

# The Billboard



THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

SEPTEMBER 13, 1947



How to win friends and influence collegians is neatly demonstrated here by Jo Stafford in a smokefest (Chesterfields without a doubt) on the campus of Northwestern University (Evanston, Ill.). Jo won the top fem vocalist award in "The Billboard's 1947 College Poll." Her Capitol disks are constantly up on best seller and most played lists. Always a top seller of romantic ballads and current pops, Jo has recently come up with a couple of best selling novelties, "Tintayshun" (with the Red Ingle group) and "Feudin' and Fightin'." And Hooperatings for the past season show that Jo's Chesterfield Supper Club stint delivered the highest audience of any girl singer stanza, a solid 11.2 seasonal average. On September 9, Jo returned to the Supper Club for her twice-weekly (Tuesday-Thursday) sessions over NBC.





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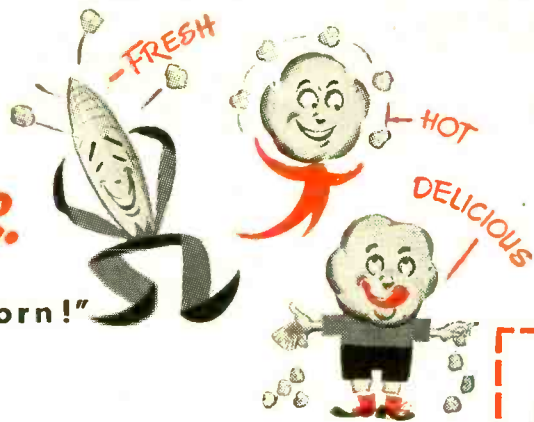
And believe us, this is no exception to the rule—thousands of others everywhere, in theatres, carnivals, circuses, super markets, drug stores, on highways and main streets, in roller rinks and at pools, on boardwalks and in amusement parks, have earned big EXTRA profits because the appeal of popcorn is universal. Young and old, winter or summer, all America enjoys it.

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# TV B'ROLLERS IN REVOLT

## Band Biz Optimistic About Fall Despite Past Year's Workouts at Wailing Wall

Return of Names, Stand-By Cut, Other Factors Form Picture

NEW YORK, Sept. 6.—Optimism is the keynote of the band biz for the up-coming fall season despite the recent and usual "cryin' the blues" routine. Booking execs point out that eventual elimination of stand-by fees; the recent government ruling to veterans cashing in almost two billion dollars in service leave bonds; the return of big name orksters to activity; the seeming industry awakening to the necessity for promotion and publicity gimmicks as essential trade builders, and substantial advance fall bookings all add up to a fairly optimistic picture as opposed to fall, 1946.

Most bookers agree that band price levels, which already have gone down, may go down even more in the next few months, but that the ultimate seasonal price in various band grades this year should remain fairly fixed for some time. Majority also believe the price tag on top names should not be too greatly affected, for even in the most drastic periods of the past year, box-office figures showed that attractions of the Vaughn Monroe, Tex Beneke, Harry James, Guy Lombardo and Sammy Kaye class can still draw per-

centage gates despite reasonably high guarantees.

Many bookers and operators are looking for some sort of piece, however small, of the \$1,800,000,000 in service leave bond money now being handed by the government for band biz. They believe that since the sums being paid out individually, in most cases, are too small to buy homes or automobiles, etc., it is likely that some of the money will go for entertainment of a musical nature.

Band biz in theaters, which took a heavy dip in the past year, may return as an important source of work for orks as a result of the Taft-Hartley Act. But the T-H Law would eliminate stand-by fees, the elimination is being contested by tootler union locals in parts of the country and may yet be counteracted. (See BAND BIZ on page 22)

## Ice Show Boom In Britain Seen By Promoters

LONDON, Sept. 6.—Promoters here look for a big ice show boom in the English provinces as well as London this fall and winter. Since the war ended, icer presentations have not increased substantially in number. In fact, recent ice shows, for the most part, have been presented in London and these have been financed almost exclusively by one promoter, Tom Arnold.

Now, however, plans for new blade productions are popping in several spots. A group of Northern showmen is trying to assemble a first-class skating troupe for Glasgow, where two rinks are available. In addition, (See ICE SHOW BOOM on page 34)

## Equity Toppers May Take Pledge As Non-Commies

NEW YORK, Sept. 6.—Members of the executive board of Actors' Equity, as well as officers of the union, may have to take a pledge stating they do not belong to any subversive org—Communist or Fascist—in compliance with the Taft-Hartley Law.

Matter was up for discussion at last Tuesday's (2) council meeting, but action was tabled to give more execs a chance to be present at the next confab on September 16.

Execs at American Federation of Radio Artists already have manifested their readiness to sign the pledge but are awaiting word from the American Federation of Labor before doing so. They want to see the official AFL strategy before making a move.

## Your E.T. \$ Back If You're Not Satisfied

CHICAGO, Sept. 6. — An offer unique in the transcription field will be made in the future in the sale of the Dr. George W. Crane psychology daily series, Jack Kneebone, director of the Hopkins syndicate, which handles sales of the series, announced this week. From now on, Kneebone said, stations buying the series will receive a money-back guarantee, which will enable them to get back money spent for the purchase of the program if they are not satisfied with results of the show after airing it for 13 weeks.

In commenting about this new offer for the Dr. Crane series, which is now heard on WGN here and other stations thruout the country under the title of *Psychology in Action*, Kneebone said: "We feel that there is no risk attached to the offer. It is apparent that it is difficult for some station sales forces to explain Dr. Crane's grip on people. But the program does that job and thus we have no fear that once it is broadcast it will get and hold audience large enough to satisfy any station or sponsor."

Dr. Crane, who has been airing his transcribed radio series for about a year, also conducts *The Worry Clinic* and *Horse Sense*, syndicated newspaper columns.

## Talent Bookers For Conventions See Big Year

NEW YORK, Sept. 6.—Convention and trade show bookers figure they have a big year coming this season. If early indications pay off—and the offices think they will—this may be the biggest season in years.

In the last couple of years, convention and trade-show booking really didn't get under way until September. This year, however, the offices were busy much earlier than usual and the bookers point to this early demand for acts as an almost certain sign of a boom season.

For instance, Abby Greshler, one of the biggest bookers in the field, had six conventions last month, altho August in past years generally has been a dead month for him. His bookings for this month and next are greater than usual and November looks like a tremendous month.

