	74	74	72	75
<b>DON GRADY &amp; THE ARISTOCRATS</b> (Signature 15219) <i>Hearts Win, You Lose</i> Grady's dramatic baritone too stiff for the unpretentious sleeper revival. Organ backed.	66	66	65	68
<i>Fall Rain Fall</i> Warbler's voice quality basically good, but heavy vibrato and mannered style make for stilted interpretation of simple ballad tune.	65	64	64	66
<b>THE FOUR TOP HATTERS</b> (Music Art 787) <i>El Po Ka Pu</i> Clever rumba novelty well executed, but fuzzy recording hampers here again.	66	66	65	67
<i>You're So Lovely</i> Weak solo warbling job here.	56	56	56	56

POPULAR

<b>PHILIP GREEN ORK</b> (MGM 10247) <i>Woody Woodpecker</i> Cut in England with a Doreen Lundy vocal, this "Woody" lacks the gimmicky distinction of the popular American versions. Released late to catch the pack.	68	72	65	68
<i>The Wedding Song</i> (M. Heft & Ork) Dull tango offering here, with Doreen's vocal muffled.	63	64	62	62
<b>DENNY DENNIS-B. FARNON &amp; ORK</b> (London 254) <i>After All</i> A new Billy ("Gypsy") Reid song, done by the English warbler, who now is tolling with Tommy Dorsey's ork here.	68	71	66	68
<i>Judaline</i> Flick song from "A Date With Judy" is adequately done by Dennis.	65	65	65	65
<b>VERA LYNN-B. FARNON &amp; ORK</b> (London 172) <i>When You Awake</i> A pretty Henry Memo tune is reprised attractively by the English chirp; effective backing.	67	68	67	66
<i>So Rare</i> Dramatic sort of love ballad done well; lacks commercial punch.	58	59	57	58
<b>TED HEATH &amp; HIS MUSIC-K. BAKER</b> (London 259) <i>Dark Eyes</i> Kenny Baker's very able trumpet dominates a side by the top ranking English ork (one which suffers little in comparison to American groups).	78	76	72	70
<i>You Go To My Head</i> Neat arrangement of the Coots-Gillespie evergreen featuring guitarist Pete Chilvers.	68	75	65	65
<b>JO STAFFORD-P. WESTON ORK</b> (Capitol 15171) <i>Trouble in Mind</i> Jo tackles a hillbilly ballad effectively; Weston backing, heavy on good guitar, is fine.	82	84	80	82
<i>Baby, Won't You Please Come Home</i> King Cole lends some pianistic assistance as Jo's metallic timbres cut thru the evergreen; good Herb Haymer tenor passage.	81	82	82	78
<b>JUDY TREMAINE &amp; THE ROLAND MILL TRIO</b> (Signature 15218) <i>The Things You Left in My Heart</i> So-so piping of ordinary ballad with rhythm trio backing.	66	67	66	68
<i>Maybe I Love You</i> Thrush does listenable job here, with Harlem-styled phrasing and note bending.	69	69	68	70
<b>MARION HUTTON-SONNY BURKE ORK</b> (MGM 10252) <i>He Sez, She Says</i> Raffish waltz novelty with catchy tongue-twisting lyric gets appealing piping. Song could click.	83	85	83	82
<i>Borscht</i> Pretentious treatment of trifling novelty doesn't add up.	65	65	65	65

(Continued on page 122)

## Wis. Music Ops To Hold Meet

MANITOWOC, Wis., Aug. 14.—Approximately 40 members of the Wisconsin Phonograph Operators' Association, Inc., are expected to attend the monthly business and luncheon meeting at the Hotel Manitowoc here Monday (16), Charles Hopp, board member in charge of arrangements, announced this week.

C. S. Pierce, association president from Brodhead, is expected to give a detailed talk on present coin machine conditions and what to look for in the way of fall business.

Luncheon is scheduled to be served

### Original Jukes

MYRTLE BEACH, S. C., Aug. 14. - Coin-operated player pianos bearing the label "the original juke box" are receiving good play here. The machines, both in the uptown midway district, are drawing customers on 10-cent play in direct competition with the conventional machines.

at 12 noon with the business session beginning immediately after. In addition to Pierce, several other association officials are expected to talk, followed by an open discussion by the membership in attendance.

## WILLIAMSPORT AMUSEMENT COMPANY

### STRIKES AGAIN WITH THE BEST

#### OPERATORS IN THE FOLLOWING COUNTIES:

CARBON	LEBANON	NORTHUMBERLAND
CENTRE	LUZERNE	SNYDER
CLINTON	LYCOMING	SULLIVAN
COLUMBIA	MONTOUR	SCHUYLKILL
DAUPHIN	UNION	WYOMING
LACKAWANNA	MIFFLIN	

### LISTEN TO THIS!

NOW We Endorse the New Trouble Free National Filben MAESTRO Phonograph

**See it on display and in operation**

**SUNDAY, AUGUST 22, 1948**  
Williamsport Elks Club  
36 East Fourth Street  
Williamsport, Pa.

National Filben Company is sending the engineer who designed this machine and will gladly answer all your questions pertaining to the mechanical operations.

This is the machine you don't have to spend all your collections for up-keep.

Many thanks to National Filben Corporation for such a "God-send" to the music operators.

Operators in the above counties, if not on our mailing list YOU ARE INVITED. SEND us your name and address NOW.

## WILLIAMSPORT AMUSEMENT COMPANY

323 HEPBURN STREET      Phone: 2-3326      WILLIAMSPORT, PA.

### NATIONALLY-KNOWN RELIABILITY

### TIME-TESTED EXPERIENCE

REMEMBER—The magnificent Manhattan is built by the SAME men who created the FIRST commercial automatic electric phonograph more than 20 years ago.

Write Today for New "Direct-To-OPS" Sales Plan

## PACKARD MANUFACTURING CORP.

Indianapolis 7, Indiana

The *Manhattan* BY PACKARD

### FOR SALE

## 6 PACKARD MANHATTANS, \$425.00 EACH

All late models with latest improvements. 1/3 Deposit, Balance C. O. D.

## S. & M. SALES CO.

1074 UNION AVE.      PHONE 2-1133      MEMPHIS, TENN.



# COINMEN YOU KNOW

## New York:

Barney Sugarman, Runyon Sales, is back on the job following a week's absence on combined business and pleasure. Coinmen, distributors and operators have been out in force to see the new Tequiz machine being shown at Runyon.

Dewitt (Doc) Eaton, who recently joined Willie Blatt's Supreme Distributors, Inc., of Florida, was a 10th Avenue visitor last week. . . . Foreign operators continue to be frequent visitors to coin row. Included in this group last week was Cayetano Lopez, Cuban phonograph operator, who was seen in West Side Distributing.

Charles Sachs, Brooklyn music operator, is vacationing at Swan Lake, N. Y. . . . According to reports, Phil Bogin is completing preliminary engineering work on a multiple screen television unit and coin-operated phonograph combination. . . . Jack Semel, Supreme Automatics of Brooklyn, visited fellow distributors on 10th Avenue last week.

Phil Mason and Dave Lowy have dissolved partnership, but Dave will continue the distributing business at the same old stand under the present firm name of Dave Lowy & Company. Phil has not announced his future plans beyond an immediate prolonged vacation.

Bob Jacobs, Coney Island Arcade owner, is enjoying the season's work more since he and his family have moved to near-by Seagate from Manhattan. . . . Interest in Skee Ball machines continues to increase with at least two New York manufacturers expected to announce new models in the near future. . . . Spot checks in the Manhattan area indicate most cigarette machine operators have managed at least temporary conversions on their equipment, making it possible for their machines to operate for a quarter in various combinations of nickels and dimes. Most ops plan to convert to silver quarter operation as soon as parts can be delivered.

Herb Klein, International Mutoscope sales manager, reports that activity in the export field has increased greatly in recent weeks. During that time, Mutoscope has received orders for Photomatics and other of the company's products from the Philippines, India, South Africa and the Middle East. Bill Rabkin, firm proxy, has kept busy this summer making a number of short business trips thruout the East.

## Philadelphia:

Paul Lewis, executive of the Berlo Vending Company, continues his public service activity in serving as consul ad honorem for Guatemala. During the war he was war manpower commissioner in this area. . . . Automatic Devices, Inc., is the newest automatic machine firm here. John V. Espenshade, local attorney, is filing a petition for a charter of incorporation this week. . . . E. S. Kahn, sales manager for the Y & Y Popcorn Supply, is an expectant father.

## Detroit:

Arnold Fleisher, operator of Veterans' Automatic Music, has given up his job as finance officer of theatrical post of the American Legion. . . . Dale Sauve, of A. P. Sauve & Son, spent last week personally covering locations on his route. . . . D. C. Stubbs, stamp machine operator, is on vacation. He is scheduled to return by the end of the month. . . . Albert Schweitzer, who has been operating in his own name since the dissolution of Modern Music Company about a year ago, is planning to expand his music route this fall.

Harry Stanton, of Robinson Sales Company, has returned from a trip

thru Northern Michigan. . . . Jake Kremsky, of the Great Lakes Amusement Company, Flint, has been over in Port Austin looking over the territory. . . . Stan Pietrzak, of Stan's Amusement, Flint, is distributing shuffleboards thru Northern Michigan. . . . Bill Hewitt, veteran game machine operator, is going into the music machine field for the first time, making headquarters at Conway.

Charles W. Duffy is president of the new Nehi Vending Company at 1967 Southwest Godfrey Avenue, Grand Rapids. J. W. Stover is vice-president, and J. Boyd Pantland, secretary-treasurer. . . . Tony Marshall, vice-president of the Vending Machine Corporation of America, who took charge of the Detroit operation when Lee Medendorp resigned, has returned to New York, leaving the local office temporarily without a chief executive. . . . A. F. Nighbor, of the Sattley Company, manufacturers of coin counters, reports the firm has a large backlog of orders for fall.

Ray French, of Alpena, who has specialized in music and roll-down  
(See DETROIT on page 123)

## Indianapolis:

William Best, former journalist and news reporter here, has joined the Music Operators' Association of Indiana, Chapter No. 1. He purchased his route from Jack Abbott, who moved to Phoenix, Ariz. . . . Chet Owens, service manager, Indiana Automatic Sales Company, is confined at home with intestinal influenza. . . . Peter Stone, Indiana Automatic Sales Company, visited operators in the northern territory last week introducing the shuffleboard.

Fred Slough, Plymouth, Ind., Novelty Company, has had the cast removed from his arm, after being inactive for six weeks. However, he will be handicapped for at least 30 days more according to his physician. . . . Music Operators of Indiana, Chapter No. 1, held its regular business meeting Tuesday night at the Indianapolis Athletic Club, Abe Fleig, president, presided. Several important business matters were discussed.

Lewis Gray, manager at Banister and Banister Distributing Company, was in Ionia, Mich., visiting his  
(See INDIANAPOLIS on page 123)

## Chicago:

P. A. Crisman and Tom King, veteran vender operators piloting King & Company's candy, gum and peanut operation, say the current drop in sales is nothing to get steamed up about. It's the first post-war summer that's back to pre-war normal, they say. Boys have an elaborate repair and refinishing shop for vendors, particularly peanut and similar small units. Outside repair work is also accommodated. Crisman filled in as a sub for his gal Friday, Helen, last week while she was on vacation. Between answering letters and phones, he says he'll be glad to see her back at her desk.

Adco Products, firm that made drink machines for Canteen before the war, while not in current production on coin-operated equipment, may soon turn out a new candy vender for another firm, on a contract basis. Firm's U. J. Phillips reports that advertising head, A. Dalkin, is back from his vacation. . . . Glen Johnson, branch manager for Mills Automatic Merchandising Corporation's Chicago operation, says current talk in some operating quarters about a candy price hike appears to be unfounded. Operating margins of profit are too close now, and he believes candy makers recognize and value the vender operator as too great an asset to their business to hit a price level that will hamper his merchandising of their product.

William Fischman, vice-president of Automatic Merchandising Company, returned from vacation last week. . . . L. S. Young, vice-president of Associated Vending Service, Inc., is a warm-weather booster. Firm's Snead cup vendors are primed and ready to serve all comers.

H. Jeske, head man at Vend-Way Merchandising, firm operating candy, gum and nut machines, is on top of the automatic merchandising business with his "knack for nickels" hinging on clean, appetizing and always-working units. Locations and patrons appreciate a little extra effort spent on keeping machine bright and tidy, he contends. . . . Clarence Ewertz, heading Col-Snack Corporation, visited his folks in New York last week. His new ice cream vender is being groomed for early introduction. . . . E. J. Novak, president of Crown Implement Company, promises some news soon of a downward price revision of firm's recently introduced Big Four selective bottle and carton vender. October still remains as the date for production-line output of the machine.

Jack Kelner, Kelner Vendors, has a coupon deal worked out for his cigarette operation that removes necessity for penny packs. Instead of inserting pennies, coupons are placed with each package, which perform the double service of refunding patrons' odd-cent change and, at the same time, encourages them to patronize the firm when turning coupons in for merchandise. . . . J. F. Frantz, J. F. Frantz Manufacturing Company, has two new vender ideas on his drawing board in addition to his low-price coffee unit. Latter is still in the pre-production stage, with interest in it growing as evidenced by mounting queries from parties who want to operate or finance such a unit.

With Max Wiczer, president of Wico, back home after a two-week vacation in Wisconsin, firm is now completing its new catalog which will cover parts for all types of pinball games and juke boxes. Catalog material was assembled by A. M. Brennen, who reports the illustrations are completed and the book should go on the presses in a few weeks. Meanwhile, the firm is in full production on its Whitworth  
(See CHICAGO on page 120)

## Turning Back the Clock

### 10 Years Ago This Week

August 13, 1938—New Orleans authorities cleared the way for amusement games. Public sentiment clamoring for the machines was credited with having brought about the return of the amusement devices. . . . Charlie Aronson, Brooklyn Amusement Company, was vacationing in Hamilton, Bermuda. . . . The Badger Novelty Company, thru William R. Happel Jr., announced that business held up well during the summer. . . . New service and supply organization catering solely to the music machine operator was opened in Detroit by John M. Rathsburg under the name of Pioneer Music Company. . . . Atlas Automatic Music Company, Michigan distributor for Seeburg phonographs, held a business meeting for operators at the Statler Hotel, Detroit. J. Mike Kratze, manager for Atlas Music, called the coinmen to order at the session.

The final party of the Wurlitzer two-city transcontinental tour was held at the Olympian Hotel, Seattle. Homer E. Capehart issued his challenging appeal to the phonograph trade to herald the value of the automatic phonograph in bringing good music to poor people. . . . Other Wurlitzer parties were held in Los Angeles, San Francisco and Dallas.

Operators gathered at three meetings sponsored by Southern Automatic Music Company in Cincinnati, Indianapolis and Louisville. Joe Weinberger took charge of the Cincinnati meeting, while Leo, his brother, handled those in Indianapolis and Louisville. . . . The J. D. Drushell Company announced the release of a new vender, Automatic Stores. . . . Murray Herschkovitz, former Boston operator, who switched to Cleveland, spent a few days visiting his former Hub associates.

Pan Confections Company, Chicago, listed its candy popularity this way: (1) Boston baked beans; (2) smooth burnt peanuts; (3) burnt peanuts; (4) black and white licorice dibs; (5) fruit dibs; (6) licorice petites; (7) licorice lozenges. . . . J. A. Camp, chief of the New England Sales & Distributing Company, added another machine to firm's list, the Andrew Gorretta six-column candy machine. . . . J. S. Chaplain, of Automatic Specialty Company, Worcester and Webster, Mass., reported business on the upgrade. He states that his takes increased greatly after three new factories, employing 1,200 men, sprung

### 15 Years Ago This Week

August 12, 1933—National Automatic Distributors' Association was formed after long and careful deliberation by many of the trade's leading distributors. David S. Bond, Trimount Coin Machine Company, was named president, and Mil Summerfield, a graduate of Harvard University, managing director. . . . Daval Manufacturing introduced a silent special model of the Chicago Club House machine which was said to be a real engineering feat.

Harry Hoppe, a representative of Exhibit Supply Company, spent a few days in the firm's home office then left for New York, from which point he embarked for London, Paris and Berlin. . . . Russell M. Raupp, Detroit operator for several years, closed his business there and moved to Chicago. . . . Peninsula Vending Company, Detroit, moved to 2512 Gladstone Avenue. M. Ginsberg and Max Stollman remained as owners, with Ginsberg's son taking over active management. . . . Robert Gans, Pacific Coast operator, placed an order for 368 Mystery Bell machines. . . . Pacific Coast Games Company, a group of West Coast operators composed of L. E. Klefner, A. S. Buetler and Fred Murphy, put out a number of the big Jumbo Masterpieces and Metropolitan manufactured by the Pacific Amusement Manufacturing Company. David C. Rockola, president of Rock-Ola Manufacturing, stated the following new principle which he is using to guide future manufacturing of games: "The public wants a game in which everything is as automatic as it can be made. They don't want to manipulate anything. They want merely to shoot the balls and let the balls do the rest."

Jim Atkinson, known as the peanut king in the vending machine world, died in Billings Memorial Hospital following a major operation. He was injured in 1921 and had been in poor health for some time. He started in the vending machine business in 1901 and had as many as 2,800 machines on location at one time.

up in Webster.

Illness kept Herman Budin, head of Budin Specialties, New York, away from the office for several weeks. . . . Navigation Coin Machine Company, Houston, new firm in the Southwest, reported that business was better than anticipated at that stage of the game.



**Twin Cities:**

Twin City distributors were well represented at the Minnesota Operators' meeting in Brainerd Tuesday (10). Jack Karter and his salesman, Andy Lynch, of Midwest Coin Machine Sales, had a special showing of Filben phonographs in the Ransford Hotel. . . . Harold Lieberman, of Lieberman Music Company, Wurlitzer distributor, was on hand with Phil Moses, of Philips Novelty Company, Minneapolis. . . . Izzy Alpert, of Twin Ports Sales, and his crew of Packard men from Duluth were on hand. . . . Billy Cohen and his salesman, Bill Greco, were there for Silent Sales Company. . . . Archie LaBeau and his son, Bob, of LaBeau Novelty Sales Company, Rock-Ola jobbers, were there meeting the boys. . . . A. Woods, of Mayflower Novelty Company, looked after the interests of his firm. . . . Hy Greenstein, of Hy-G Music Company, Seeburg distributor, was unable to be on hand because he had a date with a gang of doctors at the University of Minnesota clinic, who gave him glad tidings of good health but warned him to ease up on his activities, just to play safe.

A real hair-thriller story is being told about Percy Gulden, of Gulden Sales Company, Elliott, S. D., operator. Recently his sister, who makes her home with Percy, became very sick and needed hospitalization. There were no ambulances available in Elliott so Gulden made a rush trip by car to Fergus Falls, Minn., where he hired an ambulance, rode back in it to his home where his sister was

picked up and then went on the long, weary journey to St. Paul. Arriving there the patient was shunted about for several hours because there were no beds available in hospitals, but finally she was admitted and this week she was reported on the road to recovery from an internal ailment.

The recent South Dakota court decision permitting music machines in bars in that State has resulted in an influx of operators from that State ordering music and records, and Twin Cities jobbers report the business for new and used phonographs from the South Dakota area is humming. . . . Harold Lieberman, of Lieberman Music Company, Minneapolis, finally found enough time to take a day off this week to play a round of golf. He's been unable to indulge heretofore because of the press of business since he took over the Wurlitzer distributorship. . . . Beatrice Serber, secretary to Hy Greenstein, of Hy-G Music Company, and Jerry Efron, University of Minnesota student, will exchange their "I do's" in a marriage ceremony to be conducted September 6 in the study of Rabbi Nahum Schulman of Minneapolis. The newlyweds will honeymoon in Chicago for two weeks. Beatrice will return to her job with Greenstein and her husband will go back to school.