Apparently the conventioners are still free with the dough. Prices of acts will stay around their present levels, according to the bookers. As an indication of the nut these groups sink into an affair, a recent State food merchant's association, and a small one at that, shelled out \$4,000-\$5,000 for two shows and two 14-piece orks. The first one had Johnny Morgan, the Mack Triplets, Wayne Marlin Trio, Maurice Rocco and the Three Weils. The second had Arthur Blake, Edith Fellows, Stan Fisher, Eddie Clark, Harbers and Dale and Fisher and White.

## We Paid, Now You Produce, Sponsors Cry

Borden Joins Lam Parade

NEW YORK, Sept. 6.—The overall video advertising picture is none too bright—the latest pull-out by Borden's accenting the growing belief that sponsors have now reached the stage where they want television to pay off on a reasonable cost-per-person-reached basis. Borden's "temporary" nixing of the medium follows recent exits (either partially or entirely) by other advertisers in the topmost bracket, including Standard Brands, Bristol-Myers, and more recently, General Foods. What's happening—and it is admitted that this is behind the double talk of official statements—is simply that the advertisers are doing a slow burn over video's perpetually unsolved problems. They feel they have done their part and have shown their good will by spending sums for program experimentation, but while they have shelled out the long green, video has made scant progress in solving its own major problems.

These problems include lack of circulation because receivers are not yet plentiful, prohibitive production costs for some types of programing, lack of studio facilities, production limitations necessitated by Petrillo's non-music edict and other tiresome irritations.

Gloomy Statement

Statement by Stuart Peabody, vice-president in charge of advertising for Borden's, said nothing directly derogatory of video as an ad medium, but agency execs nevertheless found his statement gloomy. He said: "After more than a year of telecasting over WNBT and its network affiliates, the Borden Company has decided to (See TV Sponsors Want on page 15)

## ASCAP Deals 500G Mine To Cleffers

It's War-Blocked Dough

By Joe Carlton

NEW YORK, Sept. 6.—A bucket of bucks—about \$500,000—will be distributed to its songwriter members within the next four weeks by the American Society of Composers, Authors and Publishers (ASCAP). This writer windfall, which is in addition to regular quarterly checks, represents the penner share of "war-blocked currencies" and other monies due from foreign licensing societies but never collected by ASCAP until recently.

Publisher members of the Society will come in for only a small slice of (See 500G for ASCAP on page 21)

## ALCOA May Finance New Small Diskers

\$1,000,000 Fund Reported

By Norman Weiser

NEW YORK, Sept. 6.—The advent of one of the largest corporations in the U. S. into the recording field was seen this week when it was learned that representatives of the Aluminum Corporation of America (ALCOA) have been quietly investigating the possibilities of financing new small diskeries. According to tradesters who have actually received visits from ALCOA reps, the corporation has a fund reported to be approximately \$1,000,000 which is to be handed out in servings of anywhere from \$20,000 to \$50,000, depending upon the individual circumstances.

With all dealings being discussed in hush-hush surroundings, reason for ALCOA's interest in financing indie waxeries remains vague at this point. It is known that the corporation has supplied aluminum to the industry in the past, but has never actually been involved in the manufacture of disks.

Pubber Approached

One of the parties approached by the corporation is a song pubber (See Aluminum Corp. on page 20)



# Mich. Exhibs Set 25G Goal To Buck ASCAP

DETROIT, Sept. 6.—Representatives of 300 Michigan theaters attended a mass meeting in the Fox Theater Building here Tuesday (2) to protest new theater-licensing proposals of the American Society of Composers, Authors and Publishers (ASCAP).

A committee was appointed (consisting of Lew Wisper, Alex Schreiber, Elliott Cohen, Ray Branch, Joseph P. Uyick, Paul Broder, Sam Carver and David Newman) to direct a campaign for \$25,000 to start a suit in Federal Court here.

The committee will report on the financial campaign and on retention of counsel at a second mass meeting next Wednesday (10).

# Jackie Robinson Set for P.A.'s

NEW YORK, Sept. 6.—General Artists Corporation, which three weeks ago signed Jackie Robinson to a term management pact, already has lined up the Brooklyn Dodgers' first baseman for radio, vaude and exhibition baseball appearances. Robinson will tee off on the air September 26 on the Bill Stern show and follow it with an October 5 broadcast on *The Big Break*.

October 11-12, Robinson will appear in exhibition baseball games at Briggs Stadium, Detroit, with the first baseman heading one team. Robinson will get a \$5,000 guarantee against 25 per cent of the gates for the two games. The 5G is as much as he made all season with the Dodgers.

The week of October 17 Robinson will play the Apollo, New York, and the week of October 24 the Howard, Washington. His stage routine will consist of patter and comedy. Following the Howard personal appearance, Robinson may go on a one-nighter tour. The Dodgers have okayed his other-than-baseball activities until February, with a movie on juvenile delinquency scheduled to eat up some of his free time.

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# Freedom Train Route

NEW YORK, Sept. 6.—Last-minute plans for first stops of the American Heritage Foundation's *Freedom Train* (full story in *The Billboard*, August 30) were being set this week, with meetings in Philadelphia, where the campaign is set to roll September 17, and New York, where it will hit September 25, plus in-between stops at Atlantic City, Trenton and Elizabeth, N. J. AHF execs met with New York independent radio stations and nets yesterday to kick around ideas for air coverage. In Philly the program was just about set, and the Jersey towns figure the *Train's* arrival to be one of the biggest local events in years.