Selma Nelson, one of the oldest coin machine operators in this area, and her husband, Tommy Shogren, have sold their large music and pin game route in Minneapolis to Charles Webber and Al Roseth. Webber formerly was a salesman for Acme Novelty Company. Mrs. Nelson and Shogren retain their State Fair Arcade set-up which put her in business for the first time more than 20 years ago. . . . Herman Paster, head of Mayflower Distributing is spending much of his time between Florida and California these days. . . . Freeman Woodhull, Seeburg factory field engineer and instructor, is traveling thru Minnesota and the Dakotas meeting operators and helping them with engineering problems.

Jack Karter, of Midwest Coin Machine Sales, has quite a headache these days. Feeling sorry for a four-children family several months ago he rented them his cottage at White Bear Lake with the understanding he could have it back by mid-July in time for his vacation. But came time to repossess and he couldn't dislodge his tenants—who hadn't paid rent either, he said—because they had no place to go and complained bitterly that he would be putting them out on the street. He finally gave in, hoping they get out before the summer is over so that he can use his boat and oars for some fishing. . . . Sid Levin, of Hy-G Sales Company, is back all rested from a one-week vacation.

Lee Bearth, St. Paul operator, has his wife buying music recordings for him these days, and her selections are so good the locations are praising her picks. Bearth, incidentally, is adding pin games to his ever-expanding route. . . . Bob Waters and Joe Goldberg, of Berkeley Music Company, St. Paul, are happy that the workmen finally have finished completely remodeling and expanding their quarters. The boys have been expanding their business by leaps and bounds of late. . . . Wally Herman is reportedly negotiating for the purchase of a background music route formerly owned and operated by Bush Distributing Company. Herman used to manage the route for Ted Bush when the later was in business in Minneapolis.

Hy Greenstein, of Hy-G Music Company, has a new assistant these days in the person of Davey Rose, who is almost seven. Davey is living with Uncle Hy—and at the office with him every day, too—while his parents, Mr. and Mrs. Solly Ro. (Pop is head of Hy-G parts, service and purchasing division), are on a two-week vacation by car and boat to New York. . . . Fritz Eichinger, of St. Paul, was negotiating for the purchase of a

new home in St. Paul but the deal fell thru and he's somewhat disappointed. . . . T. J. Fischer, of Waconia, Minn., gave up his fishing activities long enough this week to come to the Twin Cities and buy several new phonographs for his music route.

Irv Gorsen, in charge of the record department at Hy-G Music Company, is building a terrific reputation for himself in his business, and operators go out of their way to come to him for his recommendations. An ex-G.I., he is studying music arranging at night schools and the coinmen are coming to depend upon his judgment of hits (See TWIN CITIES on page 123)

**6 VIDEOGRAPH TELEVISION MACHINES**

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At sacrifice price.

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SILVER MOON, Conv.	\$ 89.50
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GALLOPING DOMINOES, Walnut	\$ 69.50
PASTIME	\$ 150.00
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FOUR BELLS	\$ 69.50
BONUS SUPER BELL, 5¢	\$ 275.00
TWIN BONUS SUPER BELL, 5¢/25¢	\$ 450.00
OLUB BELL	\$ 49.50
DELUXE DRAW BELL	\$ 285.00
HIGH HAND	\$ 59.50

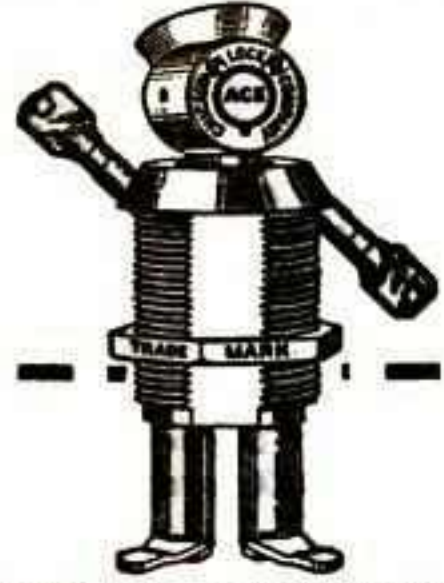
ARCADE EQUIPMENT	
ACE BOMBER	\$150.00
AIR RAIDER	\$ 69.50
ANTI-AIRCRAFT	\$ 69.50
PLAY GOLF	\$ 100.00
SKY FIGHTER	\$ 89.00
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EXHIBIT ROTARY CLAW	\$ 150.00

AMBER	\$ 39.50
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BIG HIT	\$ 29.50
BOWLING LEAGUE	\$ 69.50
BRONCHO	\$ 69.50
CO-ED	\$ 69.50
FAST BALL	\$ 39.50
FIESTA	\$ 49.50
FLAMINGO	\$ 79.50
HUMPTY DUMPTY	\$ 129.50
LADY ROBIN HOOD	\$ 139.50
LUCKY STAR	\$ 59.50
MAISIE	\$ 49.50
MEXICO	\$ 69.50
MIDGET RACER	\$ 29.50
PLAYBOY	\$ 49.50
RANGER	\$ 69.50
ROCKET	\$ 49.50
SEA ISLE	\$ 99.50
SILVER STREAK	\$ 69.50
SMARTY	\$ 39.50
STAGE DOOR CANTEN	\$ 29.50
STATE FAIR	\$ 39.50
STEP-UP	\$ 29.50
SUPER SCORE	\$ 29.50
SUSPENSE	\$ 29.50
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**PFFANSTIEHL NEEDLES**  
39¢ each \$37.00 per 100  
\$350.00 per 1000

Ballpoint pen and key chain free with each 20 needles purchased—regular or special—while stock of pens lasts!

Terms: 1/3 cash with order, balance O. O. D.  
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**Keeney's Electric CIGARETTE VENDOR**  
Vends 20c, 25c and 30c merely by inserting jack plug.  
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AT 594 10TH AVENUE, NEW YORK CITY  
Have Dissolved Their Partnership as of August 15, 1948  
**Dave Lowy Will Continue the Business Under the Same Firm Name**  
**DAVE LOWY & CO.**  
594 10TH AVENUE NEW YORK, N. Y.



**Chicago:**

(Continued from page 118)

spinner assemblies, with ops reporting the units hyping play all over the country. . . . Lee Fisher, president of the Cine Case Corporation, reports that operators of music equipment, who have his record-carrying cases for their servicemen's use, have been optimistic over the upward trend noted in their field during the past few weeks. Ops write that the fall season should see a definite increase on all coin equipment.

Still on the move, William W. Rabin, president of the Filben Manufacturing Company of Chicago, and Sam A. Drucker, vice-president of the National Filben Corporation, left Thursday morning (12) by air for Little Rock to attend the two-day showing of their Maestro and Mirrocle Music units at the newly appointed Filben Sales Company of Arkansas headquarters in that city. Clyde M. Durham and A. T. Farr Jr., partners in the distributing firm, played host at the showing Thursday and Friday. Rabin and Drucker are due back in Chicago Saturday.

**COINMEN YOU KNOW**

Ray Raymond, tune-writing juke operator (Juke Box Jamboree), recently acquired a new '49 Ford. While his secretary has been off on a two-week vacation, however, he has had little time to drive it. . . . Bob Gnarro, ABC Music major domo, bade good-bye to his aide, Ed Holstein, last week. Ed left for a two-week vacation, during which time he will visit Ohio, New York and Canada.

Out-of-town visitors at Williams Manufacturing last week included Herman Paster, Mayflower-Distributing, St. Paul; George Lang, Baltimore; Pete Pieters, King Pin Distributing, Kalamazoo, Mich.; Morris Cross, Scott-Crosse, Philadelphia, and Irv Weiler, Consolidated Distributing, Kansas City, Mo. Sam Stern, Williams vice-president, is still in the East on business. Harry Williams, firm head, and Fulton Moore, sales manager, predict that Dew-Wa-Ditty,

Williams' new five-ball, will prove to be another long-run favorite with operators.

Ralph Sheffield, partner with Gil Kitt at Empire Coin Machine Exchange, returned from an Ohio vacation ready for heavy fall action. With him on the return trip were his wife and child and also Ralph's father, who will spend some time visiting in the Chicago area.

Paul Jock, Arrow Distributing, Indianapolis, and Max Marston, Marston Distributing, Detroit, were in to call on AMI's Loop sales office. Monty West, AMI sales service engineer, is in Nashville. Local operators are lamenting the fact that they have been unable to locate vendors at the Railroad Fair now in progress on Lake Michigan's South Side shores.

Fred Mann, Aireon regional sales manager, has been sticking close to home these days, where he has been setting up the firm's new factory-to-operator deal in Chicago. Fred says as soon as everything is running smoothly he'll be back on the road traveling thru his territory. Meanwhile, at least two factory salesmen are due to be shifted here to handle the operator sales in this area. . . . Lou Koren, head of the Distributing Corporation of Illinois, former Aireon distrib in Chicago, is expected to handle other types of coin equipment shortly.

Grant Shay, Bell-o-Matic vice-president, who is on vacation, will return August 23. While Grant is away his secretary, Carrie Cahill, is holding the firm's advertising fort. . . . Willie Blatt, Miami distributor, and Mr. and Mrs. Charles Sims, of Panama and the Canal Zone, are in New York this week visiting 10th Avenue coinmen. The Sims have large routes in Central America and were in Chicago last week-end.

Dave and Sol Gottlieb are at Eagle River, Wis., while Nate Gottlieb attends to business at the game plant. Nate reports that distributor visitors were few in number this week compared with the groups that dropped in last week while the unofficial distributors' meet was in progress at the Sheraton Hotel. . . . Leo Belfy, Southern operator, and Irv Blumenthal, Baltimore, were O D. Jennings callers last week.

Hymie Rosenberg came in from New York last week to talk shop with Lyn Durant, United Manufacturing president. Billy De Selm, sales manager, says reorders on Major League Baseball, United's latest five-ball game, are gratifying.

Ben Coven, Coven Distributing, is proud of the fact that operators dropping in on business calls are finding his headquarters one of the best warm weather spots in town. He says air conditioning and television (featuring ball games) set have brought praise from the trade.

The new spinning bumper feature of Crazy Ball, Chicago Coin's latest five ball, has enjoyed unusual success with players and ops, Sam Gensburg and Sam Wolberg report. Firm also revealed that some production machinery was moved into the new factory addition. . . . E. W. Mealer, Dallas operator, was making the coin row rounds.

John Bennett, Aireon's sales engineer in Kansas City, has been transferred to the Chicago territory where he will work under Fred Mann, Midwest regional manager for Aireon. Mann, currently in Peoria, Ill., on business, will spend the last 10 days of August and the first week of September fishing in Minnesota and Canada. Event will mark a well-earned and long-awaited vacation, Fred says.

Complete stock of new and used equipment at lowest prices. Phone or write.

- Triple Bells . . . . . \$525.00
- Draw Bells, R.B. . . . . 225.00
- Big Inning, New . . . . . 389.00
- Drivemobile . . . . . 139.00
- Heavy Hitter, With Stand, Like New . . . . . 75.00
- Metal Typer, Reconditioned . . . . . 100.00
- Victory Derby, Automatic Shuffle . . . . . 119.00
- Ballyhoo . . . . . 65.00
- Rocket . . . . . 55.00
- Silver Streak, New . . . . . 79.00
- Exh. Crossfire . . . . . 50.00

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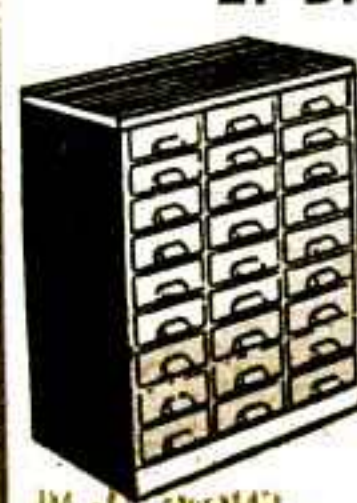
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AUTHORIZED BELL-O-MATIC DISTRIBUTOR

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**STEEL CABINET \$37.50**

Locking Device, \$7.50 Additional. Outside Dimensions: 28 1/4" wide, 12" deep, 38" high. Drawer Dimensions: 9" wide, 11 1/4" deep, 1 1/2" high.

1/3 Deposit With Order. Balance C. O. D.  
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HERCULOCK is the tight-fisted ILCO coin-machine lock that resists picking and shock. It's tough on sneak-thieves because it opens instantly and easily only when the right man uses the right key.

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No. 4750Y Improved HERCULOCK

Pick-resisting design, with shark-tooth keyway. Double-aided key, wrench-proof cylinder. Extra-heavy spur washer, retaining screw and keys. 90° cam movement. Thousands of key changes.



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**Look! Look! Look!**

From coast to coast operators are enjoying the Mercury Athletic Scales. They are bugproof and perform beautifully. Profits are beyond expectation.

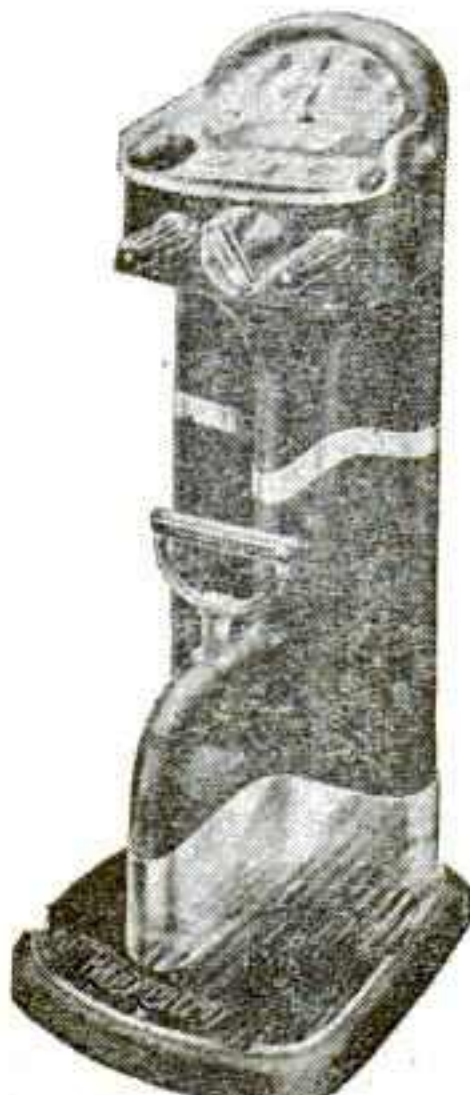
They all play it, young and old, men and women. Draws a crowd wherever they are.

We practically let you make your own terms, pay as you earn—order a dozen or so. . . .

Write or see your favorite distributor today. Delivery: 10 days from receipt of order. List price: \$129.50 F. O. B. Detroit. 1/3 down with order, balance C. O. D.

**Mercury Athletic Scale Corp.**

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Tel. TR 3-3255



DELUXE MODEL 13 PLAYS



# Jennings to Unveil '49 Line At Three Sept. Resort Shows

CHICAGO, Aug. 14.—O. D. Jennings & Company will unveil its 1949 bell line with three two-day showings in widely separated areas during September, J. Raymond Bacon, firm vice-president and general manager, announced Wednesday (11). Showings will take place at the Cal-Neva Lodge, Lake Tahoe (near Reno), September 7 and 8; Edgewater Gulf Hotel, Edgewater Park, Mississippi, September 17 and 18, and at the Berkeley Carteret, Asbury Park, N. J., September 22 and 23.

Bacon stated that all the new 1949 models of the Monte Carlo and Prospector series, including the "live jackpot feature," will be displayed during each showing. Program includes service schools on the second day of each meet and a banquet for the second evening.

In addition to Bacon, others scheduled to take part in each showing are John Neise, sales manager; Charles

Schlicht, director of sales research; a district supervisor, and a master mechanic.

Bacon stated that each location was selected on the basis of the features offered by the areas. For in addition to introducing the new Jennings models, it is expected that the visiting coinmen will find time to make use of the swimming, fishing and horseback afforded by each hotel location.

## Exhibit Places New View Mach. In Production

CHICAGO, Aug. 14.—Exhibit Supply Company is now in production on See-A-View, a new coin-operated view machine, Frank Mencuri, assistant sales manager, announced Thursday (12).

New Exhibit product offers a choice of five views, each lasting approximately four seconds. It is available on penny or nickel operation. In all, 15 different subjects (each consisting of five views) are available for the machine which shows 35 millimeter color transparency mounted in a 2 by 2-inch slide. Dimensions of the machine are 5 feet high when mounted on a base (2½ feet not mounted), and 18 inches wide by 18 inches deep. Cabinet of the new view machine is finished in copper metallic trimmed in red, tan and green. A 5 by 11-inch window on the cabinet's front carries a sign stating whether the machine shows five views for a nickel, penny or any other combination which the operator desires to set his view machines. Price is \$129.50 with base \$15 extra.

Mencuri stated that the machine is electrically operated once the patron deposits his coin, each view remaining long enough so that the patron can study it, followed automatically by the next in the series of five views. He also said that the type of slides shown by the machine are carried as standard equipment by camera shops throughout the county.

Pilot models of See-A-View have been on test location for the past few weeks and first deliveries are scheduled to begin in two weeks.

## Mich. Ops Make Shuffleboard Pay Dividends

FLINT, Mich., Aug. 14.—With shuffleboard riding high in popularity here, some leading operators like Stan's Amusement Company and the Great Lakes Amusement Company are now operating this equipment and making money out of it. No longer is the game a "free attraction." New wrinkle these firms have instituted with their locations is that players must buy a numbered ticket for 5 cents from the bartender to be permitted to play the game. Usual location deal is a 50-50 split—the same as prevails for amusement games here.

A few instances have been reported where operators have sold the equipment to the location after a trial. Operator then gets a profit on the initial play the equipment gets plus the difference in the selling price and for what it was bought. Some ops work out arrangements for taking purchase price out of location's share of receipts from other types of equipment on location.