The *Train's* schedule follows:

APPROVED SCHEDULE	
Exhibition Hours, 10 a.m., to 10 p.m., unless otherwise specified.	
September 17 (Wednesday)	City & Exhibition Terminal, Philadelphia—Pennsylvania Constitution R.R. Old Broad St. Station. Hours: 11 a.m.-10 p.m.
September 18 (Thursday)	Same. Hours: 10 a.m.-10 p.m.
September 19 (Friday)	Same.
September 20 (Saturday)	Atlantic City—Pennsylvania Reading S. L. Ohio Ave. Yards.
September 21 (Sunday)	Trenton, N. J.—Pennsylvania R.R. Post Office Siding.
September 22 (Monday)	Elizabeth, N. J.—Pennsylvania R.R. Freight Yards.
September 23 (Tuesday)	Paterson, N. J.—Erie R. R.
September 24 (Wednesday)	Open Date.
September 25 (Thursday)	New York, N. Y.—New York, New Haven & Hartford. Bill of Rights Grand Central Track #30. Day
September 26 (Friday)	Same.
September 27 (Saturday)	Brooklyn—Long Island R.R. Vanderveer Park Team Yard, Flatbush Ave. between Aves. "H" and "I."
September 28 (Sunday)	Queens, N. Y.—L. I. R. R., American In-Track, 218th St. & 99th Ave., Queens Village. dian Day
September 29 (Monday)	Open date in Queens.
September 30 (Tuesday)	Van Nest, N. Y.—N. Y., N. H. & H., Van Nest, Track No. 8, East Side (.94 miles from old Westchester Station).
October 1 (Wednesday)	Stamford, Conn.—N. Y., N. H. & H.
October 12 (Thursday)	Bridgeport, Conn.—N. Y., N. H. & H., East Bridgeport Station.
October 3 (Friday)	Waterbury, Conn.—N. Y., N. H. & H.
October 4 (Saturday)	Hartford, Conn.—N. Y., N. H. & H.
October 5 (Sunday)	New Haven, Conn.—N. Y., N. H. & H.
October 6 (Monday)	Open date in New Haven.
October 7 (Tuesday)	New London, Conn.—N. Y., N. H. & H.
October 8 (Wednesday)	Providence—N. Y., N. H. & H.
October 9 (Thursday)	Worcester, Mass.—N. Y., N. H. & H.
October 10 (Friday)	Lynn, Mass.—Boston & Maine.
October 11 (Saturday)	Boston—Boston & Maine North Station.
October 12 (Sunday)	Boston—Boston & Albany. Columbus Day
October 13 (Monday)	Rutland, Vt.—Rutland.
October 14 (Tuesday)	Open date in Rutland.
October 15 (Wednesday)	Burlington, Vt.—Rutland.
October 16 (Thursday)	Montpelier, Vt.—Central of Vermont.
October 17 (Friday)	Concord, N. H.—Boston & Maine.
October 18 (Saturday)	Nashua, N. H.—Boston & Maine.
October 19 (Sunday)	Lowell, Mass.—Boston & Maine.
October 20 (Monday)	Open date in Lowell, Mass.
October 21 (Tuesday)	Lawrence, Mass.—Boston & Maine.
October 22 (Wednesday)	Haverhill, Mass.—Boston & Maine.
October 23 (Thursday)	Dover, N. H.—Boston & Maine.
October 23 (Thursday)	Dover, N. H.—Boston & Maine.
October 24 (Friday)	Augusta, Me.—Maine Central.
October 25 (Saturday)	Bangor, Me.—Maine Central.
October 26 (Sunday)	Lewiston, Me.—Maine Central.
October 27 (Monday)	Portland, Me.—Maine Central. Navy Day
October 28 (Tuesday)	Open date in Portland, Me.
October 29 (Wednesday)	Fitchburg, Mass.—Boston & Maine.
October 30 (Thursday)	Springfield, Mass.—Boston & Maine.
October 31 (Friday)	Pittsfield, Mass.—B. & A. (N. Y. C.)
November 1 (Saturday)	Schenectady, N. Y.—New York Central.
November 2 (Sunday)	Utica, N. Y.—New York Central.
November 3 (Monday)	Open date in Utica.
November 4 (Tuesday)	Rome, N. Y.—New York Central.
November 5 (Wednesday)	Syracuse—New York Central.
November 6 (Thursday)	Rochester, N. Y.—New York Central.
November 7 (Friday)	Buffalo—New York Central.
November 8 (Saturday)	Elmira, N. Y.—D. L. & W.
November 9 (Sunday)	Binghamton, N. Y.—D. L. & W.
November 10 (Monday)	Open date in Binghamton, N. Y.
November 11 (Tuesday)	Albany, N. Y.—Delaware & Hudson. Armistice Day
November 12 (Wednesday)	Scranton, Pa.—Delaware & Hudson.
November 13 (Thursday)	Wilkes-Barre, Pa.—Pennsylvania R. R., No. 6 Track, Freight Station.
November 14 (Friday)	Williamsport, Pa.—Pennsylvania R. R., M. W. Track at 5th Ave.
November 15 (Saturday)	Altoona, Pa.—Pennsylvania R. R., Public Delivery Siding, at 17th St.
November 16 (Sunday)	Harrisburg, Pa.—Pennsylvania R. R., No. 9 Track, Passenger Station
November 17 (Monday)	Open date in Harrisburg, Pa.
November 18 (Tuesday)	Reading, Pa.—Reading R. R.
November 19 (Wednesday)	Allentown, Pa.—Reading R. R.
November 20 (Thursday)	Chester, Pa.—Pennsylvania R. R., Lamokin St.
November 21 (Friday)	Wilmington, Del.—Pennsylvania R. R., Third St. Yard.
November 22 (Saturday)	Salisbury, Md.—Pennsylvania R. R., B. & E. Track North Division St. Yard (Make-Up Track next to Truitt St.)
November 23 (Sunday)	Dover, Del.—Pennsylvania R. R., East Siding opposite Freight House.
November 24 (Monday)	Open date in Baltimore.

November 25 (Tuesday)	Baltimore — Pennsylvania R. R., No. 1 Track, Pennsylvania Station.
November 26 (Wednesday)	Baltimore — Baltimore & Ohio, Camden St. Station, B. & O.
November 27 (Thursday)	Washington—B. & O. Thanksgiving Day
November 28 (Friday)	Same.
November 29 (Saturday)	Charlottesville, Va.—Southern R. R.
November 30 (Sunday)	Lynchburg, Va.—Southern R. R.
December 1 (Monday)	Open date in Lynchburg.

Remainder of route will be published in later issues.

## ICE CAPADES OF 1948

(Opened Wednesday, September 3)

### DUQUESNE GARDENS, PITTSBURGH

Eighth edition of the skating revue, in two parts and 23 numbers. Directed by Chester Hale, assisted by Rose Marie Stewart and Robert Dench. Stage direction, Charles Uksila. Costumes, John Booth. Lighting, William Gibbs. Ork director, Jerry Mayhall. Emcee, Brian MacDonald. Produced by John Harris.

PRINCIPALS: Donna Atwood, Bobby Specht, Eric Waite, Mullen Twins, and Raiche, Nate and Edith Wailey; Forgie and Larson, Esco Larue, Don Bearson, Helen Davidson, Trixie, Patti Phillip, the Bennetts, Red McCarthy, Phil Taylor, Mary Irwin, Frank St. Amant, Pat Mathews, the Old Smoothies, Jackson and Lynam, Dench and Stewart, Chuckie Stein, Alan Konrad, John Flanagan, Mary Steichter and Joseph Setta.

The report on the *Ice Capades* is again very good. If possible, the show even surpasses last year's glittering spectacle. Its virtues are so many it is impossible to single out any number as best. The magnificence of lighting, costume, direction and talent melts every individual effort into one small segment of a great revue.

Practically all the stars of past *Ice Capades* are back, including Donna Atwood, Bobby Specht, Eric Waite, the Old Smoothies, Red McCarthy, Jackson and Lynam, etc., and all are in top form. So are all the *Ice Capets* and *Ice Cadets*, who pour out their youthful exuberance in the most cleverly executed numbers Chester Hale has presented since he tied up with the ice revue.

Of the new spectacles, the most (See *Ice-Capades of 1948* on page 34)

# The Billboard

The World's Foremost Amusement Weekly

Founded 1894 by W. H. Donaldson Publishers

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# CODE TAKES NAB SPOTLIGHT

## Camels Signs "Stoop"; Lehr On "Stop Me"

NEW YORK, Sept. 6.—Signing this week of Col. Lemuel Q. Stoopnagle (F. Chase Taylor) for a permanent spot on the Camel Cigarette-Vaughn Monroe show has necessitated a change in *Stop Me If You've Heard This One*, comedy series starting over Mutual September 20. *Stop Me*, which was to have had a jokester panel consisting of Stoopnagle, Cal Tinney and Morey Amsterdam, will retain the last two and add Lew Lehr in place of the "Colonel." The conflict in time, since both shows air Saturdays, forced the change.

Stoopnagle was signed for the cigarette show as the result of the stand-out job he did pinch-hitting for Bob Hawk on the latter's audience participation show, also bankrolled by Camel. Stoop goes on the Monroe stanza October 4 on a 13-week ticket. Gale, Inc., handles *Stop Me*.

## Don't Talk, Bobby, Just Chew 'n' Sing

NEW YORK, Sept. 6.—Bobby Doyle, who has been doing a sustaining singing shot over the American Broadcasting Company (ABC), goes commercial in five or six weeks. Clark chewing gum will pick up the tab.

Doyle is an ABC package.

## Action on New Standards Will Determine Future of B'dcasters' Advisory Council

### Interest Mounting in No. 1 Convention Issue

NEW YORK, Sept. 6.—Increasing interest on what code action the National Association of Broadcasters (NAB) will take at its Atlantic City convention a week from today was manifested last week when it was learned that the organizers of the Broadcasters' Advisory Council (BAC) will determine BAC's future course as a direct result of NAB code decision. In addition to the widespread trade interest in the NAB situation and the BAC factor, NBC affiliates as well have a major concern in the code. This is detailed elsewhere in this issue in a story dealing with NBC's convention.

BAC, while still without an actual organization, received its original stimulus from a tripartite group of top radio, advertising agency and sponsor executives a few months ago. Advertiser and agency interest subsequently cooled off when it was felt that radio's improvement steps, with which BAC was primarily concerned, were a problem of the medium itself and not its clients. Nevertheless, the organization committee, headed by Edgar Kobak, president of (See *Eyes on NAB Code on page 19*)

WASHINGTON, Sept. 8.—The problem of adopting the most detailed code of fair practices ever submitted to the radio industry will be the No. 1 issue before the four-day National Association of Broadcasters' (NAB) convention which gets under way in Atlantic City September 15. The proposed new standards, covering 13 single-spaced typewritten sheets, is the lengthiest and most specific document of its kind. Some of its provisions are regarded as so controversial that the code already has undergone some minor revisions since it was handed to the NAB board members by the special code committee.

Because of the unprecedented length of the code and the prospect that it will be subjected to tumultuous debate Thursday (18), the NAB board has virtually agreed to take no action on the code at its Sunday meeting prior to the official opening of the conclave. Determined to keep the convention "unbossed," board members have decided to let the code "stand or fall" on what the membership decides Thursday. It is certain (See *Code No. 1 Issue on page 19*)

## Sponsors Eye Abe Burrows As Who Doesn't?

NEW YORK, Sept. 6.—Columbia Broadcasting System expects to sell Abe Burrows shortly. Show, aired Saturday nights at 10:30, is being eyed by three prospective sponsors. Lambert & Feasley, agency which handles Listerine, Prophylactic tooth brushes and Phillips 66 gasoline, is believed interested in buying Burrows.

The comic is due in from the Coast this week, primarily to convince sponsors he actually exists.

## Report Ball Clubs Seek To Buy Stations

### Dodgers, Yankees in Rumors

NEW YORK, Sept. 6.—Two New York baseball clubs this week were reportedly casting interested glances at the local broadcasting scene, with the possibility that one or both might bid for purchase of a station. First to exhibit such desire was the Brooklyn Dodgers, with the New York Yankees reportedly following up with executive discussions as the Dodgers' interest became known.

Plan as discussed in the trade would have sports dominating the programming of a station which came into the control of one of the clubs, with no single sponsorship sold for major athletic events but heavy emphasis on announcements instead. Estimates by one club official had the cost of a station made up within a year by such a sales policy.

One station both clubs are said to be eyeing is WLIB, independent and owned by *The New York Post*. Long a money-loser, WLIB consistently (See *Clubs Seek Stations on page 19*)

# TV, Standards Top NBC Meet

## Web Anxious For Affiliates To Start Tele

### Mullen States Position

NEW YORK, Sept. 8.—Television and the semi-controversial issue of standards and practices will be the dominant items to be discussed at the National Broadcasting Company (NBC) convention in Atlantic City this week. Video discussions will center on expansion into that field by NBC affiliates, the economic factors involved, technical discussions and the like. The discussion as to revised standards for NBC affiliates will pursue not only lines similar to those opened at the web's regional meetings earlier this year, but their relation to the proposed new NAB code.