# AUTOMATIC COIN America's Bell Machine Center

NOW DELIVERING BRAND NEW  
MILLS JEWEL BELL →  
MILLS BLACK GOLD HANDLOAD  
MILLS MELON BELL



### GUARANTEED SLOTS

Reconditioned—Refinished—Repainted

MILLS GOLD CHROME HANDLOAD J.P.  
2/5 or 3/5, 5¢, 10¢ or 25¢ \$129.50

MILLS GOLD CHROME  
2/5 or 3/5, 5¢, 10¢ or 25¢ \$119.50

JENNINGS DELUXE LITE-UP  
(Post-War) \$149.50  
5¢, 10¢ or 25¢

JENNINGS 4-STAR CHIEF  
5¢ or 10¢ \$69.50

JENNINGS 5¢ BRONZE CHIEF  
(Post-War) \$129.50

MILLS GOLDEN FALLS, HL, JP  
(Post-War) \$164.50  
2/5 or 3/5, 5¢, 10¢ or 25¢

MILLS BLACK CHERRY (Post-War)  
2/5 or 3/5, 5¢, 10¢ or 25¢ \$154.50

MISCELLANEOUS GUARANTEED RECONDITIONED EQUIPMENT  
11 Col. Du Grenier Cig. Machine ... \$119.50 A. B. T. Challengers ..... \$ 24.50  
9 Col. Du Grenier Cig. Machine ... 109.50 Wurlitzer 500 Phonograph ..... 149.50  
Uneda-Pak Cig. Vendors, like new. 129.50 Seeburg Casino ..... 139.50  
Buckley Track Odds (No Daily Double) ..... 149.50 Seeburg Mayfair ..... 149.50

BRAND NEW MILLS VEST POCKET.... \$65.00 DOWNEY-JOHNSON COIN COUNTER.. \$198.50 NEW METAL BOX STANDS FOR SLOTS..... \$22.50

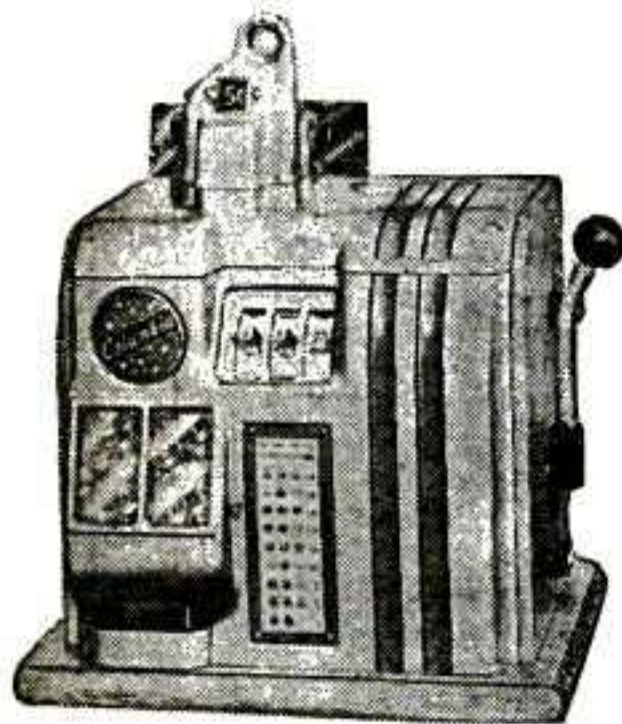
TERMS: 1/3 Deposit, Balance C. O. D.  
WRITE FOR COMPLETE LIST: GAMES, PHONOGRAPHS, PARTS, ETC.

## AUTOMATIC COIN MACHINES & SUPPLY CO.

ALL PHONES: CAPITOL 8244

4135-43 ARMITAGE AVE. • CHICAGO 39, ILLINOIS

## COLUMBIA TWIN JACKPOT BELL



Fruit or Cigarette Machine. Gold Award or Jackpot Model. Size: Height, 18¾"; Width, 12½"; Depth, 12"; Weight, 43 lbs.

WRITE FOR PRICES

### FOREIGN TRADE

This machine takes any foreign coin as big as U. S. 25¢ piece or as small as U. S. 10¢ piece.

**GROETCHEN  
TOOL & MFG. CORP.**  
126 N. Union Ave. Chicago 6, Ill.

### SHOOT THE BEAR RAY GUN

Completely reconditioned and repainted. Money-back guarantee. Terms: 1/3 deposit with order.

\$124.50

### Special!

Chicago Coin ..... \$49.50  
Hockey ..... 49.50  
Keeney Submarine 49.50  
Scientific Batting .....  
Pr. .... 49.50  
DeLuxe Hockey ..... 39.50  
Rock-Ola Super ..... 179.50  
Bally Rapid Fire ..... 89.50

### SEEBURG RAY GUN

Amplifiers, Motors, Rifles Repaired. Complete Stock of Seeburg Ray Gun Parts.

WRITE FOR LIST.

## COINEX CORPORATION

1948 Koscusko St. Chicago 19, Ill.  
CRA. 10817

## REMEMBER

### Bally Carnival Breaking All Records

EVANS BAT-A-SCORE ..... \$249.50  
2 EVANS RACES, 5¢, @ ..... 500.00  
2 BONUS SUPER BELLS, @ ..... 295.00  
1 GOLD NUGGET ..... 425.00  
WILLIAMS YANK ..... 139.50  
CHICAGO COIN TRINIDAD ..... 139.50  
EXHIBIT BUILD UP ..... 89.50  
EXHIBIT BANJO ..... 124.50  
EXHIBIT SAMBA ..... 149.50  
WILLIAMS STORMY ..... 129.50  
CHICAGO COIN SPIN BALL (floor sample) ..... 179.50  
10 MILLS POST-WAR VEST POCKETS, @ ..... 35.00  
15 NEW VEST POCKETS ..... Write for Prices

## WILLIAMSPORT AMUSEMENT COMPANY

323 Hepburn Street

Phone 2-3326

Williamsport, Pa.

## ★ BRADLEY ASSOCIATES, INC. ★

Leading Coin Radio Distributor offers this

### TREMENDOUS VALUE

This beautiful nationally known coin operated radio originally sold for \$89.50.

It is a 6-tube superheterodyne, Grey wrinkle finish, all steel cabinet with chrome trim. Equipped with American Timer Corporation Timers, Slug Detector and Rejector, FULLY GUARANTEED BY BRADLEY FOR 90 DAYS. Table is of sturdy construction to withstand rugged handling. Made of solid oak with light oak finish.

RADIO WITHOUT TABLE—  
UPON REQUEST

RADIO AND TABLE

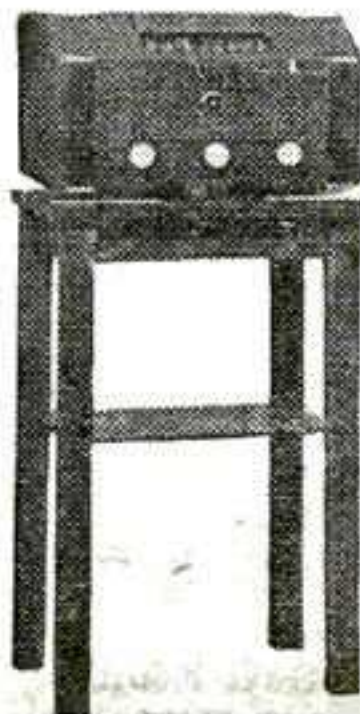
\$34.50

Each Packed 4 to a carton. Min. order: 4.

LIBERAL TRADE IN ALLOWANCE ON YOUR OLD COIN OPERATED RADIO. FOR BIGGER PROFITS, KEEP YOUR EQUIPMENT UP TO DATE. WE ALSO REPAIR AND OVERHAUL ALL TYPES OF COIN OPERATED RADIOS.

### BRADLEY ASSOCIATES, INC.

1652 N. DAMEN AVE. CHICAGO 47, ILL.  
PHONE: ARMITAGE 8150





# GUARANTEED FACTORY REBUILT JACKPOT BELLS

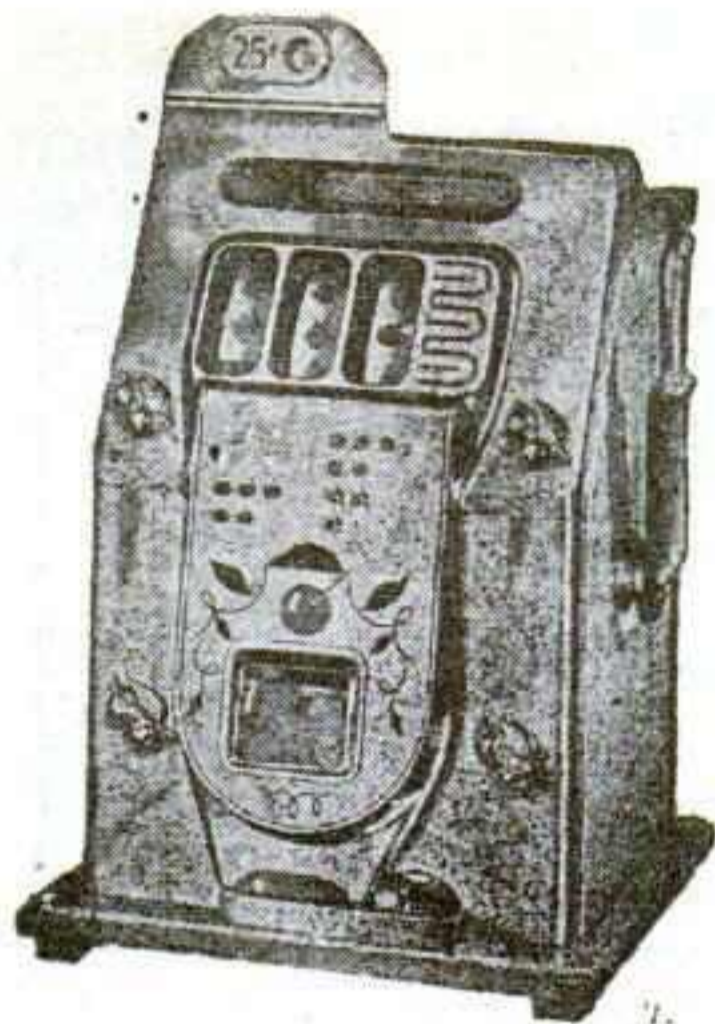
LOOK and  
OPERATE  
Like NEW!

**\$150.00**  
Each

Offered Subject to Prior Sale

2-5 OR 3-5 PAYOUT  
5c, 10c OR 25c PLAY

Your Choice: Chrome, Blue,  
Hammerloid, Grey Hammerloid



Reconditioned Wurlitzer  
24 Record Phonograph  
Excellent Condition, \$150.00

*Buckley Manufacturing Co.*

4223 WEST LAKE STREET • • • CHICAGO 24, ILLINOIS

PHONES: VAN BUREN 6636-6637-6638-6533

## COLUMBIA DOUBLE JACKPOT BELL SPECIAL

Factory re-conditioned like new. **\$75.00 EA.**  
Changeable right on location in a few moments' time to 1-5-10-25¢ play. Cabinet rebaked to give new machine appearance. Size: 8 3/4" high, 14 1/2" wide, 12" deep. 50 lbs wt.  
For NEW COLUMBIAS WRITE FOR PRICES



1/2 DEPOSIT, BAL. C.O.D., F.O.B. CHICAGO.  
WRITE FOR FREE NEW CATALOG  
WE BUY USED SLOTS AND COUNTER MACHINES—WRITE US!  
Send for complete list of Coin Operated Equipment and Counter Games. Complete line of Salesboards and Tickets. We Repair Machines.

## COIN-OPERATED 1c or 5c AMERICAN EAGLES OR MARVELS

Free Play Token Payout Cigarette Token Payout  
Factory Reconditioned **\$20.50** Ea.  
Government Tax-Free Non-Coin American Eagles or Marvels. No coin chute, no cash box. Attendant permits play by unlocking handle with special key. Total plays easily seen on visible register.  
**\$27.50** Ea.  
NEW 1948 **IMPS**  
Specify 1c or 5c Play, Cigarette or Fruit Reels. **\$11.95** Ea.  
Write for Quantity.



*King of Counter Games*  
**Abco Novelty Co.**  
*King of Counter Games*  
2009 W. IOWA ST. PHONE TAYLOR 1203 CHICAGO, ILLINOIS

## IT'S A FACT! YOU MUST SAVE NOW!

Conditions are such today that you must make every dollar and every hour count. You can make more money by getting your games sooner from ATLAS. Our prices are the lowest—delivery immediate!

SAVE by contacting us first on pin games, slots, phonographs on any other coin machines you might need. See our ad page 127.

**ATLAS NOVELTY CO.**

2200 N. WESTERN AVE.

CHICAGO 47, ILL.

## RECONDITIONED 5 BALL FREE PLAY GAMES

AT BARGAIN PRICES  
WRITE FOR OUR LIST

**\$25.00**  
AND UP

**MID-STATE CO.** 2369 MILWAUKEE AVE., CHICAGO 47, ILL. PHONE: DICKENS 3444

## Record Reviews

(Continued from page 117)

RATINGS  
(100 Point  
Maximum)

90-100 TOPS • 80-89 EXCELLENT • 70-79 GOOD

40-69 SATISFACTORY • 0-39 POOR

ARTIST  
TUNES  
LABEL AND NO.  
COMMENT

RATINGS			
OVER-ALL	DISK JOCKEY	DEALER	OPERATOR

ARTIST  
TUNES  
LABEL AND NO.  
COMMENT

RATINGS			
OVER-ALL	DISK JOCKEY	DEALER	OPERATOR

### POPULAR

DICK HAYMAN & HIS  
HARMONICA  
SPARKLERS  
(Stellar SR-1016)

*Missouri Waltz*  
Undistinguished harmonica run thru of waltz oldie.

*Carolina in the Morning*  
Group softly blows way thru another oldie, this time at feathery, effective pace.

JACK FINA AND HIS  
ORK  
(MGM 10251)

*Mama's Gone, Goodbye*  
Jack's shuffle-boogie keyboarding is spotted concerto-style with band chording behind him. A pleasantly nostalgic, just corny-enough treatment of the old Dixie number.

*12th Street Rag*  
Same format, but heavier on the razzmatazz. With tune clicking via the Pee Wee Hunt platter, side could garner some of the overflow.

FRANCIS CRAIG &  
HIS ORK  
(Bullet 1040)

*I Still Get a Thrill*  
Craig does oldie in the "Near You—Beg Your Pardon" format, complete with the familiar left-hand 88 figures. Sounds just like the others, so could follow up.

*Disillusioned*  
Craig does his own tune in conventional fashion, without excessive piano "styling." Ork has surprisingly good legit intonation.

PATTI CLAYTON-  
HOWARD SMITH &  
ORK  
(Bullet 1039)

*Shut the Door (They're Coming Through the Window)*  
Frenetic hillbilly-styled novelty amusingly rendered.

*It's a Lonesome Old Town*  
Indigo ballad gets a throaty Patti piping to moody effect.

PEPPER NEALY & ACE  
TRIO  
(Bullet 1056)

*Rendezvous With a Rose*  
Just the right amount of sugar in Pepper's clear tenor rendition of the tear-jerk sleeper, with tasty instrumental trio work for spice. Looks like a comer.

*Everything Reminds Me Of You*  
Simple, old-fashioned ballad, but no standout.

HARRY JAMES ORK-  
M. MORGAN  
(Columbia 38245)

*Ev'ry Day I Love You (Just a Little Bit More)*

James gives the "Two Guys From Texas" flick ballad the jump and jive treatment, with okay rhythm piping by Marion Morgan, but material and treatment are mismatched.

*There's Music in the Land*  
Tune, also from "Texas" film, much more suited to the Jamesian swing treatment than flip tune.

### POPULAR

THE FOUR TOP  
HATTERS  
(Music Art 756)

*My Guitar Is My Sweetheart*  
Hillbilly-flavored novelty ditty passably warbled and played by organ-rhythm combo.

*On the Sunny Side of the Street*  
Standard gets fresh, smart clefting and group warbling here, but poor balance mars.

DICK WONG-  
J. JACK STOUT  
D & D B-45-1903

*Rendezvous With a Rose*  
Sweet singing Chinese-American ex-AAF pilot does a sentimental vocal on new saccharine ballad with organ accompaniment. Tune shows sleeper promise.

*You Never Did Believe Me*  
More sugar, but tune and performance assay lower than flip.

JERRY WAYNE  
(Columbia 38286)

*You Call Everybody Darlin'*  
Cheery, lilting Jerry Wayne vocal with effective shuffle-rhythm backing by small organ-piano-rhythm combo figures to latch on to some of the "Darlin'" coin.

*Cuckoo Waltz*  
Jerry warbles the waltz pop pretty, with organ backing to match.

## METAL TYPER DISCS

FOR GROETCHEN TYPERS

**\$9.50** PER 1,000

Manufactured from Precision Dies from Finest Quality Aluminum. Standard Thickness. Satin Finish.

TOP QUALITY ONLY—ONE LOW PRICE

SAMPLE ON REQUEST

MONEY BACK GUARANTEE

1/2 With Order. Balance C. O. D.

**MAX GLASS**  
DISTRIBUTING COMPANY  
914 DIVERSEY • CHICAGO 14, ILL.

**MILLS BELLS!**  
We have all Mills latest Bells in stock.  
**SOUTH COAST AMUSEMENT CO.**  
314 E. Eleventh St., Houston 8, Texas  
AUTHORIZED BELL-O-MATIC DISTRIBUTOR



**BEN RODIN SAYS**

If I can't guarantee it, I can't ship it!

**USED GAMES**

Cleaned • Checked • Scraped

Jamboree \$180.00	Ranger \$ 50.00
Spinball .. 180.00	Starlight .. 50.00
Dolly .... 75.00	Marjorie .. 75.00
Mardi Gras 165.00	w/spinner 30.00
Jack 'n Jill 170.00	Super Liner 30.00
Yanks ... 160.00	Stage Door .. 17.50
Shanghai .. 160.00	Canteen. ....
Manhattan 100.00	Flying .. 65.00
Tropicana. 95.00	Trapeze. ....
Nevada .. 95.00	Cleopatra. 160.00

One-third deposit with order, balance C. O. D.

**MARLIN**  
412 9th St., N. W., Washington, D. C.  
DI 1625

ARCADE AND LOCATION EQUIPMENT  
SINCE 1912 WE HAVE SOLD THE BEST

**REAL BARGAINS!**

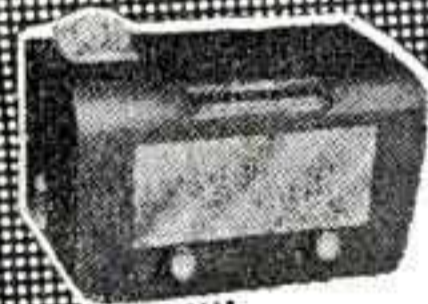
NEW EIGHT BALL ROLL DOWN  
Original Price \$485.00—\$100.00

Sportsman Roll .....	\$45.00
Ten Strike .....	49.50
Barrel Roll (Skee Ball) .....	85.00
Midget Skee Ball .....	65.00
Victory Roll .....	85.00
King Pin (Bally, 14-Ft.) .....	95.00
Wurlitzer Skee Ball .....	95.00
Pokerino (New and Factory Rebuilt) .....	Write
Exhibit Bowling Alley .....	85.00

MUNVES' FACTORY REBUILT MACHINES LOOK AND WORK LIKE NEW FREE! 8 Page, 52 Illustrations, Catalog New or Factory Rebuilt Amusement Machines—Any Make or Model—Parts, Supplies & Cards—Munves Has Them All.

**MIKE MUNVES**

510-514 W. 84th St.  
N.Y. 1, N.Y. (Bryant 9-8677)



LIKE MONEY

IN THE BANK

**CORADIO**  
COIN OPERATED RADIO

212 Broadway, New York 7, N. Y.  
BEekman 3-0038-9

LIVE—WHITE  
**BUMPER RINGS**

EXTRA SPECIAL—NEW LOW PRICES!

SMALL .....	100	\$1.50
MEDIUM .....	100	2.00
LARGE .....	100	2.50
EX. LARGE .....	100	3.00
JUMBO .....	100	4.00

Write for our new price list

**Coin Machine Service Co.**

1547 N. Fairfield Ave. Chicago 22, Ill.

**Detroit:**

(Continued from page 118)

game operations, is reported doing well in the popcorn machine field he recently entered. . . . Harry Niedzinski, of Harry's Amusement, Bay City, is doing good business on bowling games, which have met with a remarkable public acceptance in his territory. . . . Al Edwards, of Valley Coin, Saginaw, who operates at Wenonah Amusement Park, is leading the State's resort operators in reports on last week's business.