Frank Mullen, NBC's executive vice-president, stated this week that NBC is anxious to have its affiliates get into video, but that under no circumstances would the network apply any pressure in this direction. There are several reasons, Mullen explained, the principal one being that NBC, obviously, cannot assume responsibility for any of its affiliates entering a field so marked by uncertainty. This more or less puts NBC on a spot. The

## Kid Staff

HUNTSVILLE, Ala., Sept. 6.—The station claiming to have the youngest staff in radio is WHBS, American Broadcasting Company (ABC) affiliate here. Sales Director Tom Lawlor is not quite 23, which is the average age of station personnel. Program Director Ralph Tanner is already cracking a whip at the age of 20. The old man is M. C. (Jimmy) Gregory, general manager, a doddering 32.

web is anxious to maintain a video position paralleling its leading radio position, but cannot do so unless its stations take the plunge. NBC's video network now has 12 outlets, on the air or on the verge, and it is quite likely that among other video items to be discussed at the NBC convention will be the affiliation contract the web has been working on for some time.

### No Skill for RCA

Another point in the video network factor is the fact that NBC's parent company, Radio Corporation of America (RCA), is an equipment manufacturer. NBC never has allowed itself to be placed in the position in radio where it might even remotely be accused of shilling for RCA, and is applying that same policy to tele.

The problem of revised commercial

standards was a hotly disputed point at NBC's regional meetings some months ago, but the issue no longer appears to be so inflammatory. The reason is that the NAB code, item No. 1 at the forthcoming industry convention, tackles virtually all the (See *TV, Standards Tops on page 19*)

## The PERFECT CHRISTMAS GIFT

# 9

... to send to your friends

SILENT NIGHT • THE FIRST NOEL • ADESTE FIDELIS • JOY TO THE WORLD • CAROL OF THE BELLS • 'Twas the Night Before Christmas • HARK! THE HERALD ANGELS SING • O LITTLE TOWN OF BETHLEHEM • GOD REST YE MERRY GENTLEMEN

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PLEASE SEND TO: .....  
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NUMBER OF ALBUMS .....  
(\$3.75 PER ALBUM)



# KOBAK DISCOVERS AMERICA

## Mutual Maps Claim Parity For All Webs

### Controversy Already On

NEW YORK, Sept. 6.—Mutual Broadcasting System (MBS) this week unveiled the new coverage measurement study which has been chattered about in the trade for some time. That the chattering will increase to a lively controversy is inevitable, according to many observers. For the net result (and the punch line) of the Mutual presentation is that during the daytime (nighttime figures won't be ready for about three months) each of the four networks is purported to be capable of delivering an "acceptable" signal 90 per cent of the time to approximately the same number of radio homes.

As of September 1, according to Mutual's reckoning, figures line up as follows:

National Broadcasting Company (NBC)...	29,275,000
MBS (with duals included) .....	29,089,000
MBS (without duals) .....	28,398,000
Columbia Broadcasting System (CBS) .....	28,688,000
American Broadcasting Company (ABC) ..	28,412,000

It takes no more than the knowledge that there is a wide difference in rates between the nets (about 50 per cent in the case of NBC and Mutual, for instance) to see the reason for the predictions re the upcoming controversy.

### Basis of Coverage

The Mutual coverage measurement is based on radio engineering methods for determining home broadcast reception. Mutual's engineers began this study about two years ago, and since that time (after arriving at a standard of listener acceptability of any station's signal) they have designed coverage maps not only for all Mutual stations but for all stations affiliated with all other webs.

Mutual's method determines "listenability" of stations by taking into consideration the intensity of a station's signal as determined by power, frequency and type of antenna, as well as the distance of a receiver from a station and ground conductivity.

"Listenability" is then further narrowed down by taking into consideration three types of interference: (1) Interference from other stations; (2) atmospheric interference (thunderstorms, etc.) and (3) man-made interference (trolley cars, power plants, etc.).

### Acceptable Signal Check-Up

After the degree of interference from all sources has been determined Mutual set out to discover how much of the time a station delivers an "acceptable" signal. It claims to have learned, in this respect, how many stations deliver such a signal 20 per cent (See Kobak Discovers on page 13)

## "Shopping News" Los Angeles Plum Falls to KFI

HOLLYWOOD, Sept. 6.—Los Angeles *Downtown Shopping News* has set a deal with KFI whereby the sheet will serve as middle man between the top downtown stores and the station in block time purchasing on KFI-AM, FM and TV. The potent shopping sheet is controlled by the downtown merchants.

The deal will go into effect in mid-December, when KFI's tele station is expected to go on the air. The set-up automatically swings the advertising plum of L. A.'s top downtown merchants to KFI.

Main theme of *The Shopping News* (a giveaway sheet) is to sell customers on taking their biz to downtown L. A., rather than shopping in their community stores. It is believed that this will be carried over into tele and FM.

## Any Shakeup In FCC Is Off Until October

### Denny Wants Vacation First

WASHINGTON, Sept. 6.—Despite industry-wide speculation over prospective personnel reshuffling under the administrative relocation plan of the Federal Communications Commission (FCC), the commission's chairman, Charles Denny, is determined to forestall any consideration of personnel changes until October. A high FCC spokesman said this week that the reorganization plan was "virtually in the same status as it was a couple of months ago."

Denny, preoccupied with the International Telecommunications Conference in Atlantic City, is reported planning to take a brief vacation after the wind-up of that conference, and to be intent on avoiding consideration of personnel assignments until he has had time to weigh the situation after his vacation.

### 7-Man Team To Stay

It is emphasized in high FCC quarters that when the reallocation of administrative functions is finally brought about, there will be not the slightest change in the existing practice of the commission's voting as a seven-man team on all broadcast matters. This is in accordance with the plan as first outlined by Denny. Altho the plan calls for one three-man team to specialize in broadcast matters, while another specializes on "regulation and safety" matters, the policy of specialization will be applied "solely for the purpose of expediting paper work and will not be carried to the extreme of restricting the vote of the commissioners to their

## CBS Promotion Men's Assn. Among Topics for Clinic

NEW YORK, Sept. 6.—Decisions of top interest during the CBS promotion managers clinic next week are expected to stem from queries submitted to the web via a questionnaire sent to CBS affiliates by Tom Connolly, Columbia director of program promotion. In line with heightened interest in phases of radio promotion, some stations answering the questionnaire raised the advisability of creating an association of CBS promotion men to facilitate the interchange of

ideas. This idea, along with other station suggestions, is provocative to Connolly—but he intends to let the stations thrash out the subject rather than pressure them into a decision.

Other queries by stations include the following: (1) How to develop a rural audience? (2) What should be the ratio of program income to promotion cost? (3) What information does an agency want from stations? (4) How can a small station with limited budget and strong newspaper competition promote itself? (5) How can successful promotion ideas be exchanged among affiliates (similar to suggested association of promotion men)? (6) How to set up a budget to best obtain year-round impact on program, public service and other station operations. (7) How to handle power changes promotionally. (8) What standard network promotion aids are available to stations. (9) How to promote a daytime serial.

The promotion clinic is the stations' rather than the network's. That's Connolly's conception of it. As a service to stations, he will have transcriptions of the talks made and copies will be sent to affiliates.

## K&E's 'Elsie' Keeps Borden Biz for Agency

NEW YORK, Sept. 6.—Kenyon & Eckhardt this week salvaged the Borden account, again coming under the wire in front of Young & Rubicam, closest contender. New K&E show, titled *Elsie Presents the Borden Program*, a musical with Mark Warnow's orchestra, debuts September 19, 9-9:30 p.m., over the Columbia Broadcasting System (CBS). This is the spot now occupied by *Arthur's Place*, current K&E Borden's show. *Arthur* closes September 12 after a brief run.

Young & Rubicam up to Thursday (4) had hopes of regaining the Borden account via a musical show with Genevieve Rowe and Gordon McRae.

*Elsie Presents* will have a Hollywood origination. Paul Phillips will script and direct.

Warnow has just wound up the *Hit Parade* series.

## "Take All" Goes Co-Op October 6

NEW YORK, Sept. 6.—*Winner Take All*, the Bill Todman-Mack Goodson package aired over the Columbia Broadcasting System (CBS), becomes a co-op October 6. The move was occasioned by General Electric's buying of *House Party*. The latter, heard Monday thru Friday in the 5-5:30 p.m. slot, will remain a co-op thru November 28. On December 1, General Electric picks up the tab.

*Winner Takes All*, currently aired at 3:30-4 p.m., shifts to 4:30-5 p.m. when it goes co-op October 6.

specialties," an FCC spokesman explained.

Altho there have been recurrent rumors in recent weeks over the possibility that Commissioner Clifford J. Durr may be denied a place in the projected new broadcast division, the FCC explained this week that "any guesses on this subject at the present must be considered wild ones."

## Massey Show Sold To 95 Air Markets

CHICAGO, Sept. 6.—In one of the largest single sales of a transcription series here in many a month, the Morton Radio Productions Company this week sold the *Louise Massey and the Westerners* program to 95 dealers of the Gibson Refrigerator Company. The show, a 15-minute once-a-week musical airing featuring Curt and Louise Massey, will be aired in 95 markets starting September 15. The W. W. Garrison Agency here is handling the deal and is buying time on stations which will carry the series.

Gibson, makers of the Gibson Electric Refrigerator, was a user of local radio in the pre-war days and purchase of the Morton radio show marks the company's re-entrance into the radio market. Massey series has been handled by the Morton outfit and its predecessor, the former Johnny Neblett package company for years. Gibson shows will be taken from an already cut library.

## WINS Adding 'Name' To Disk Jockey List

NEW YORK, Sept. 6.—A new addition to the increasing list of disk jockeys is expected to be announced shortly by WINS, to commence with the end of the regular baseball season this month. While the station is not yet ready to give the name of its acquisition, it is understood that he is a prominent showbiz personality who will be making his bow at platter-spinning.

Announcement is skedded for the next fortnight.

See the **RADIO PROMOTION COMPETITION WINNERS**  
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**THEATRE GUILD**  
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 NEW TIME 9:30 P.M. EDT

Now in its third big year... U. S. Steel's award-winning radio show... presenting full-hour performances of the theatre's most memorable plays... starring distinguished actors of stage and screen.

*Coast-to-coast American Broadcasting Company Network*

SUNDAY, SEPT. 14



**ELIZABETH TAYLOR**  
 IN  
 "KISS and TELL"



**U. S. STEEL**





# FMA SET TO BATTLE AFM

## New Drive On Petrillo Ban At Convention

### Rep. Kearns as Main Speaker

WASHINGTON, Sept. 6.—Addition of Rep. Carrol Kearns (R., Pa.) as a featured speaker at the upcoming September 12-13 convention of the FM Association (FMA) in New York, is expected to spark a new drive by the FMA against James C. Petrillo and his American Federation of Musicians (AFM) for the ban against duplication of music over standard and FM stations. Kearns is chairman of the House Labor Subcommittee investigating the musicians' union.

The Petrillo issue is certain to dominate nearly every phase of FM discussions at the confab. With FM sets and equipment pouring off the assembly lines, FMA leaders feel that the road ahead is clear except for Petrillo.

#### Several Lines of Attack

FMA has mulled over several lines of attack on Petrillo which are certain to permeate talks on the AFM problem. Chief move is likely to be a forthright challenge to networks by FMA Executive Director J. N. (Bill) Bailey to provoke a test case whereby AFM can be haled into court under either the Lea-Vandenberg or Taft-Hartley law. Bailey has been claiming for some time that contracts between chains and AFM contain no duplication ban.

Also certain to be discussed is the possibility of building more fires under the Justice Department and Representative Kearns, whose labor subcommittee has been conducting an investigation of AFM. Kearns' speech before FMA is expected to touch off new public fireworks on Petrillo's ban. It is also considered likely that Kearns, thru his continuing contacts with Petrillo, may have something to announce.

#### Paul Walker To Speak

Another highlight of the convention will be the speech of Federal Communications Commissioner Paul Walker, pinchhitting for Chairman Charles Denny, who is tied up with the international conference in Atlantic City. Walker will talk on FM as a new deal for radio listeners. The other featured speaker will be Max F. Balcom, president of Radio Manufacturers Association (RMA).