**Indianapolis:**

(Continued from page 118)

brother-in-law. . . . Mrs. Blanche Janes, of the Janes Music Company, will spend her vacation in Eastern Canada, and points of interest along the Hudson River. . . . Operators here report a slight improvement in

**Twin Cities:**

(Continued from page 119)

rather than guess at it themselves. . . . Wyman Deeg, formerly in the Hy-G electronics department, has returned to his first love, teaching electronics at the Wold-Chamberlain navy base in Minneapolis.

Jack Swartz, of Minneapolis, was on buying equipment spree. . . . Lou Marter, Nashwauk, Minn., adding phonographs. . . . Fred Bolier, of Baldwin, Wis., in the Twin Cities buying pin games. . . . Vern Allen, Waterloo, Ia., looking at coin phonographs.

business, with increased take from their phonographs. A spurt in business from over the State was also reported by operators in many key points.

**SPEND LESS—GET MORE AT LONDON**

CLEANED!—PIN GAMES—CHECKED!

SEA BREEZE	\$39.50	MYSTERY	\$69.50	SHOOTING	\$34.50
RIO	EACH	RANGER	EACH	STARS	EACH
SUSPENSE	ANY FIVE	MAISIE	ANY FIVE	SUPERSCORE	ANY FIVE
SMARTY	FOR	TORCHY	FOR	STEP UP	FOR
KILROY	\$175.00	CYCLONE	\$325.00	SPELLBOUND	FOR
LIGHTNING		ROCKET		AMBER	FOR
HAVANA		GOLD BALL		SUPERLINER	FOR
BALLYHOOD		LUCKY STAR		FASTBALL	FOR
TORNADO					

**ALL PHONOGRAPHS COMPLETELY RECONDITIONED USED PHONOS**

<b>SEEBURG</b>	<b>SEEBURG</b>
REGALS } \$99.50 EA.	COLONELS } \$239.50 EA.
CROWNS } \$210.00 EA.	ENVOYS } \$179.50
CASINOS } \$210.00 EA.	8200 ESRC .....
9800 ESRC .....	COMMANDER .....
8800 ESRC .....	

<b>ROCK-OLA</b>	<b>WURL.</b>	<b>ROCK-OLA</b>
SUPER MASTERS } \$99.50 EA.	500 K } \$99.50 EA.	STANDARD } \$89.50 EA.
	600 K } \$99.50 EA.	DELUXE } \$89.50 EA.

<b>ARCADE</b>	<b>ALL STARS... \$249.50</b>	<b>ROLL DOWNS</b>
GOALEES ..... \$99.50	BLACK CHERRY CABINETS Complete \$24.50	TALLY ROLL } \$49.50 EA.
ALL STAR HOCKEY } \$49.50 EA.	NEW ACE COIN COUNTERS Comp. with Carrying Case \$99.50	DOUBLE UP } \$49.50 EA.
SCIENT. BATTING PRACTICE } \$49.50 EA.		PINCH HITTER } \$49.50 EA.
DRIVEMOBILE ... \$99.50		SUPER TRIANGLE } \$49.50 EA.
TUMBLER ..... 79.50		ADVANCE ROLLS WRITE
BOOMERANG ... 64.50		BING-A-ROLLS WRITE

TERMS: 1/3 Deposit, Balance C. O. D.

Exclusive Distributor for SEEBURG Products in Wisconsin and Upper Michigan.

PHONE: KILBOURN 7323

**J. L. Londen Music Co., Inc.**  
3130 WEST LISBON AVENUE MILWAUKEE 8 WISCONSIN

**NOW DELIVERING NEW FIVE BALLS**

Genco SCREW BALL	
Williams DEW-DA-DITTY	
United PARADISE	
Chicago Coin CRAZY BALL	
Exhibit SHORT STOP	
Bally CARNIVAL	
Marvel HIT PARADE	

**NEW CONSOLES**

Keeney WILD BELL, 5¢, 25¢	\$800
Keeney TWIN BONUS, 5¢, 25¢	800
Keeney GOLD NUGGET, 5¢, 25¢	800
Bally DOUBLE-UP	Write

**Reconditioned CONSOLES**

Mills JUMBO PARADE, Cash P.O.	\$ 65
Mills JUMBO PARADE, F.P.	50
Mills JUMBO PARADE, Comb. F.P. and P.O.	75

**NEW WURLITZER PHONOGRAPHS**

Model 1080	\$625
Model 1100	Write

**NEW ONE BALLS**

Bally GOLD CUP	Write
Bally TROPHY	Write
Keeney FAVORITE, Comb. F.P. and P.O.	\$475

**SLOTS**

Completely Reconditioned and Guaranteed

<b>MILLS</b>	
Blue Front, 5¢	\$100
10¢, \$110; 25¢	115
Brown Front, 5¢	100
10¢, \$110; 25¢	115
Extra Bell, 5¢	125
Gold Chrome, 10¢	125
Melon Bell, 5¢	95
Golf Ball Vendor, 25¢	195

**JENNINGS**

Standard Chief (floor sample) set, 5¢, 10¢, 25¢	\$600
Bronze Chief, 5¢, 10¢, 25¢	450
Cigarola, 5¢	55

TERMS: 1/3 Deposit, Balance Sight

**WORLD WIDE DISTRIBUTORS**  
2330 N. WESTERN AVE CHICAGO 47 EVERGLADE 2300

**finest RECONDITIONED EQUIPMENT IN THE NATION**

Do not confuse our Reconditioned Pin Games with so-called "Close-Outs" or "As Is" Games. Every Machine we sell is in

BEAUTIFUL SHAPE, READY FOR LOCATION

MARDI GRAS (Flippers) .....	\$159.50
HUMPTY DUMPTY (Flippers) ..	109.50
TRADE WINDS (Flippers) .....	149.50
VIRGINIA (Flippers) .....	139.50
BONANZA .....	79.50
KILROY .....	29.50
CLICK .....	49.50
LUCKY STAR .....	49.50
HAWAII .....	69.50
NEVADA .....	79.50
MEXICO .....	74.50
RANGER .....	59.50
PLAYBOY .....	39.50
HONEY .....	49.50
MAISIE .....	39.50
FLAMINGO .....	49.50
DYNAMITE .....	29.50
SHOW GIRL .....	29.50
HAVANA (With Motor) .....	39.50
RIO .....	24.50
SPELLBOUND .....	24.50
FIESTA .....	24.50
TORCHY .....	49.50
STARLITE .....	49.50

**YOUR CHOICE \$17.50 3 FOR \$50.00**

Perfect Condition  
MIDGET RACER SURF QUEEN  
SUPERLINER SMARTY  
BIG LEAGUE SUPERSCORE  
SUSPENSE AMBER  
STAGE DOOR CANTEEN

**MUSIC**

SEEBURG HI-TONE, R. C. ....	\$169.50
WURLITZER 600R .....	99.50
WURLITZER 24, With Adapter ..	89.50
WURLITZER 700 .....	199.50
WURLITZER 616 .....	39.50
ROCK-OLA SUPER .....	99.50
ROCK-OLA, 1946 (Like New) ..	375.00
ROCK-OLA, 1947 (Like New) ..	429.50

Flippers added to any game, \$10.00 Extra. 1/3 Deposit With Order, Balance C. O. D.

**Scott-Crosse Co.**

1423 Spring Garden Street  
Philadelphia, Pennsylvania  
RIttenhouse 6-7712



We have all Mills latest Bells in stock.

**KEYSTONE PANORAM COMPANY, INC.**

2538 W. Huntingdon St., Philadelphia  
AUTHORIZED BELL-O-MATIC DISTRIBUTOR

**SKEE BALL PARTS**

Score Glasses  
Nets • Balls  
cork — M A T S — cork

Write for Catalogue  
**RELIABLE PARTS CO.**  
2512 Irving Pl. Rd. Chicago 18, Ill.



Only the Keeney Electric Cigarette Vendor has everything—any combination of coins acceptable and a change maker—prompt delivery in Ohio, West Virginia and Kentucky.



**USED CONSOLES**

3 Mills 3 Bells, '47 Model	\$250.00
3 Bally Triple Bells	540.00
3 5¢ Keeney Super Bells, Comb.	75.00
2 25¢ Keeney Super Bells, Comb.	85.00
5 Baker's Faces, D.D.	175.00
2 Silver Moon, F.P.	75.00
1 Bally Royal Flush, P.O.	75.00
6 Paces Reels & Saratogas	75.00
2 Keeney Three-Way Super Bonus Bells	695.00

**VEST POCKETS**

Brand New, Special	\$62.50
Used	39.50
10 POP SEZ POP CORN VENDORS. Like new, Ea.	149.50

**NEW COUNTER GAMES**

Penny Target	\$ 39.50
A.B.T. Challenger	42.50
Kicker & Catcher	35.00
Acme Electric Shocker	19.50
Camera Chief	19.95

**A. B. T. MODEL F**  
\$49.50  
In lots of 5 or more... \$ 47.50

**ONE BALLS**  
1 Keeney Favorite... \$225.00  
5 Victory Derby... 150.00

**NEW CONSOLES**

Keeney Twin Super Bonus Bells	\$800.00
-------------------------------	----------

**USED COUNTER GAMES**

Pop Up	\$ 14.00
Post Card Vendors	15.00
Smiley	10.00
Blue Jockey	15.00
Whiz	20.00
Kicker & Catcher	18.00
Bingo	12.00
Home Run Gun	12.00
Whirlwind	12.00
Wind Mill	8.00
Penny Pistol Shot	12.50
3 Way Grippers	15.00
Line-A-Basket	20.00
2 Rex Line-Ups	10.00
2 Daval 21's	10.00
4 Daval 5¢ Free Plays	20.00

**ARCADE EQUIPMENT**

Williams All Stars	\$250.00
2 Rapid Fires	110.00
1 Pitchem & Katchem	75.00
1 Scientific Baseball	75.00
Jafco 9-Ft. Barrel Roll	75.00
10 Ten Strikes	69.50
2 Batting Practices	75.00
3 Chicken Sams	95.00
3 Keeney Air Raiders	95.00
3 New Bowl-a-Scorer	95.00
Keeney Submarine	95.00
2 Western Baseballs	95.00
2 Goales	150.00
8 Boomerangs	95.00
10 Wurlitzer Skee Balls	165.00
4 Wurlitzer High Score Skee Balls	185.00
Jack Rabbit	150.00
Hoot Mon Golf	75.00
Panorams	185.00
1 Genco Play Ball	85.00
2 Strikes & Spares	395.00
Premier Skee Barrel Roll	95.00
10 Exhibit Merchantmen Diggers	85.00
1 Under Sea Raider	135.00
3 Photomats, Inside Lites	325.00
3 Bally Heavy Hitters	75.00
1 Super Bomber	150.00
1 Chicago Coin Basketball	285.00
2 Claw Type Rotary	225.00
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4 Bat-A-Ball Srs.	39.50
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Ballerina	109	Eso Arrows	69
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Chicago Coin Base	79	Chicoin Goalee	109
Ball (New)	79	Mimi	29
		Hawaii	29

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**ADVANCE RECORD RELEASES**

**POPULAR**

(Continued from page 34)

- Tea For Two  
T. Martin-E. Hagen's Ork (That Old) Mercury 1038
- Thanks For You  
F. Laine and Carl Fischer's Ork (Singing the) Mercury 5174
- That Element of Doubt  
The Three Suns (When the) Victor 20-3035
- That Old Black Magic  
T. Martin-E. Hagen's Ork (Tea for) Mercury 1038
- The Night Has a Thousand Eyes  
Guy Lombardo (Mademoiselle Hortensia) Decca 24480
- 12th Street Rag  
Jack Pina and Ork (Mama's Gone) MGM 10251
- 12th Street Rag  
Eddie (Gin) Miller (Whispering) Rain-bow 70033
- Two Hearts  
Ted Russell (In a Little) Stellar SR-1015
- Underneath the Arches  
Andy Russell-The Pled Pipers (Just for) Capitol 15183

- Underneath the Arches  
Andrews Sisters (You Call) Decca 24490
- Underneath the Arches  
The Serenaders (I Want) Columbia 38274
- When the Moonlight Fell on the Waterfall  
The Three Suns (That Element) Victor 20-3035
- Whispering  
Eddie (Gin) Miller (12th Street) Rain-bow 70033
- Willow Weep For Me  
S. Kenton and His Ork (Bongo Riff) Capitol 15179
- Within This Heart of Mine  
Ted Russell (I'm Forever) Stellar SR-1014
- You Belong To My Heart  
F. Langford (May I) Mercury 5183
- You Call Everybody Darlin'  
Andrews Sisters (Underneath the) Decca 24490
- You Call Everybody Darlin'  
J. Lathrop and the Drugstore Cowboys (Hair of) Victor 20-3109
- Yours Is My Heart Alone  
J. August (Dark Eyes) Mercury 5175

**LATIN-AMERICAN**

- A Belen le Toca (It's Up To Belen)  
Arcano y Sus Maravillas (Varon, Lo) Victor 23-0976
- A la Sombra de Un Cují-Pasaje (In the Shade of a Tree)  
Orquesta de Eduardo Serrano (Corazones Unidos) Victor 23-0978
- A la Virgen de Regla (To the Heavenly Virgin)  
Rene Alvarez y Su Conjunto (Coversando, Conversa) Victor 23-0977
- A Mi Solito (For Me Alone)  
Lorenzo Herrera (Maria Luisa) Victor 23-0979
- Adios (Goodbye)  
Maria Teresa Acosta (Eternamente) Victor 23-0980
- Agua de Tinajon (Jug Water)  
Julio Cueva y Su Orquesta (El Golpecito) Victor 23-0974
- Campeona (The Champion)  
Juan D'Arienzo y Su Orq. Tipica Estribillo (Lenguas De) Victor 23-0982
- Como Todo el Mundo (Like the Rest of the World)  
Los Xey (Te Quiero) Victor 23-0983
- Conversando, Conversa  
Rene Alvarez y Su Conjunto (A la Virgen) Victor 23-0977
- Corazones Unidos (Two Hearts)  
Orquesta de Eduardo Serrano (A la Sombra) Victor 23-0978
- Corrido Luis Coronado  
Angelina y Tono (La Mula) Peerless 2768
- Dondequiera  
H. Aguila (Verdad Amarga) Peerless 2769
- Dorotea  
Don Alfonso Ork (Pappa Knows) National 9054
- El Abandonado  
Laurita y Ray (Soy De) Peerless 2808
- El Burro Sabio  
H. Aguila (Las Novias) Peerless 2803
- El Golpecito (The Slight Blow)  
Julio Cueva y Su Orquesta (Agua de) Victor 23-0974
- Eternamente (Eternally)  
Maria Teresa Acosta (Adios) Victor 23-0980
- Hasta Cuando Mi Vida  
Martha Triana (Pecado) Peerless 2766
- La Burrita  
Orquesta de Noe "Ajardo (Tongolele) Peerless 2790
- La Mula Bronca  
Angelina y Tono (Corrido Luis) Peerless 2768
- Las Novias Del Barzon  
H. Aguila (El Burro) Peerless 2803
- Lejania  
Pedro Vargas-Julio Gutierrez Ork (Una Noche) Victor 23-0973
- Lenguas de Fuego (Tongues of Fire)  
Juan D'Arienzo y Su Orq. Tipica Estribillo (Campeona) Victor 23-0982
- Lonely Rancho  
Xavier Cugat and His Ork (Play the) Columbia 38288
- Madrid  
Esmeralda (Manos de) Peerless 2789
- Manos de Cera  
Esmeralda (Madrid) Peerless 2789
- Maria Luisa  
Lorenzo Herrera (A Mi) Victor 23-0979
- Me Siento Muy Solo (I Feel So Lonely)  
Arsenio Rodriguez y Su Conjunto (No Toque) Victor 23-0975
- Negra Soledad  
Mario A. Rodriguez (Reproche) Peerless 2777
- No Toque El Guao (Don't Touch That Tree)  
Arsenio Rodriguez y Su Conjunto (Me Siento) Victor 23-0975
- Pappa Knows  
Don Alfonso Ork (Dorstea) National 9054
- Pecado  
Martha Triana (Hasta Cuando) Peerless 2766
- Play the Players  
Xavier Cugat & His Ork (Lonely Rancho) Columbia 38288
- Reproche  
Mario A. Rodriguez (Negra Soledad) Peerless 2777
- Soy de Saitillo  
Laurita Y. Ray (El Abandonado) Peerless 2808

- Te Quiero Porque Te Quiero (I Love You Because I Love You)  
Los Xey (Como Todo) Victor 23-0983
- Tongolele  
Orquesta de Luis Marquez (La Burrita) Peerless 2790
- Un Poquito De Tu Amor (A Little of Your Love)  
Pedro Vargas (Yo Vivo) Victor 23-0984
- Una Noche  
Pedro Vargas-Julio Gutierrez Ork (Lejania) Victor 23-0973
- Varon, Lo Que Sea (So Be It)  
Arcano y Sus Maravillas (A Belen) Victor 23-0976
- Verdad Amarga  
H. Aguila (Dondequiera) Peerless 2769
- Ya No Me Enganas, Mi Vida (You Can't Fool Me Now)  
Eddie Gomez (Ya No Te) Victor 23-0981
- Ya No Te Quiero (I Don't Love You)  
Eddie Gomez (Ya No Me) Victor 23-0981
- Yo Vivo Asi (Nature Boy)  
Pedro Vargas (Un Poquito) Victor 23-0984

**INTERNATIONAL**

- A Szegedi Suronyypozna-Csardas  
Tibor Rakossy—Maxie Franks & His Hungarian Gypsy Ork (Ne Szidjatok) Victor 25-6081
- Donnie-Joe Polka  
D. Sebastian Musette Ork (Jolly Barmaid) Dome 10-1000
- Jolly Barmaid Polka  
Don Sebastian Musette Ork (Donnie-Joe Polka) Dome 10-1000
- Lover's Lane  
Lawrence Duchow & His Red Raven Ork (When I Come) Victor 25-1127
- Mon Amour (My Love)  
M. Chevalier (Pour Les) Victor 26-7030
- Ne Szidjatok Seha Enem-Hallgato  
Tibor Rakossy—Maxie Franks & His Hungarian Gypsy Ork (A Szegedi) Victor 25-6081
- Paddy in London  
Flanagan Brothers (The Blackbird) Victor 26-7504
- Pour Les Amants  
M. Chevalier (Mon Amour) Victor 26-7030
- Rumbita-Rumba  
Alberta Socarras Ork (Murmullo- Bolero) Victor 20-9040
- Tea For Two  
Ralph Font and Ork (Rumba Gallega) Apollo 1126
- The Blackbird  
Flanagan Brothers (Paddy in) Victor 26-7504
- When I Come  
Lawrence Duchow & His Red Raven Ork (Lover's Lane) Victor 25-1127

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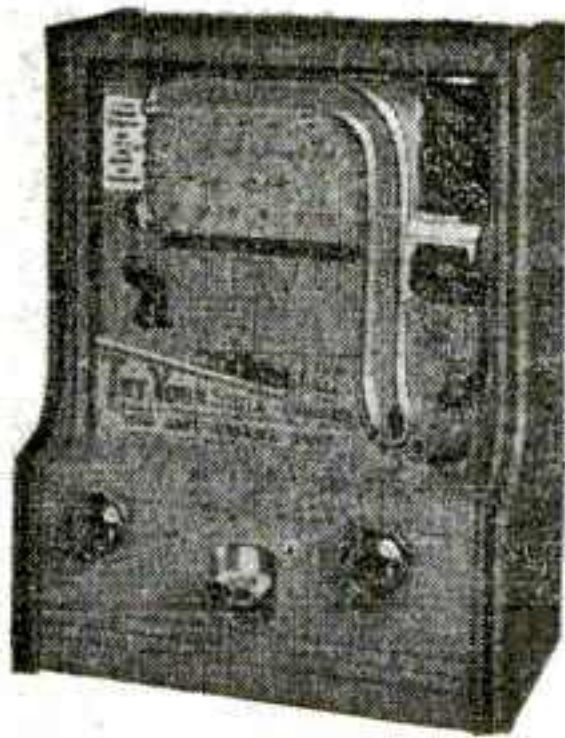
- Elijah  
The Dixie-Aires (My Trouble) Exclusive 50X
- Climbing Up the Mountain  
Ernie Barnett — Hollywoodaires Spiritual Singers (Don't Let) Jewel SE-1200
- Don't Let Nobody Turn You Around  
Marie Austin-The Hollywoodaires Spiritual Singers (Climbing Up) Jewel SE-1200
- I'm Tired  
Evangelist Singers (One Day) Bullet 293
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 Undersea Raiders 149.50  
 Lite Leagues ..... 149.50  
 Voice Recorder ..... 69.50  
 9-Ft. Skee Roll ..... 79.50  
 Scientific Baseball 69.50  
 Jack Rabbit, New 300.00  
 Buckley Diggers 99.50  
 2 Exhibit Rotary Diggers 195.00  
 Champ Basketball, New 49.50  
 Pokerino, Scientific 199.50  
 Goalee, New ..... 225.00  
 Wurl. Skee Rolls, 14-Ft. .... 165.00  
 10 1/2-Ft. Premier Skee Rolls ..... WRITE

#### LATE PIN BALLS

TROPICANA .....	\$119.50	BIG LEAGUE .....	\$ 29.50
ROCKET .....	59.50	SAFFLE CARD ...	49.50
AMBER .....	59.50	SEA BREEZE ....	82.50
PLAYBOY .....	64.50	RIO .....	32.50
TORNADO .....	59.50	MANHATTAN ....	119.50
HONEY .....	69.50	VANITIES .....	69.50
GOLD BALL .....	69.50	CROSSFIRE .....	64.50
MYSTERY .....	69.50	HUMPTY DUMPTY	139.50
MEXICO .....	69.50	COVER GIRL ....	139.50
NEVADA .....	69.50	BERMUDA .....	139.50
HAWAII .....	69.50	CARIBBEAN .....	159.50
CYCLONE .....	69.50		
DYNAMITE .....	69.50		
FIESTA .....	69.50		
TALLY-HO .....	79.50		
HAVANA .....	49.50		
CAROUSEL .....	69.50		
SURF QUEEN .....	29.50		
MIDGET RACES ..	39.50		
BIG HIT .....	39.50		
MARJORIE .....	69.50		
FAST BALL .....	39.50		
CANTEEN .....	29.50		
KILROY .....	49.50		
TORCHY .....	79.50		

#### ONE BALLS

- VICTORY SPECIALS ..... \$169.50  
 BIG PARLAYS ..... 149.50  
 BIG PARLAYS (New) ..... 249.50  
 DAILY RACES ..... 215.00  
 SPECIAL ENTRY ..... 349.50

#### NEW SLOTS

Mills Black Cherry ..	5¢ \$248.50	10¢ \$253.00	25¢ \$258.00	50¢ \$338.00
Mills Jewel Bells ..	248.00	253.00	258.00	350.00
Mills Golden Falls ..	248.50	253.50	258.50	350.00
Mills Vest Pockets ..	74.50			
Jennings Std. Chief ..	269.50	279.50	289.50	399.00
Jennings Club Chief ..	324.00	334.00	344.00	454.00
Groetschen Columbia ..				145.00
Watling Rotatop ..	175.00	200.00	225.00	300.00
Pace DeLuxe Chrome ..	245.00	255.00	265.00	375.00
\$1.00 Pace DeLuxe ..				550.00

#### USED AND FACTORY REBUILT SLOTS

5¢ Blue Fronts .....	\$ 79.50	REBUILTS LIKE BRAND NEW	
10¢ Blue Fronts .....	89.50	5¢ COPPER, GOLD AND BLUE, Hammeroid Finish ..	\$119.50
25¢ Blue Fronts .....	99.50	10¢ COPPER, GOLD AND BLUE, Hammeroid Finish ..	129.50
5¢ Brown Fronts .....	99.50	25¢ COPPER, GOLD AND BLUE, Hammeroid Finish ..	139.50
10¢ Brown Fronts .....	109.50	(Drill Proof and Knee Action)	
50¢ Chiefs .....	249.50		
50¢ Blue Fronts .....	249.50		
\$1.00 Chief .....	475.00		

#### COUNTER GAMES

- 1¢ Sparks, Check P.O. \$12.50  
 1¢ Daval Marvels ..... 19.50  
 5¢ Quashers, New ..... 29.50  
 5¢ Davals, Free Play. 39.50  
 1¢ Marvel Pop Up, New 25.00  
 1¢ Target Skills ..... 22.50  
 1¢ Gottlieb Grip Scales 32.50  
 1¢ Daval Buddy-Cigarette ..... 27.50  
 5¢ Jennings Grandstands ..... 12.50

#### SAFES & STANDS REVOLVAROUNDS

- Single ..... \$ 79.50  
 Single DeLuxe ..... 119.50  
 Double ..... 116.50  
 Double DeLuxe ..... 162.50  
 Triple DeLuxe ..... 262.50  
 Heavy Double ..... 265.00  
 Box Stands ..... 25.00

1/3 DEPOSIT WITH ORDER

### CENTRAL OHIO COIN MACHINE EXCHANGE

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## National Distrib Association Formed; 9-Man Board Set Up

(Continued from page 102)

D. Lazar Co., Pittsburgh; George Prock, General Distributing Co., Dallas; Sam London, S. L. London Music Co., Milwaukee; Joe Ash, Active Amusement Co., Philadelphia; Irv Blumenfeld, General Vending Sales Corp., Baltimore; Leo Weinberger, Southern Automatic Music Co., Louisville, and Bill Marmer, Sicking, Inc., Cincinnati.

Dave Bond, official spokesman for the distributors, told *The Billboard* this week that NADA would hold another meeting in Chicago September 15.

Bond said that thus far the association is composed of 24 members. The new group has made no drive for members, but the association is open to everyone who qualifies for membership.

To qualify as a member, Bond said, the distributing organization must have an exclusive franchise from a manufacturer of five-ball pin games. This does not mean that a distributor cannot handle other lines in addition, but it does mean that distributors who do not have exclusive terri-

torial rights are not eligible for membership.

At an early date, Bond declared NADA will launch a public relations program to acquaint the industry with the association's purposes. In the near future, too, the association will retain a managing director and will open offices in Chicago to work in close contact with the manufacturers.

Dudley Ruttenberg, counsel for CMI, who was invited to sit in on the distributors' meetings, said this week that the group has "some fine objectives which will be very beneficial to the industry."

As for co-operation between the two groups, Ruttenberg said CMI "will give them (the distributors) every aid and help." Many of the distributors belong to CMI as associate members.

Altho CMI is not expected to elaborate on its relationship with NADA until after the next board of directors' meeting, Chicago manufacturers were generally reported receptive to most of the points NADA presented for discussion.

## Minn. Game Operators Stage Midyear Meeting

(Continued from page 102)

proximately the same level as a year ago. The operators stated that it was simply a matter of fact that people in Minnesota do not have as much surplus cash after paying for the high cost of living as they formerly did. Most speakers also frankly stated that they expected the cost of living to keep climbing, at least until the end of the year, with play also remaining off.

Harold Lieberman, Twin Cities coinman, gave an interesting talk on

how operators can gracefully contact their locations to discuss the possibility of lowering commissions. One way he said operators in his area had tried successfully was by sending a tactful letter to location owners explaining the reasons for lowered commissions at this time. This, he added, should be followed up with a personal visit with the location owner. Lieberman said that coinmen he knew carrying out this simple formula had made the readjustment without difficulty. He added that it could be accomplished easily in any area where coinmen co-operated in establishing somewhat standard commission rates.

After Lieberman spoke, several association members reported instances wherein they had not heard even one complaint when they sought to readjust commission rates. Many of them pointed out to locations that their costs had gone up so high that they would have to lower their commission rates if the location were to remain a profitable one.

Ken Ferguson, Stillwater, director of publicity for the Minnesota game group, announced that during the last two weeks in September at least 10 operator meets will be held in all sections of the State. He said all operators and distributors in a particular area where a meet is to take place will be invited, regardless of whether they are association members or not. During these conclaves the association hopes to get as many different views as possible as to what should and can be accomplished to improve coinmen conditions for the benefit of every operator in Minnesota. Tho no schedule of dates and places has been decided on yet, Ferguson said that representative operators in all parts of the State will be contacted first so that the most central point in each section can be decided upon and also the most convenient dates. Both factors are expected to insure the appearance of an unusually high percentage of operators at each sectional meet.

Once the 10 or more Minnesota sectional meets have been held, the resulting information will be pooled and sifted by the association and reported to all who attended the sectional meets.

## S. C. Ops Await Pin Game Suit; Reactions Vary

COLUMBIA, S. C., Aug. 14.—South Carolina amusement game operators faced the ruling handed down two weeks ago (*The Billboard*, August 7) that the State was within its rights in seizing and destroying free-play pin games with mixed reactions. Appeal concerning the case comes up before the United States Court in October.

In the State capital here, most operators removed pinball games from locations. Others disconnected their game equipment as a temporary gesture and by their actions indicated that they had not decided yet what steps should be taken.

At Myrtle Beach, South Carolina's leading coastal resort, Coastal Amusement Company, one of the area's largest operating firms, continued to maintain equipment on location ready for play. This concern has disconnected its replay mechanism and had hung signs over its equipment stating, "For Amusement Only."

Suit, instigated by T. B. Holliday, one of the South's prominent coinmen, after some of his equipment was seized in the Greenville, S. C., area some months ago, has been appealed by Holliday to the nation's highest tribunal on the grounds that the South Carolina General Assembly and Supreme Court had violated his rights under the Constitution by declaring his pin games gaming devices per se.

### NEW GAMES ON HAND FOR PROMPT DELIVERY

- |                              |                     |
|------------------------------|---------------------|
| Gottlieb ALICE IN WONDERLAND | Exhibit SHORT STOP  |
| Chicago CRAZY BALL           | United MAJOR LEAGUE |
| Williams DEW WA DITTY        | Bally CARNIVAL      |
| Genco MERRY WIDOW            | Marvel HIT PARADE   |
| Mills BELL MACHINES          |                     |

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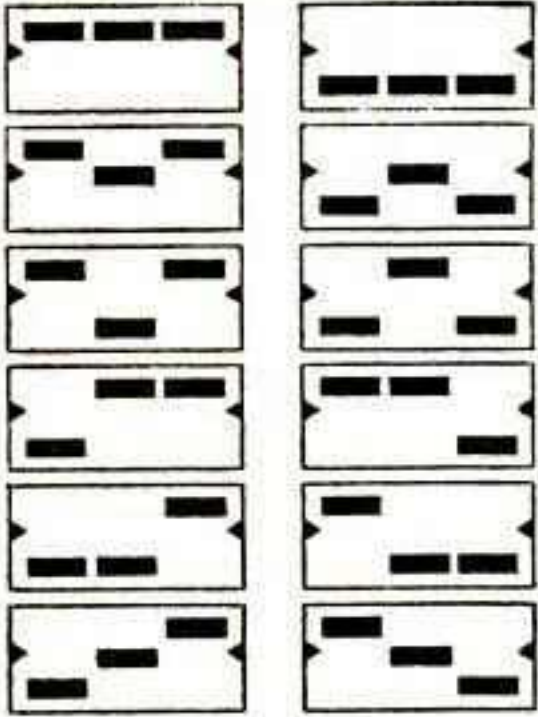
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GIVE TO THE DAMON RUNYON CANCER FUND



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**THE NEW  
EXTRA AWARD  
THIS BAR LINE-UP  
PAYS - 18**



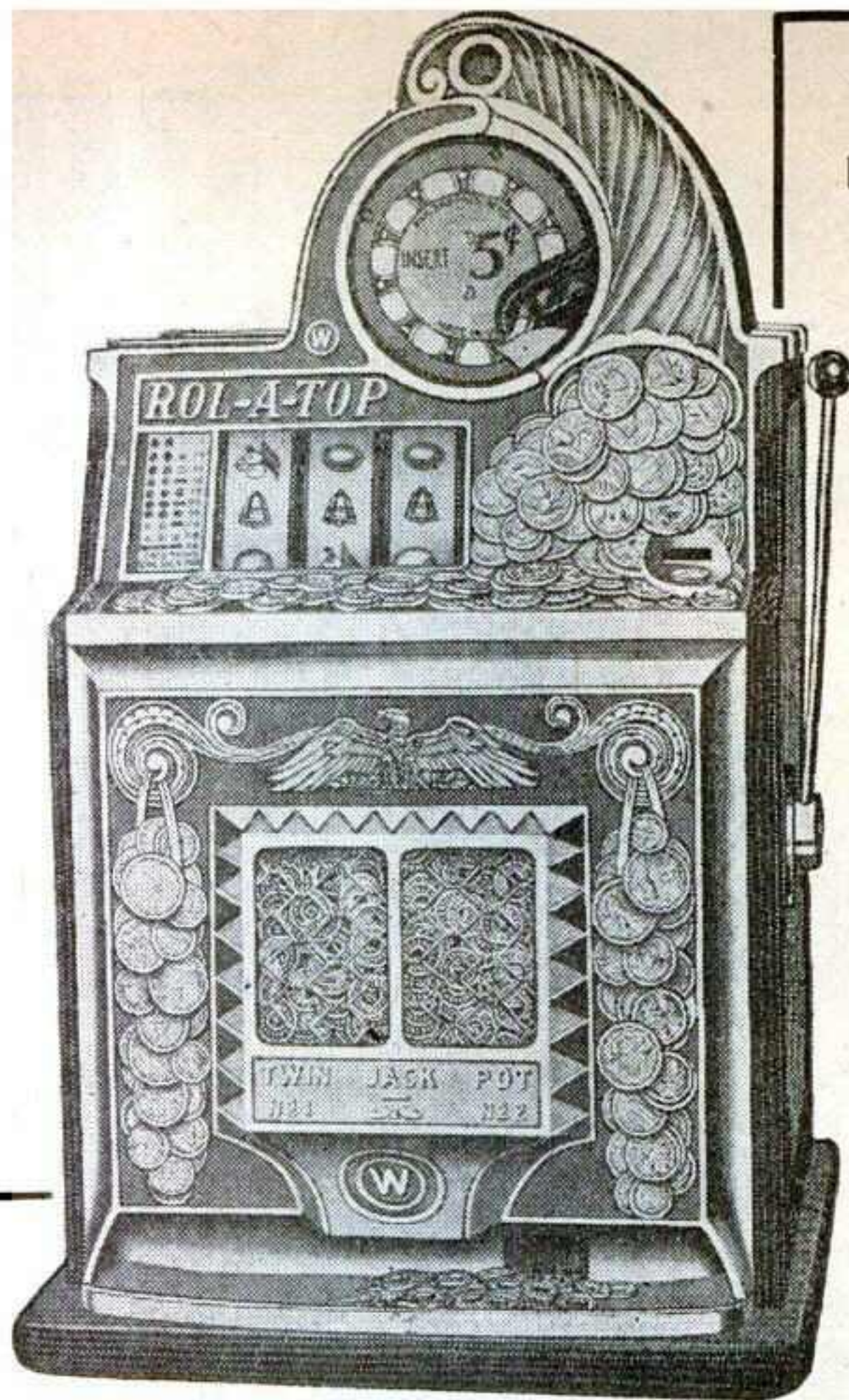
This outstanding bell features Extra Awards in addition to the conventional payout.

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### 5c-10c-25c

**REEL  
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1 Cherry Pay 2—1 Cherry Pay 3  
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Mystery 3-5 Payout, Club —  
No Lemon on First Reel

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Banjo .. 110.00	Jamboree .. 140.00	Rio .. 20.00	Sky Raider .. 14.50
Bowling League 47.50	Knockout .. 14.50	Robin Hood .. 137.50	Smarty .. 20.00
Carousel .. 29.50	Kilroy .. 28.50	Sea Isle .. 57.50	Sky Ray .. 14.50
Catalina .. 109.50	Laura .. 17.50	Shanghai .. 145.00	Tallyho .. 45.00
Click .. 47.50	Lucky Star .. 44.50	Show Girl .. 24.50	Tennessee .. 115.00
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Co-Ed .. 36.00	Maise .. 34.50	Suspense .. 15.00	Tropicana .. 87.50
Cyclone .. 29.50	Mexico .. 56.00	Super Score .. 17.50	Torchy .. 49.50
Fast Ball .. 18.50	Miss America .. 19.50	Sunny .. 79.50	Wisconsin .. 125.00
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FIESTA .....	29.50	MAM'SEL .....	59.50	JUMBO FREE PLAY ..	38.00	JUMBO FREE PLAY ..	38.00	PHONOGRAPHS	
VANITIES .....	32.50	PLAY BOY .....	32.50	SEEBURG #8800 RC	\$160.00	SEEBURG #8800 RC	\$160.00	SEEBURG LITONE ..	185.00
SUPER SCORE .....	17.50	FLAMINGO .....	49.50	SEEBURG LITONE ..	185.00	SEEBURG LITONE ..	185.00	SEEBURG LITONE ..	185.00
SMARTY .....	27.50	DOLLY .....	44.50	SEEBURG LITONE ..	185.00	SEEBURG LITONE ..	185.00	SEEBURG LITONE ..	185.00
MIDGET RACER .....	15.50	TALLY-HO .....	59.50	SEEBURG LITONE ..	185.00	SEEBURG LITONE ..	185.00	SEEBURG LITONE ..	185.00
STEP UP .....	28.50	BONANZA .....	55.50	SEEBURG LITONE ..	185.00	SEEBURG LITONE ..	185.00	SEEBURG LITONE ..	185.00
BAFFLE CARD .....	26.50	CYCLONE .....	29.50	SEEBURG LITONE ..	185.00	SEEBURG LITONE ..	185.00	SEEBURG LITONE ..	185.00
HAVANA .....	37.50	SEA ISLE .....	79.50	SEEBURG LITONE ..	185.00	SEEBURG LITONE ..	185.00	SEEBURG LITONE ..	185.00
AMBER .....	29.50	FLAT TOP .....	15.50	SEEBURG LITONE ..	185.00	SEEBURG LITONE ..	185.00	SEEBURG LITONE ..	185.00
DOUBLE BARREL ..	15.50	HOLLYWOOD .....	15.50	SEEBURG LITONE ..	185.00	SEEBURG LITONE ..	185.00	SEEBURG LITONE ..	185.00