Other speakers will be Everett Dillard, FMA vice-president; Dr. Edwin Armstrong, inventor of FM; C. M. Jansky, consulting engineer; Josh Winter, president of Dynamic

### next week!

#### THE WINNERS in

### THE BILLBOARD'S 10TH ANNUAL RADIO PROMOTION COMPETITION

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ISSUE OUT TUESDAY, SEPT. 16

GET YOUR COPY AT THE  
NAB CONVENTION

## FM Radio Listening Preferences

(For New York City)

	Day		Night	
	3 or More Days A Week	1 or More Days A Week	3 or More Nights A Week	1 or More Nights A Week
<b>Standard Broadcast</b>				
WCBS	40%	59%	59%	78%
WNBC	37	53	57	79
WOR	30	43	42	70
WJZ	28	44	40	71
WNEW	24	32	18	27
WQXR	26	37	25	46
<b>Frequency Modulation</b>				
WFMN	3%	4%	5%	7%
WNYC-FM	10	15	14	28
WGYN	11	16	12	22
WNBC-FM	11	18	15	25
WCBS-FM	11	19	15	26
WQXQ	7	11	10	19
WABF	4	6	6	12
WMGM	6	7	4	7
WGHF	3	4	4	6

For data, see story on this page.

## Crackdown on FM Laggards Mulled by FCC; Requests For Extensions Piling Up

### Only 181 FM Broadcasters Out of 882 Granted Permits

WASHINGTON, Sept. 6.—Federal Communications Commission (FCC) is considering a conference with FM industry representatives as the result of hitherto unpublished findings that requests from FM grantees for extensions of completion date are pouring into FCC at an unprecedented rate. One FCC official, describing the rate as having reached "disturbing" proportions, pointed to the fact that nearly 100 requests for extensions from FM-ers have reached the commission in the last month, with a fourth of the requests granted by FCC in the last two weeks.

Anticipating anything but a decline in the coming months, some FCC officials foresee a "serious multiplication" of the extension applications in view of current uncertainties in FM resulting from American Federation of Musicians (AFM) President James C. Petrillo's renewed refusal to lift the ban on duplication of AM-FM music. Some commission officials feel that the uncertainties on the duplication issue may be the

paramount factor behind many of the pleas for extension, despite the fact that most laggard applicants are pleading difficulties in obtaining equipment. Radio Manufacturers Association (RMA), however, recently announced that production of FM technical equipment is in high gear and rapidly increasing.

#### Only 181 FM Broadcasters

Any conference, formal or informal, between FCC and the FM industry would likely include representatives from FM Association (FMA), RMA and possibly several individual FM broadcasters.

That some serious difficulty—whether equipment shortages or otherwise—is seriously retarding FM development is evidenced by latest FM station statistics compiled by FCC. According to these figures, only 181 FM outlets are now broadcasting, compared with a total of 882 grants made so far by the commission. Of the grantees, 685 have been given construction permits.

#### Long "Temporary" Status

Some of the stations on the air have been operating under special temporary authorization for as long as a year without specifying a final official completion date. Typical of these is WIOD-FM, Miami, which received a construction permit July 10, 1946, and has had three-month extensions since September 1, 1946. Difficulties in obtaining necessary equipment is cited by WIOD-FM as reason for delay in completing the station.

Extension requests during the last five months have averaged around 20 a week, it was disclosed. A new batch of approvals is expected from FCC next week. Commission, it was indicated, is hoping to avoid crack-down policy, but is determined to get "behind the facts" in keeping with the policy enunciated repeatedly by Chairman Charles Denny to get FM development in top gear as early as possible.

Stores; Irs Hirschmann, WABF, and C. E. Hooper.

One change in the FMA by-laws is to be put to a vote—an amendment to increase the board of directors to 15 members from the present 12. If the amendment is approved, an election will be held to determine seven new members. Otherwise only four will be voted, as there are eight holdovers.

The first sponsored broadcast over an FM network will be piped into FMA's banquet hall when Continental presents a program from Rochester, N. Y., bankrolled by Stromberg-Carlson Company.

Some two-score manufacturers of FM sets and equipment have reserved space for exhibits, which will feature low-priced FM receivers, one of them reported to retail at less than \$25.

## WGYN Probes Give Tip-Off On FM Ears

### Listeners Are Substantial

NEW YORK, Sept. 8.—On the eve of this week's convention of the Frequency Modulation Association (FMA), operators of FM stations were heartened by substantiation of their belief that they are making substantial inroads into the attentions of radio listeners. Three surveys conducted recently among owners of FM as well as AM receivers indicated that over 20 per cent of those responding listen to four different New York FM stations at least one night weekly.

The surveys all were undertaken recently by FM Station WGYN for its own information. In order not to prejudice the results, the station set up a "front" organization called universal research division, under whose letterhead the questionnaires were sent out.

First survey went to 100 names taken from the list of those who had phoned in to WGYN with requests for musical numbers. Realizing that the results of this survey would tend to be weighted in its favor, WGYN then sent out a second mailing, to 303 FM set owners, from names given at random by dealers, each whom supplied 25 to 30 names. Third survey went to 326 people who had purchased Stromberg-Carlson radios, the list being made up from purchasers who had mailed back the guarantee cards that come with each set.

#### Representative Picture

Inasmuch as the same questionnaire was used for all surveys, it is possible to gain a representative picture by combining returns of the last two. Of 629 ballots mailed out in these two polls, 177 were returned. FM was used regularly by 63.8 per cent of those queried in the second poll, and by 66.6 per cent of those receiving third survey questionnaires.

The ballot divided listenership into before 6 p.m. and after 6 p.m. periods. It also asked about number and makes of radios in the home, number of people in family and how many listened, and the monthly rental value of voter's home, to get a line on income levels. Voters were asked to mark listenership to all New York AM and FM stations on the basis of one to three days a week, and over three days per week, and also by daytime and nighttime listenership.

Results of last two surveys combined are in adjoining column.

## A. N. Williams Joins Denver U Radio Staff

DENVER, Sept. 6.—The University of Denver this week appointed to the staff for its four-year radio curriculum Albert N. Williams, former writer-producer at National Broadcasting Company (NBC). Williams will be a full-time faculty member, beginning with the fall term.

Williams also is a contributing editor of *Saturday Review of Literature* and associate director of farm film foundation. His addition brings the number of full and part-time radio instructors at the university to 12.