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Super DeLuxe Lite Up Chief, 5¢ .....	324.00
Super DeLuxe Lite Up Chief, 10¢ .....	334.00
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Super DeLuxe Lite Up Chief, 50¢ .....	454.00
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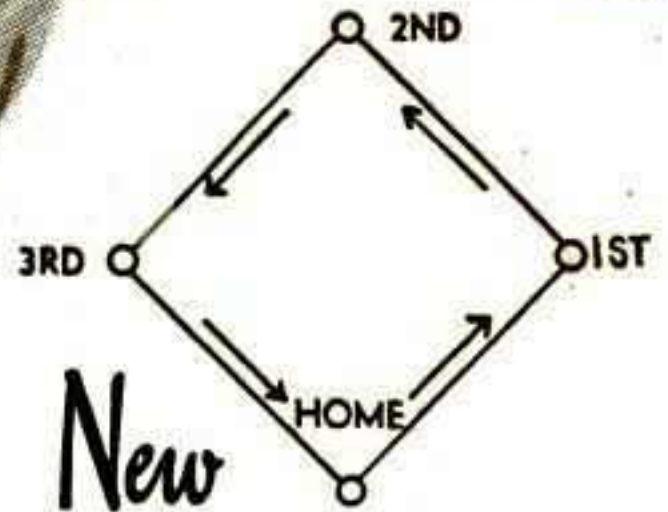




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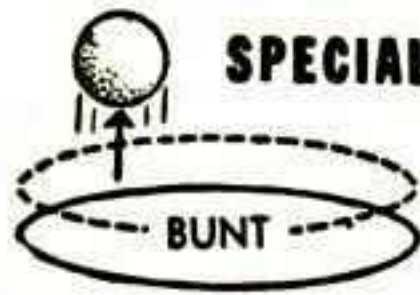
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BANG TAILS

GALLOPING DOMINOS



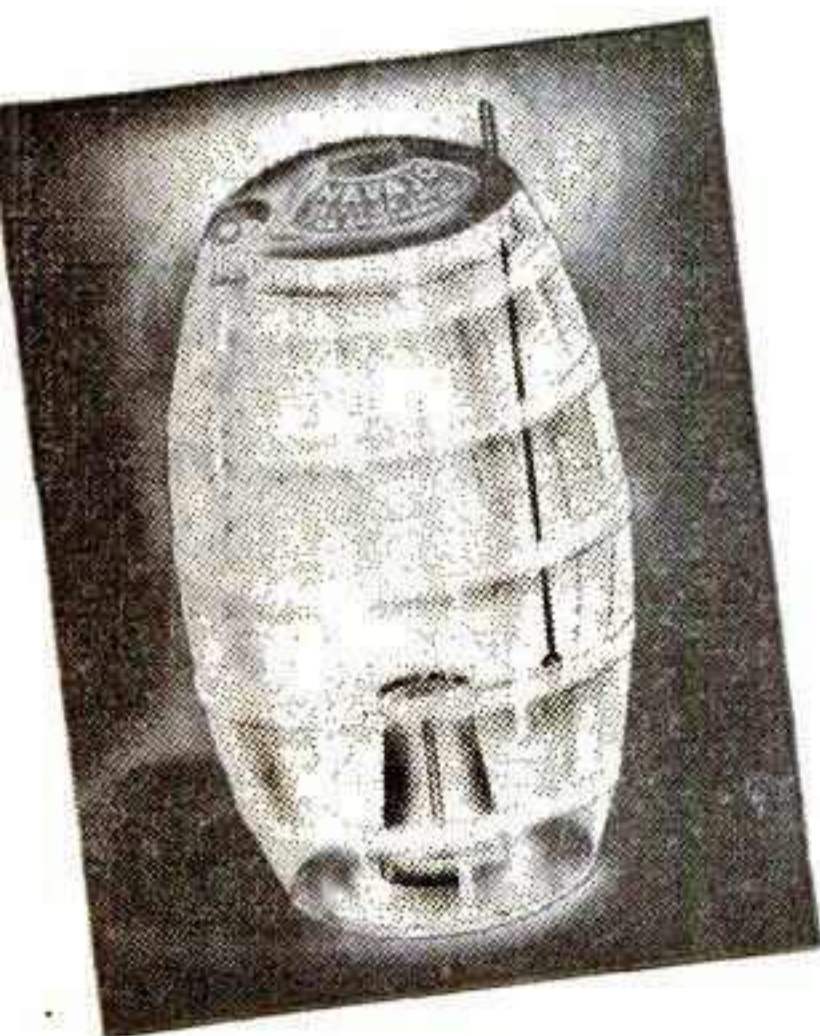
WRITE, WIRE OR PHONE FACTORY OR SEE YOUR DISTRIBUTOR



**H. C. EVANS & CO.**

1528 W. ADAMS ST.  
CHICAGO 7, ILLINOIS

# LATEST and BEST MONEY MAKER NAVAJO



Lots of Fun  
EVERYBODY PLAYS IT

- ◀ Small Investment
- ◀ Excellent Returns
- ◀ Easy to Operate
- ◀ Takes Pennies, Nickels, Dimes or Foreign Coins
- ◀ Usually Repays Investment Each Month
- ◀ Initial Cost Your Only Expense
- ◀ Every Business Place a Location

DISTRIBUTORS OR OPERATORS — order a sufficient supply for your territory immediately! Samples, \$14.50. Cash with orders. 4 or more, \$12.50. 1/3 cash with order, balance C. O. D. Wire, phone or airmail

**CAUDLE & McCRORY**  
MFG. CO.

P. O. BOX 4423

Phone 4-9184

PHOENIX, ARIZONA



**ACTIVE**  
COMPLETELY  
**RECONDITIONED GAMES**  
READY FOR LOCATION  
**'NUFF SAID**

YOUR CHOICE **\$17.50 Ea.** 3 FOR \$47.50

BIG HIT  
BIG LEAGUE  
MISS AMERICA  
DYNAMITE  
STAGE DOOR CANTEEN

SUPER SCORE  
SPELLBOUND  
SURF QUEEN  
SUSPENSE  
SUPERLINER

CYCLONE .....	\$39.50	MANHATTAN .....	\$89.50
CROSSFIRE .....	34.50	NEVADA .....	64.50
HAVANA .....	29.50	PLAYBOY .....	34.50
HAWAII .....	59.50	RANGER .....	39.50
KILROY .....	29.50	TORCHY .....	49.50
LUCKY STAR .....	39.50	SINGAPORE .....	74.50

TROPICANA .....

1/3 With Order — Balance C. O. D.

**ACTIVE AMUSEMENT MACHINES CO.**

666 N. Broad St.  
Philadelphia 30, Pa.  
Fremont 7-4495

98 Clinton Ave.  
Newark 5, N. J.  
Mitchell 2-8527

1120 Wyoming Ave.  
Scranton, Pa.  
Scranton 4-6176



"YOU CAN ALWAYS DEPEND ON ACTIVE-- ALL WAYS"





OPERATORS SAY:  
"IT'S GREAT!"



*Williams*  
**Dew-Wa-Ditty**

New RAPID BONUS TAKE OFF  
ROTATING SPECIAL BONUS HOLES  
4 BONUS SCORE HOLES!

SEE YOUR DISTRIBUTOR TODAY

*Williams*  
MANUFACTURING  
COMPANY

161 W. HURON ST., CHICAGO 10, ILLINOIS

**MILLS LATEST MACHINES**



**← GOLDEN FALLS**

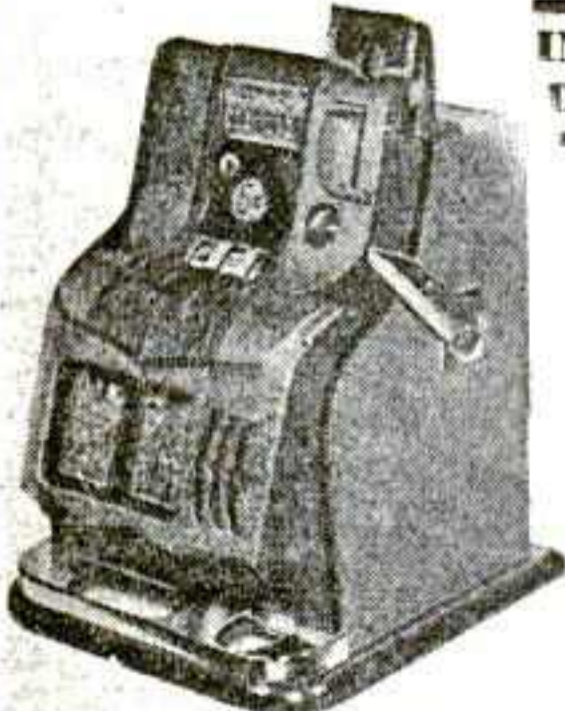
You can make MORE MONEY with this New Mills Bell (with Hand-Load Jackpot). It is modern in design and has the "come-on" appeal. Full Jackpot at all times is one of its "Come-On" Features. Write for illustrated circular giving full details on the unusual Bell. Immediate delivery in 5¢, 10¢, 25¢ and 50¢ play. **WRITE FOR PRICES**



**JEWEL BELL →**

If you want to increase your income place the New Mills Jewel Bell on location. It is different than any Bell ever manufactured in the past. Its design is modernistic and has unusual eye appeal. Ready for delivery in 5¢, 10¢ and 25¢ play. **WRITE FOR PRICES**

**IMMEDIATE DELIVERY**



**MILLS QT**

A "Pony-Size" Bell. Weighs only 35 lbs. The NEW QT is an entirely new design with streamlined front painted Blue and Gold, and made to give Operators unlimited service. It shines out bright and cheerful in any type of location. Any rounter anywhere will welcome its presence.

**\$115.00** 1/3 Deposit

New Box Stands, Single, Double and Triple Safes

**SICKING, INC.** Established 1401 CENTRAL PARKWAY  
1895 CINCINNATI 14, OHIO  
Associated with Sicking Dist. Co., 2833 W. Pico Blvd., Los Angeles, Cal.



**NEW VEST POCKET BELL**

The Vest Pocket is a complete Bell, operating on 3-5 Mystery Payout system. Small payroll cup in front is covered by drop flap. Reels can also be instantly covered, automatically removing the reward plate from sight. **BLUE & SILVER or GOLD & SILVER.**

5¢ Play  
**\$65.00**  
1/3 Deposit

Here is a REAL  
**OFFER**  
FOR SMART OPERATORS

Install the SENSATIONAL

**WICO WHIRLWIND PLAY BOOSTER**

**Operate It For 10 DAYS**

If Your Income Doesn't Show a Substantial Increase—

**Return for Refund!**

PRICE

**\$11.95**

Complete With Instructions and Diagrams



Comes in Two Sizes: 4" and 5" From End to End.

**WICO CORPORATION**

2913 NO. PULASKI RD.

CHICAGO 41, ILL.

Phone Mulberry 3000



# “Choose wisely, install immediately, service promptly, deal honestly, replace periodically”

In the years our roadmen have traveled over the United States and snobbed with thousands of operators in the larger cities, in smaller towns, and in the remote spots 'way out in the woods, wherever operators do business, they have had every opportunity to see the gradual but certain change that has come over the operating business in the last twenty-five years.

Years ago, not only in the sticks, but also in towns and large cities they would find that the greater proportion of machines used by the operators consisted of equipment which could be classified as old, older and venerable with age. The reason for the use of this sort of equipment, at the time, was past understanding, but it is very apparent now.

In those days there were only three styles of machines—Bells, Side Vendors and Front Vendors, but all these three styles looked practically alike, and so, since even the factories had not as yet discovered the fact that machines must be made in styles to fit locations, the operators had not much choice when it came to the question of selecting machines.

When it came to placing an order, all the operator could do was to say, “Send me so many nickel, so many dime, and so many quarter Bells or Side Vendors or Front Vendors,” depending upon which type of machine he was using, and that was all there was to it. The fronts and basic design were practically the same.

But with the advent of the calories and vitamins in food products, the advance in styling of automobiles, the modernization of stores and buildings, the neon signs and streamlining, there also came a sudden change in the styling of Bell machines.

Think back to about 1930. Machines of that year looked as alike as toy soldiers. From 1930 to 1941 there was a move toward putting design into Bells. Mills War Eagles, Blue Fronts and World's Fair Model Bells started the trend toward giving the operator equipment he would be proud to offer to his locations. Thousands upon thousands of these models made their way into locations. Operators said, “There will never be a machine built that will ever look as good as a Blue Front.” But they were wrong—in 1947 we pulled out of our magic hat, not a rabbit, but a spic and span, brand new, modern, strikingly different machine—the streamlined, beautiful, colorful Jewel Bell!

Did it create a sensation? Ask some of the old timers. For certainly no one can deny that Mills Jewel Bell sounded the tocsin of a new era in coin machines, a new forward thrust in the business of bell operating.

While this outward designing was going on Mills had been steadily improving and refining the mechanism, until today it may be truly said that the Mills Bell line has a style for every season and a model for every location. All of them are strikingly handsome, all of them dependable, all of them tried and proven money-makers. We mean—Melon—Bonus—Jewel and Black Gold.

Today, we offer to you, Mr. Operator, the greatest array of strik-

ingly handsome Bells—the Jewel, the Black Gold, the Melon and the Bonus—that the Bell operating world has ever seen.

That you appreciate what we have done for you is amply vouched for by the orders which you have given us on all these new models. That the industry as a whole has also recognized what we are trying to do is also vouched for by the fact that all the Bells today, of whatever make, have incorporated in them one or more of the special features which we pioneered.

This proves to us that in Bells, as in all other products, there is only one best, and when that best is attained, the entire industry is elevated to a higher plane and a better product is the result.

Today, Mr. Operator, you have a wide variety of Mills Bells to choose from, and you can be sure that any location can be suited, and that no matter which style of machine you select it will not let you down.

Today there are only these few simple rules for the operator of machines: “Choose wisely, install immediately, service promptly, deal honestly, and replace periodically.” There in less than a dozen words you have the sum total of all the knowledge accumulated by thousands of operators located all over the world in a score of years.

You have there a formula which makes profitable operating a certainty. No one man, no matter how smart, can contribute another thought to this formula if he operates an entire lifetime. It is certain, sure, unalterable. But every instruction must be observed. None must be overlooked.

If you miss out on one, your entire operating structure is weakened. True, you still attain a measure of success and reward, but you never reach the top.

For years we have endeavored to teach the operator how to conduct his business more profitably. We have advertised consistently and every bit of advertising has tried to pound home the formula—“Choose wisely, install immediately, service promptly, deal honestly and replace periodically.”

We have had men in the field for many years calling on operators. Men with knowledge, trained men who know every conceivable angle of the operating business. Men who have practically lived with the operator, seeing his problems, meeting them, overcoming them with methods and solutions that have been successfully used by other operators. Men who, if you listen to them and believe in them, will help you put your business on a more profitable basis than you had ever dreamed was possible.

And this method of educating our customers by advertising and by personal contact has borne fruit. We can point out literally thousands of operators whom we have helped to grow from small operators into men who now handle 30, 50, 100, even 500 Bells year after year, successfully, profitably.

And every last one of them observes to the letter and practices faithfully the formula—“Choose wisely, install immediately, service promptly, deal honestly, replace periodically.”

## BELL-O-MATIC CORPORATION

EXCLUSIVE NATIONAL DISTRIBUTOR: MILLS BELL PRODUCTS • 4100 FULLERTON AVENUE, CHICAGO 39, ILLINOIS





Chicago Coin's

**CRAZY**

**BALL**

**IT'S  
A  
HIT!**

**THE GAME WITH THE  
NEWEST INNOVATION  
THIS YEAR!  
IT'S FAST! IT'S EXCITING!**

ORDER FROM YOUR DISTRIBUTOR TODAY!

**CHICAGO COIN MACHINE COMPANY**

1725 DIVERSEY BOULEVARD, CHICAGO 14, ILLINOIS

**BETTER PHONOGRAPHS**

★ ALBENA ALWAYS GIVES YOU MORE FOR YOUR MONEY ★

WURLITZER		ROCK-OLA	
750	\$275.00	STANDARDS	\$85.00 EACH
500	90.00	MASTERS	
850	195.00	SUPERS	
And Many Others		DE LUXE	
SEEBURG		Heavy Duty 12" PM Speakers, ea. \$ 5.25	
GEM	\$ 90.00	18" Lumalines, ea. .85	
REGAL	90.00	Wurlitzer, Seeburg, Rock-Ola Motors, ea. 12.00	
VOGUE	100.00	Wurlitzer Metal Tittle Strip Holders, ea. .01	
CLASSIC	100.00	Wurlitzer Tone Arms—Any Model, ea. 6.00	
MAJOR	100.00	Parts for Practically All Makes and Model Coin-Operated Phonographs—WRITE	
COLONEL	100.00	SEND FOR FREE CATALOG	
LO-TONE (Remodeled and Modernized Like New)	215.00	DEPOSIT REQUIRED ON ALL ORDERS	
And Many Others			

**ALBENA SALES CO.**

587 10th AVE., NEW YORK 18, N. Y. • LOngacre 5-8334

**FOR SALE**

Coin Operation, good paying business, stand rigid investigation, located Oklahoma town over 40,000. Consists mainly of new Music, also Pin and Assorted Games. Over 60 pieces. \$40,000.00 cash price. Don't write if you don't mean business. Good help. Family trouble.

WRITE BOX D-24

THE BILLBOARD, 2160 PATTERSON ST., CINCINNATI 22, OHIO

**McCALL NOVELTY CO.**

ALL A-1 RECONDITIONED—READY FOR LOCATIONS

**5 BALL FREE PLAY PIN GAMES**

Arizona	\$20.00	Four Aces	\$20.00	Sea Breeze	\$40.00
Big League	41.00	Four Roses	20.00	Spellbound	40.00
Big Parade	25.00	Keep 'Em Flying	20.00	South Seas	30.00
Brazil	25.00	Kilroy	55.00	Surf Queen	35.00
Canteen	25.00	Laura	30.00	United Trade	20.00
Cover Girl	30.00	Liberty	30.00	Winds	20.00
Defense	20.00	Oklahoma	20.00	Wagon Wheels	20.00
Double Barrel	45.00	Riviera	25.00		

**1 BALL FREE PLAY GAMES**

'41 Derby	\$72.50	Club Trophy	\$74.50	Mills 1-2-3	\$29.50
Blue Grass	45.00	Long Acres	89.50	Sport Event	51.50

**AUTOMATIC PHONOGRAPHS**

Wurlitzer 950	\$209.50	Wurlitzer 750 Colonial	\$214.50
Wurlitzer 500	114.50	Wurlitzer 24 Victory Model	79.90

Terms: One-Third Deposit With Orders, Balance C. O. D.

3147 LOCUST ST. ST. LOUIS, MO.

**ACTION SALE—BUY NOW!**

Wurlitzer 950	\$165.00	Rock-Ola Master	\$59.50
Wurlitzer 600R	59.50	Rock-Ola Spectravox	19.50
Wurlitzer 750	235.00	Rock-Ola DeLuxe	59.50
Wurlitzer 41 or 61 C.M.	49.50	Rock-Ola Standard	49.50
Wurlitzer 42-600 Victory	49.50	Wurlitzer #145 Red Stepper	15.00
Wurlitzer 24	44.50	Seeburg Wall-o-Matic R.C. Boxes	7.50
Seeburg Casino	39.50	Wurlitzer #100 30-Wire Boxes	4.00
Seeburg Regal	59.50	Wurlitzer 125, 5-10-25 Boxes	8.50
Seeburg Victory-Gem	49.50	Race Horse Back Glass for Advance Roll	\$9.50

WRITE FOR COMPLETE PRICE LIST ON ROLL DOWN AND PIN GAMES  
SEND 1/3 DEPOSIT; BALANCE C. O. D.

**HUB DISTRIBUTING CO.,** 632 Tenth Avenue, Cor. 45th St., New York 19, N. Y. Circle 6-9570



**WE TOLD YOU SO!**

**BETTER**  
THAN  
TRIPLE ACTION  
TRADE WIND  
MARDI GRAS

**GENCO'S MERRY WIDOW**

ORDER FROM YOUR  
NEAREST DISTRIBUTOR

**YOU FOUND OUT WE WERE RIGHT!**

**AND STILL GOING STRONG!**

**GENCO** BUILDS GREATER GAMES  
2621 NORTH ASHLAND AVENUE • CHICAGO 14, ILLINOIS

**REDUCED PRICES!**

**POST-WAR PHONOGRAPHS**  
WURLITZER 1015.....\$479.00  
ROCK-OLA 1422..... 319.00  
AIREON New Accumulator & Coin Mechanism 229.00  
EACH MACHINE THOROUGHLY CLEANED—CHECKED—REFINISHED—OPERATES LIKE NEW—LOOKS LIKE NEW

**GUARANTEED REBUILT PHONOGRAPHS**

- PROFESSIONALLY REFINISHED
- MECHANISM OVERHAULED
- WORN PARTS REPLACED
- AMPLIFIER RECONDITIONED
- TONE HEAD RENEWED
- TALKING GOLD GRILL

Following prices for machines complete in working order. For rebuilt unconditionally guaranteed phonographs, add \$35 each.

WURLITZER	SEEBURG	ROCK-OLA
750 .....\$219	LOTONE ..... Write	SUPER .....\$99
950-850 ..... 199	MAJOR ..... \$145	MASTER ..... 99
800 ..... 189	ENVOY ..... 145	DELUXE ..... 99
780 ..... 189	COLONEL ..... 139	STANDARD ..... 99
500 ..... 109	COMMANDER .... 134	COMMANDO ..... 89
600 ..... 99	CLASSIC ..... 109	PRESIDENT ..... 89
24 ..... 79	VOGUE ..... 109	
500 VICTORY ..... 79	1941 R.C. SPEC... 175	
71 ..... 79		
61 ..... 59		

**WALL BOXES:** Seeburg: S-20-12, \$3.95; WS-22 Wireless, \$19.50; DS-20-12 3-Wire, \$15.00; Post-War, Write; Wurlitzer 120, \$5.00; Rock-Ola Dial-A-Tune, \$3.50. Terms: 1/3 Deposit, Balance C. O. D.

**DAVIS** DISTRIBUTING CORPORATION  
**SEEBURG** FACTORY DISTRIBUTORS  
738 ERIE BLVD. EAST SYRACUSE, NEW YORK  
PHONE SYRACUSE 5-5194  
BRANCHES BUFFALO ROCHESTER

**DOWN**

**\$19.50**  
BAFFLE CARD  
BAND WAGON  
BIG HIT  
BIG PARADE  
BARRAGE  
DYNAMITE



**\$19.50**  
FOUR ROSES  
FOUR ACES  
HOLLYWOOD  
KILROY  
COVER GIRL (pre-war)  
SPELLBOUND

**\$19.50**  
SPEED BALL  
STATE FAIR  
STEP UP  
SUPERLINER  
SUPER SCORE  
SURF QUEEN  
SUSPENSE

**PRICES**

**\$29.50**  
AMBER  
CAROUSEL  
FAST BALL  
FIESTA  
MISS AMERICA

**\$29.50**  
MYSTERY  
MIDGET RACER  
NUDGY  
RIO  
ROCKET

**\$29.50**  
SHOW GIRL  
SMARTY  
SMOKY  
TORNADO  
VANITIES

**AGAIN!**

Terms: 1/3 Deposit, Balance Sight Draft.



Write for List of Other Machines  
"The House that Confidence Built"

**SOUTHERN AUTOMATIC MUSIC COMPANY, INC.**

SEEBURG DISTRIBUTORS IN  
CINCINNATI • DAYTON • FT. WAYNE  
INDIANAPOLIS • LEXINGTON

624 S. Third St., Louisville 2, Ky.  
240 Jefferson St., Lexington 2, Ky.  
1329 S. Calhoun St., Ft. Wayne 2, Ind.

228 W. 7th St., Cincinnati 2, Ohio  
603 Linden Ave., Dayton 3, Ohio  
325 N. Illinois St., Indianapolis 4, Ind.

NOW DELIVERING NEW GAMES OF ALL LEADING MANUFACTURERS



**S. H. LYNCH & CO. OFFICES:**

- ★ Dallas, Pacific at Olive
- ★ Houston, 910 Calhoun
- ★ New Orleans, 832 Baronne
- ★ San Antonio, 421 Broadway
- ★ Memphis, 1049 Union Avenue
- ★ Oklahoma City, 900 N. Western



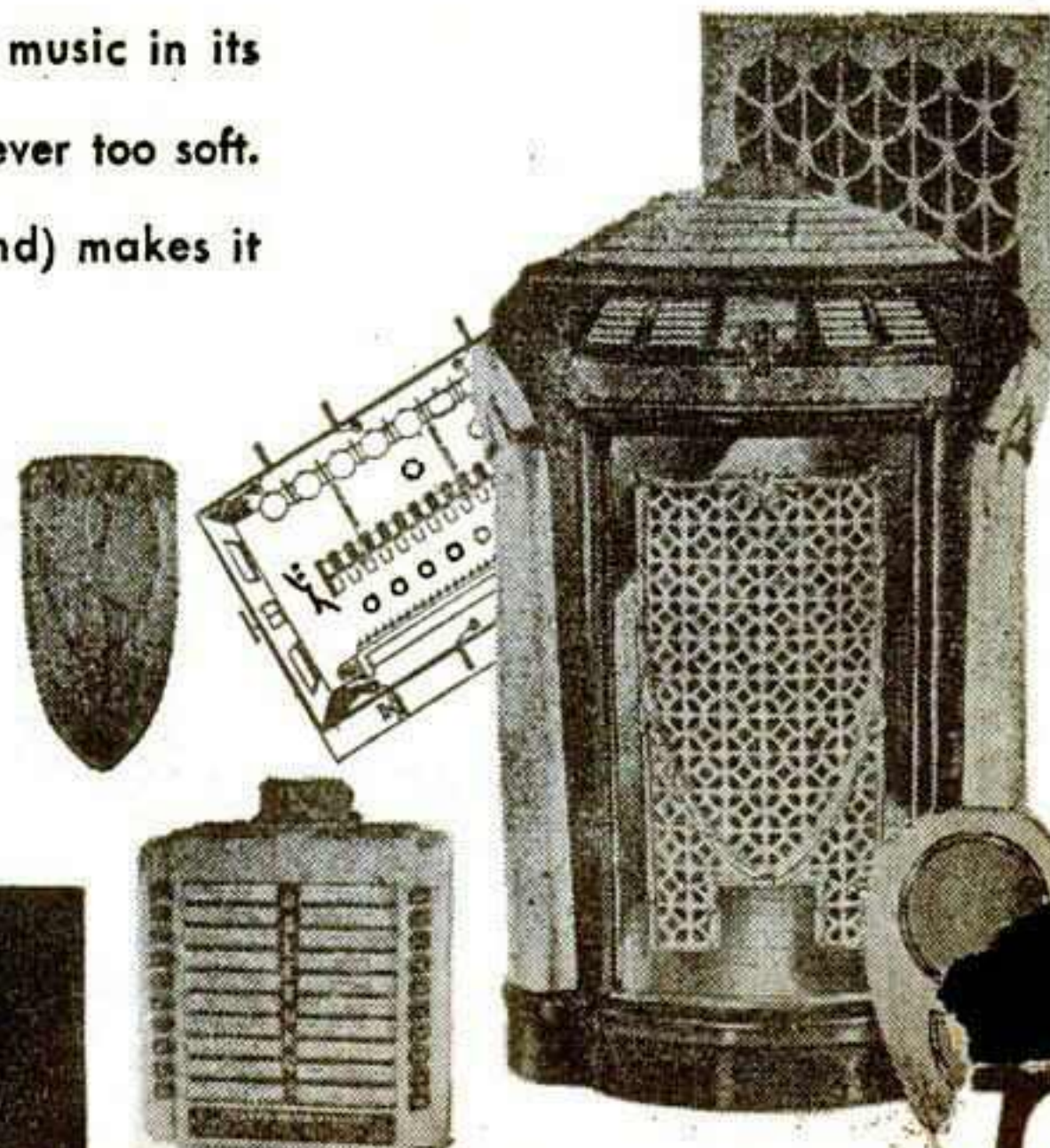
**MUSIC OUT OF THIS WORLD**

**Seeburg**  
MUSIC SYSTEMS

**SCIENTIFIC SOUND DISTRIBUTION**



Seeburg Scientific Sound Distribution systems reproduce music in its *richest, fullest, most enjoyable* manner... never too loud... never too soft. Seeburg's dual remote control panel (at the cashier's stand) makes it possible to fit music volume to both large and small crowds... keeping it always at conversation level. The old, blaring juke box is gone... and in its place, is music truly "out of this world"... thanks to Seeburg Scientific Sound Distribution.



**S. H. LYNCH & CO.**

*Exclusive Southwest Distributors*



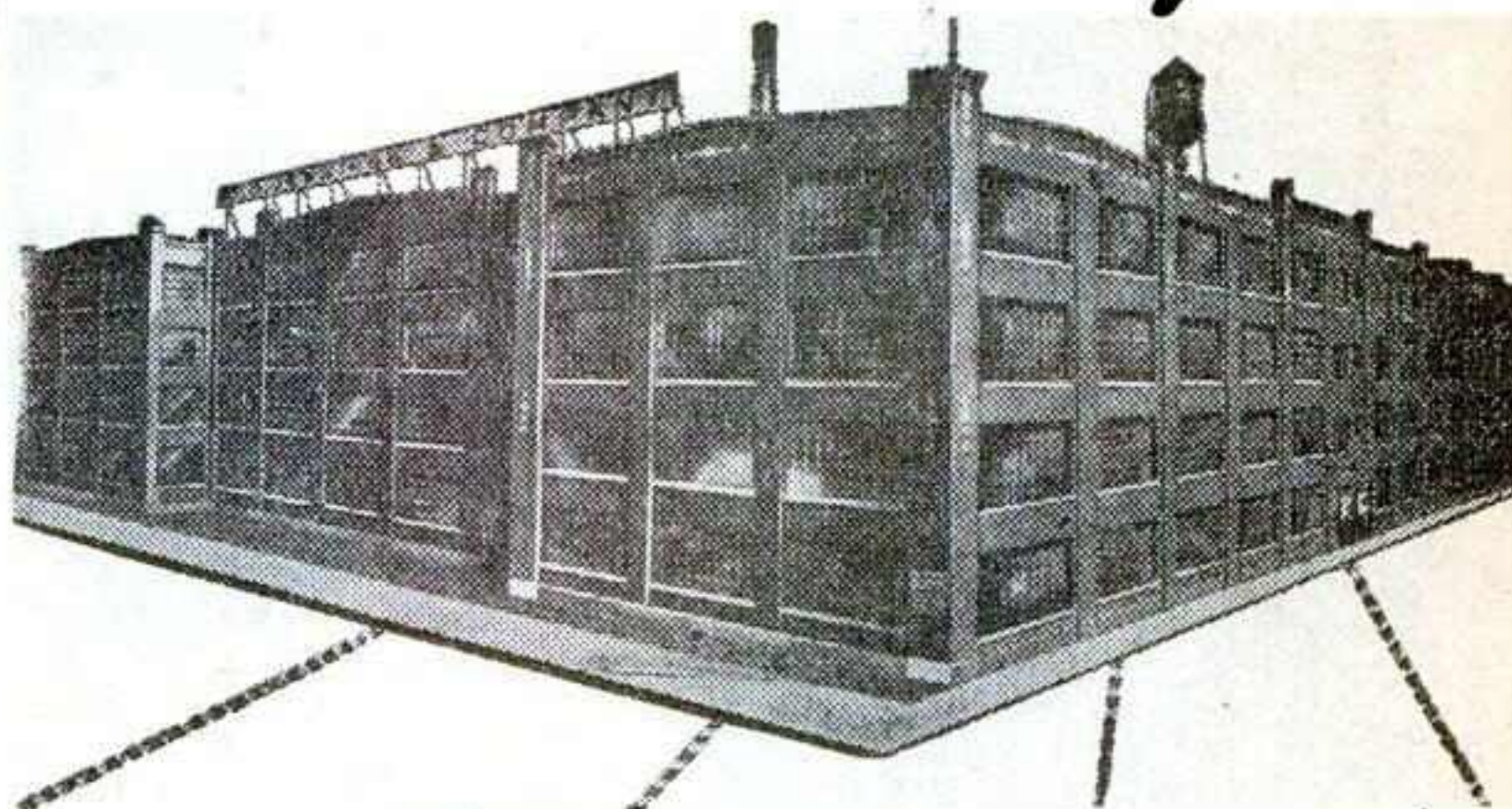
# Look to the Future with O. D. Jennings



Frequently I've been asked, "What's to become of your company after you retire, Mr. Jennings?" I can best answer this question by acquainting you with the men who will carry on the traditions I have long established. All of these men have had many years of experience in the coin machine field, and many of them have been under my personal guidance since shortly after the founding of O. D. Jennings & Co. in 1906.

The progressive strides we have made in all phases of producing coin-operated machines are a tribute to their specialized and combined skills as a team. I have the greatest of confidence in their abilities and know that O. D. Jennings & Co. will continue to grow even more prosperous under their careful guidance.

*O. D. Jennings*



## KEY PEOPLE AT O. D. JENNINGS & CO.:



### E. MIHALEK—Chief Engineer

Mr. Mihalek's 30 years of experience (almost 29 years at Jennings) makes him one of the most outstanding authorities on coin-operated equipment. As Chief Experimental and Development Engineer he will continue to make improvements on Jennings Machines to keep them foremost in the industry.



### J. R. BACON—Vice President

Mr. Bacon joined Jennings in February of 1941. In the spring of 1942 he was elected Vice President, and in 1944 General Manager. Now concentrating on long-range sales planning and co-ordinating dealer and distributor activities, Mr. Bacon feels that although last year was the biggest in the company history, 1948 looks as though it will even break that record!



### K. G. ANDERSON—Purchasing

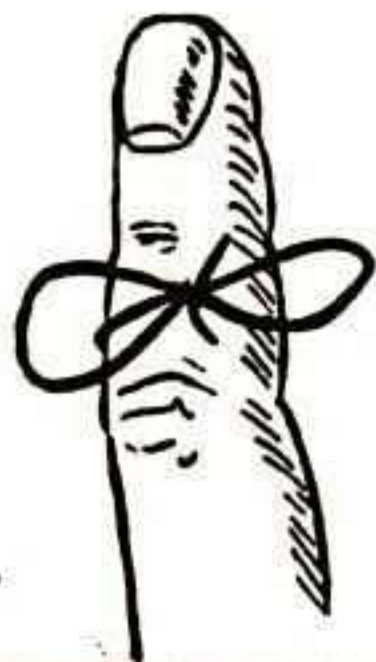
Prior to coming with O. D. Jennings & Co. in 1943, Mr. Anderson was engaged in the lumber and retail building materials trade in Mississippi. As Director of Purchases, he supervises the procurement of all materials that go into manufacturing the finished product. Mr. Jennings has been acquainted with Mr. Anderson for over 20 years.



### H. H. JESKE—Vice President

Mr. Jeske has had full charge of manufacturing since coming with Jennings early this year. His more than 7 years of previous experience with Jennings and over 12 years of experience in various Hot Point and Maytag plants as General Superintendent in charge of all manufacturing makes him especially well qualified in his present position.

## All Departments Contribute To Building Better Coin Machines!



Close co-operation of our Works and Production Managers produces machines constructed of the finest materials and built to exact design. Here at Jennings, experienced Shop Foremen and Lead Men shoulder the important responsibilities of building a precision "Chief-Mechanism", which receives a point-by-point inspection and thorough testing under actual playing conditions.

Likewise, the same "attention to detail" by our Sales and Shipping Depts. is directed at giving you better service. Our many years of solid financial background can be attributed to sound company Credit Management.

All of Jennings employees, regardless of their particular work, contribute to the building of better machines. Since many have the vital knowledge acquired through years of personal experience in the coin machine industry, they are as essential as the executive staff of our company. Their efforts are definitely reflected in the finished product.

It is for the above reasons that Dealers and Distributors of Jennings products are proud of the organization which they represent and the Jennings products they sell!

**REMEMBER: "JENNINGS' MACHINES HAVE FEWER OUT-OF-ORDER CALLS"**

**O. D. JENNINGS & COMPANY**  
 4307 WEST LAKE STREET CHICAGO 24, ILLINOIS



# UNITED'S PARADISE



- ✓ **BUILD-UP--HOLDING BONUS**  
(Resets only at Start of Game)
- ✓ **SUPER BONUS**-Increases 4 Times in Value
- ✓ **2 WAYS TO SCORE REPLAYS**

KICKER CONTROL BUTTON EACH SIDE



**FIVE-BALL NOVELTY REPLAY**

**SEE YOUR DISTRIBUTOR**



REPLAY BUTTON



**UNITED MANUFACTURING COMPANY**

5737 NORTH BROADWAY

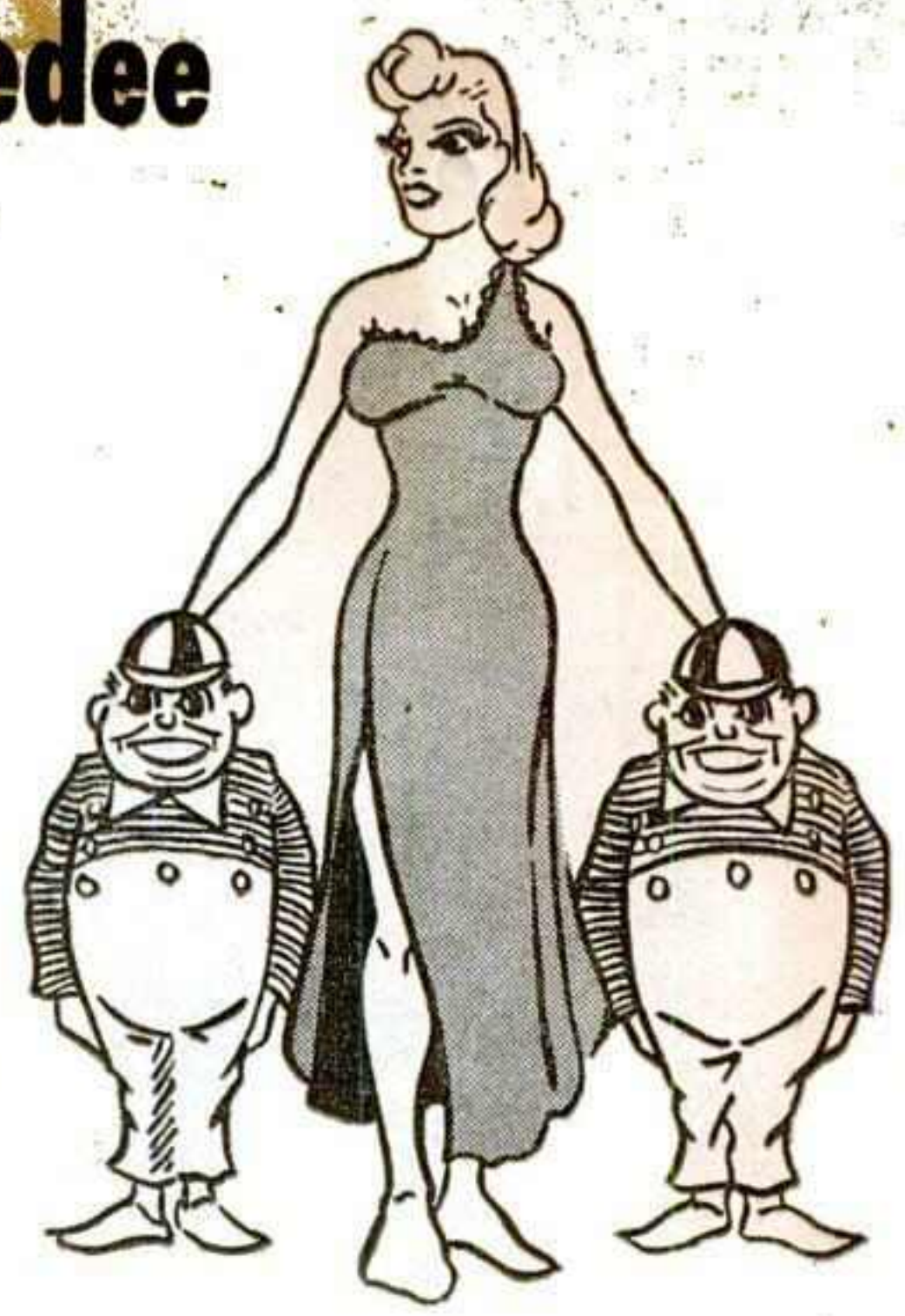
CHICAGO 40, ILLINOIS



Even Tweedledum and Tweedledee  
Find It Easy To Agree on

# ALICE

*In Wonderland*



**YES! EVERYBODY GOES FOR  
GOTTLIEB'S WONDER GAME!**



**TIME-TESTED  
PLAY IDEAS!**

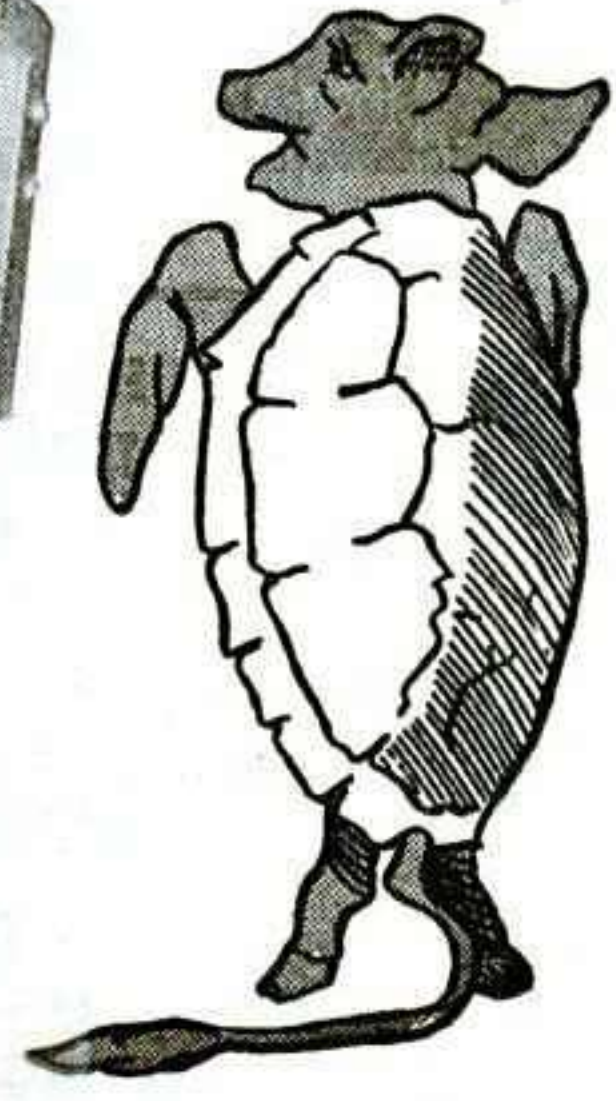


**SUCCESSIVE  
SUPER SCORE  
STEP-UPS!**

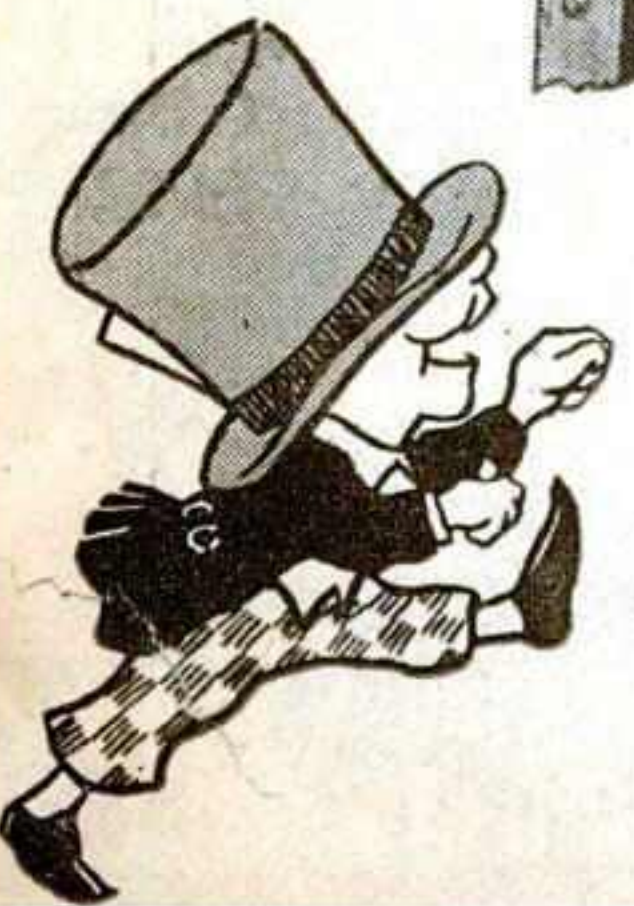
**JET-ACTION  
BONUS!**

**ORDER FROM YOUR  
DISTRIBUTOR NOW!**

**"There is no substitute  
for QUALITY!"**



**GAUGED  
PRODUCTION  
AND  
CONTROLLED  
DISTRIBUTION**  
*Protect  
Your Investment!*



**Originators of FLIPPER BUMPERS**

**D. Gottlieb & Co.**

1140-50 N. KOSTNER AVE.  
CHICAGO 51, ILLINOIS





# Bally Reserve Bell

## NEW HOLD AND DRAW BELL-CONSOLE WITH NEW BUILD-UP BONUS



AUTOMATIC COIN-DIVIDER

**BALLY BALLY BALLY**  
3-BAR WINNER RECEIVES BONUS  
BONUS "GROWS" FROM 100 TO  
**2000 TOP**

PLUS PLENTY OF  
**BELL-FRUIT**  
WINNERS

CAN BE OPERATED AUTOMATIC OR REPLAY  
NICKEL OR QUARTER PLAY

### DOUBLE YOUR EARNINGS IN EVERY 5-BALL LOCATION IN YOUR TERRITORY

WITH *Bally*  
**CARNIVAL**  
FAMOUS BUILD-UP BONUS.  
AND "ALL-12" SKILL FEATURE  
PLUS HIGH-SCORE  
COMPETITIVE PLAY APPEAL



**KICKER-BUMPER  
BUTTON  
ON BOTH SIDES  
OF CABINET**

A BALLY GAME  
FOR EVERY SPOT

- BIG INNING
- TRIPLE BELL
- WILD LEMON
- DOUBLE UP
- HI-BOY
- HY-ROLL
- DELUXE BOWLER

★

*Bally* ONE-BALL MULTIPLES!

**GOLD CUP**  
FREE PLAY

**TROPHY**  
AUTOMATIC



PROFIT PROVED  
HORSESHOE FLASH  
with  
NEW "FAN FLASH"

PLAYERS PLAY  
UP TO  
6, 8, OR 10  
COINS  
PER GAME



# Bally MANUFACTURING COMPANY

DIVISION OF LION MANUFACTURING CORPORATION  
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS





# LINKS IN THE CHAIN

## SUCCESSFUL MUSIC

## MERCHANDISING

*provided by Seeburg!*

**SCIENTIFIC SOUND DISTRIBUTION.** The public now hears the music of its choice played at just the right level for enjoyment. No blare near the phonograph—no fade-away in far corners. The Symphonola is engineered for Scientific Sound Distribution—nothing to adapt—nothing to convert.

**REMOTE CONTROL.** Only by making it easy for the public to select the music of its choice can locations be expected to produce maximum revenue. With Seeburg Wallomatics it is unnecessary to cross the room. All twenty selections are visible at one time—no knobs or dials to turn.

**EVERYTHING FOR MUSIC SYSTEMS.** Regardless of what you require for the music systems you operate, you will find it in the complete Seeburg line. Symphonolas completely equipped for Scientific Sound Distribution and Remote Control—the Remote Control Special for hide-away spots—Mirrored, Tear Drop and Recessed Speakers, Wallomatics either three-wire or wireless, Dual Remote Volume Control, Auxiliary Remote Control Amplifier, Pre-Amplifier and Public Address System.

**FACTORY SERVICE "IN YOUR BACK YARD".** Your Seeburg Distributor has factory-testing facilities—factory-trained engineers—a complete stock of genuine Seeburg parts: No need to return equipment requiring service to the factory. You save two ways—in time—in cost.



3-Wire Wallomatics



Mirror and Tear Drop Speakers



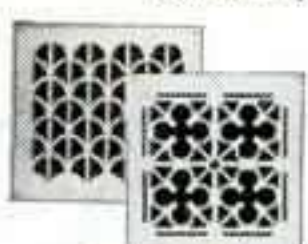
Auxiliary Remote Control Amplifier



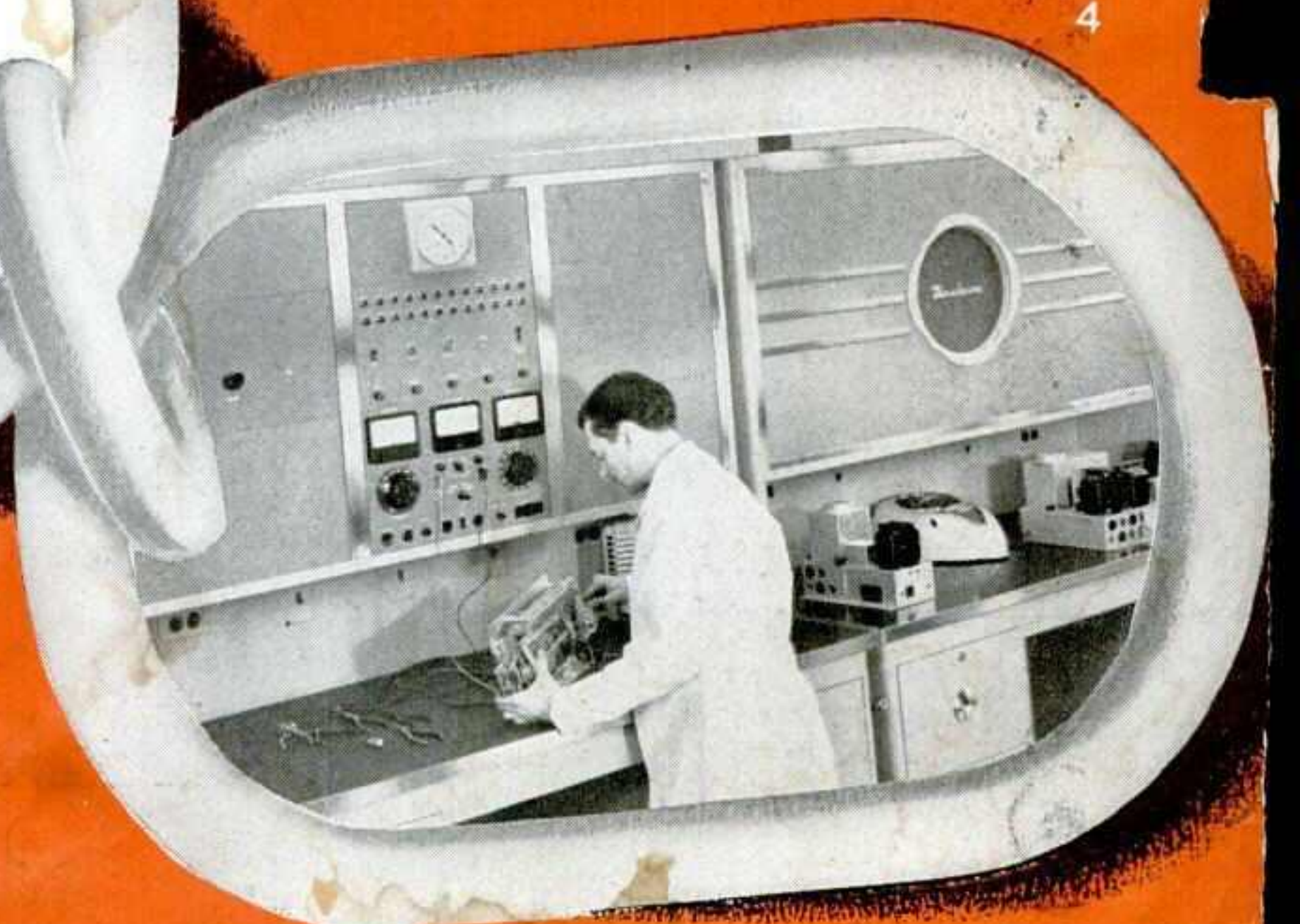
Pre-Amplifier and Public Address System



Dual Remote Volume Control



Recessed Wall and Ceiling Speakers



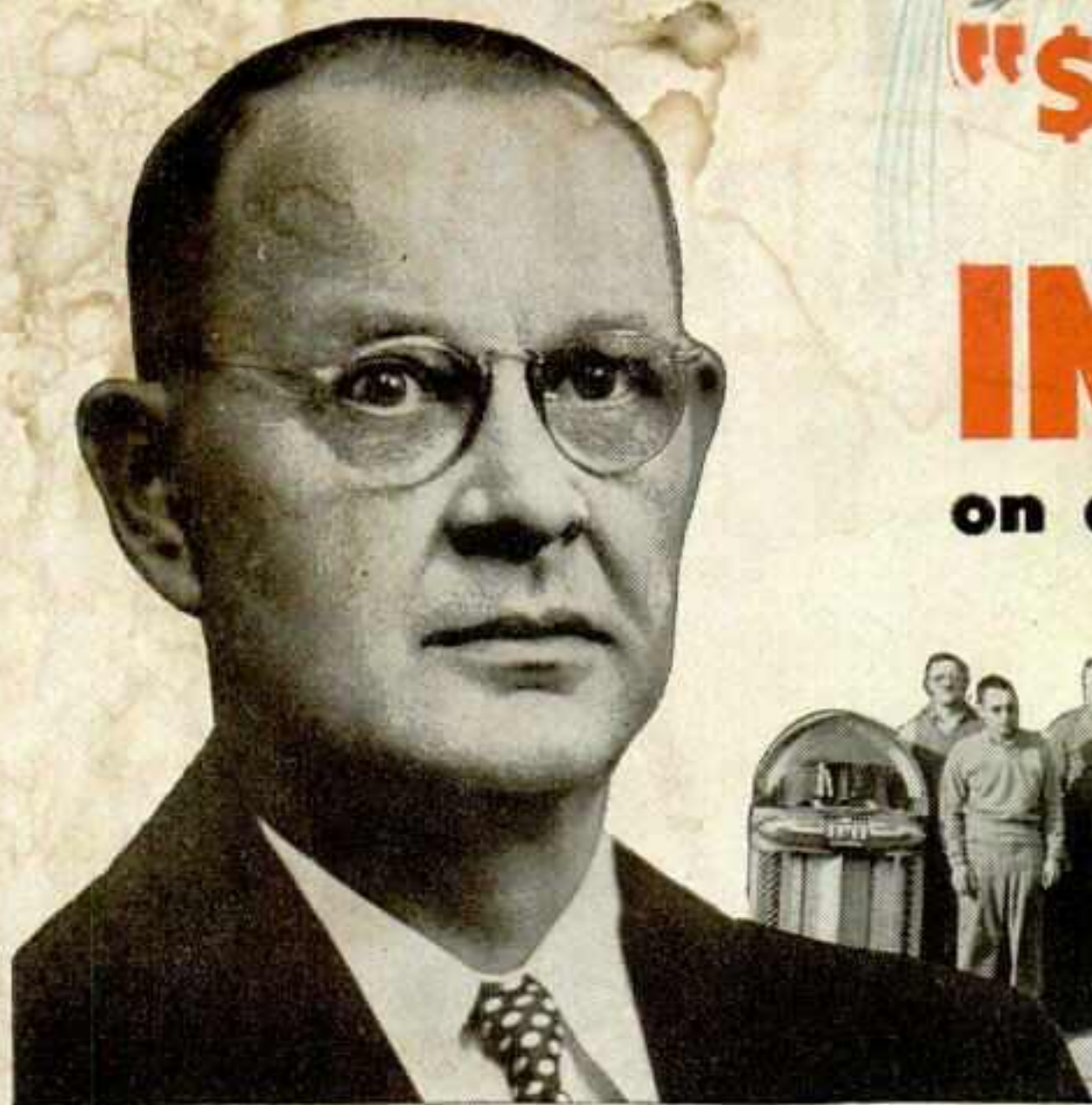
# Seeburg

1902 • DEPENDABLE MUSIC SYSTEMS • 1948

J. P. SEEBURG CORPORATION  
1500 N. Dayton St., Chicago 22

AMERICA'S FINEST AND MOST COMPLETE MUSIC SYSTEMS





# "\$12.00 PER WEEK INCREASE IN TAKE

on every one of my Wurlitzer 1100s"



**JOHN M. PRICE**  
WISCONSIN AUTOMATIC PHONOGRAPH CO.  
MILWAUKEE, WISCONSIN

"My Wurlitzer 1100s are taking in \$12.00 more per week than the phonographs they replaced...and they are costing me \$3.00 per week less for records and service."



### ZENITH COBRA TONE ARM

Zenith Cobra Tone Arm contributes to savings in record, needle and service costs that should save John Price \$600.00 in four years.

Interpret these figures in terms of your own business and you will appreciate why it will pay you to modernize your route by trading in your oldest phonographs on new Wurlitzer 1100s.

Like John Price, you will find that the Wurlitzer 1100

will protect your top spots against all competition. Price said, "I have placed Wurlitzer 1100s in locations alongside of three other leading makes. The 1100s stayed in. The others went out. The 1100 has better, more natural tone—is the right size and has everything that it takes."

With its modern, streamlined turret-top design, the Wurlitzer 1100 stops the crowd. No other commer-

cial phonograph can be compared with it for quality of music. Thanks to the Zenith Cobra Tone Arm, a record played 1,000 times sounds just as good as it did the first time. The Encore Program Selector intrigues people into playing it again and again.

*This combination of music and design makes the Wurlitzer 1100 the greatest money maker of all time.*

You, too, can make more money by replacing your old phonographs that take in too little—cost too much to service. Trade them in on Wurlitzer 1100s. Put your route on a good, profit-paying basis by stepping up your top spots with Wurlitzer 1100s and then putting a better paying phonograph in every other location right down the line. The Rudolph Wurlitzer Company, North Tonawanda, New York.

Ask your Wurlitzer Distributor about  
**GENEROUS TRADE-IN ALLOWANCES**  
on your old phonographs  
**EASY TERMS ON WURLITZER 1100s**