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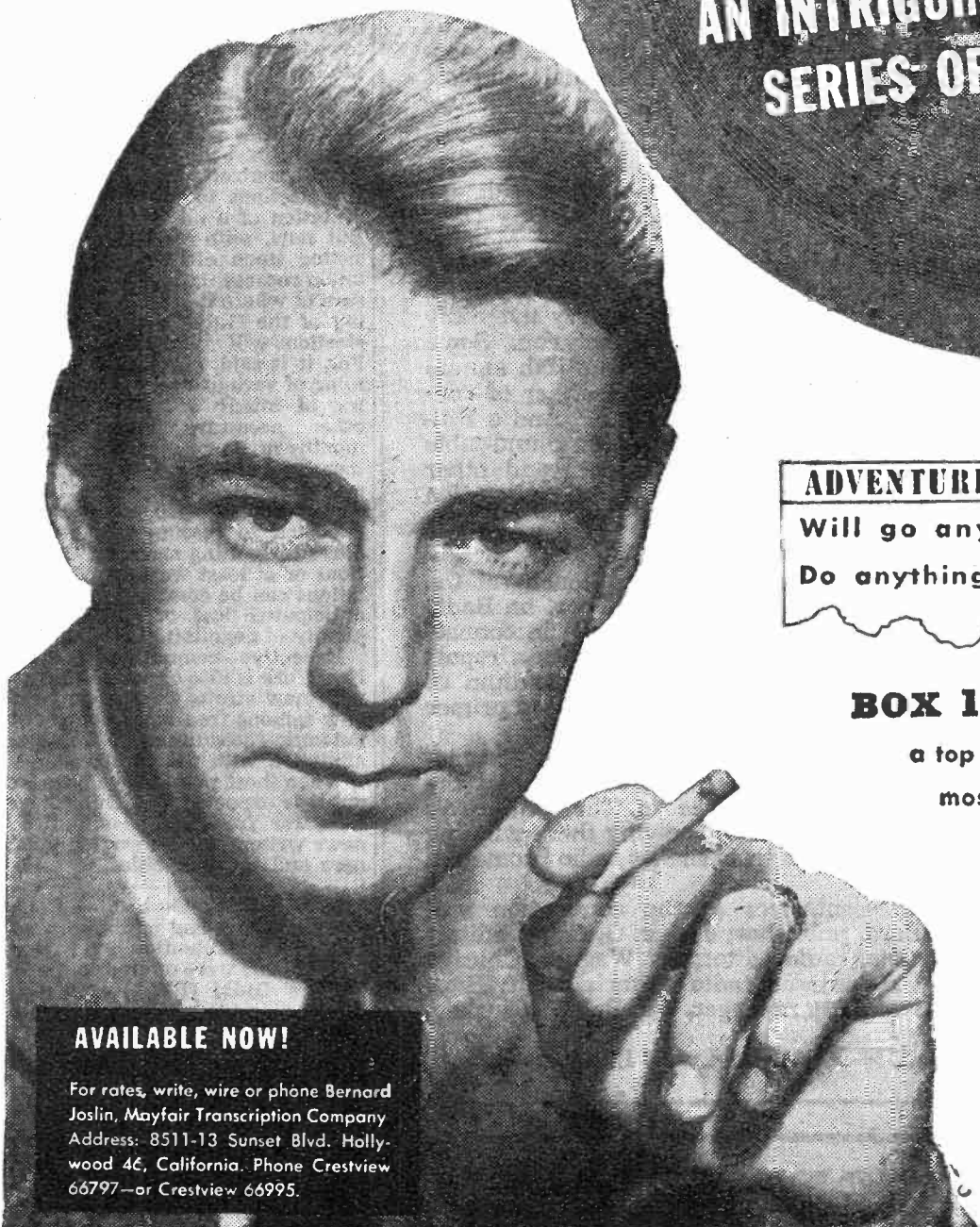
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# BOX 13

AN INTRIGUING NEW TRANSCRIBED  
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### ADVENTURE WANTED

Will go any place...  
Do anything. **BOX 13**

Alan Ladd plays a part tailor-made for him... a man of action... a versatile resourceful fiction writer who advertises for adventure... and gets it the hard way!

### BOX 13 HAS EVERYTHING

Alan Ladd—a top motion picture name. Alan Ladd—one of radio's most popular voices. Alan Ladd—whose millions of followers have made him tops in fan mail at Paramount. Yes, and BOX 13 will have direction by Ted Hediger... full orchestral background under Rudy Schrage... stories by many of radio's leading writers... supporting roles by Hollywood radio stars.

Yes! **BOX 13 has everything!**

### AVAILABLE NOW!

For rates, write, wire or phone Bernard Joslin, Mayfair Transcription Company  
Address: 8511-13 Sunset Blvd. Hollywood 46, California. Phone Crestview 66797—or Crestview 66995.



## Some Sponsors Hold Out Okays On "Show of Year"; Mystery Wires Claimed as "Sabotage"

NEW YORK, Sept. 6.—Altho at least 15 sponsors have cleared rights for their shows to be reprised on *Show of the Year*, the Sullivan, Stauffer, Colwell & Bayles Agency (SSC&B) this week was battling against time to get its ailer rolling. Faced with an October 1 deadline to get its show on the air for American Tobacco Company, Don Stauffer, of SSC&B, this week ran into a bevy of problems ranging from the reluctance and/or refusal of some sponsors to clear their shows, all the way to what Stauffer alleged was an "attempt to knife the operation" by an unknown "Mr. Godwin," who reportedly circulated local agencies with wires asking them to hold off clearing their shows.

Severe blow to SSC&B's hopes of airing the show would be failure to gain the support of such top outfits as Lever Brothers, Standard Brands, Procter & Gamble, Kraft Cheese and Colgate, none of whom has yet signified willingness to go along with the plan and some of whom have unofficially said "nix" already. This would eliminate use of such top shows as Bob Hope, *Lux Radio Theater*, *Amos 'n' Andy*, *Fred Allen*, *Edgar Bergen*, *Al Jolson*, *Truth or Consequences*, *Life of Riley*, *Judy Canova* and *Can You Top This?* Also, shows airing for opposition tobacco firms can be considered taboo, thus striking from the possibilities list Milton Berle, Bob Hawk, *Crime Doctor*, *It Pays to Be Ignorant* and *Vaughn Monroe*.

However, Stauffer said that he had not yet received one unequivocal turn-down and that he had hopes of securing early clearance of some of the above-named top bankrollers' shows. Already, he said, he had received after slightly more than two days' active solicitation repeat clear-

## Consumer Surveys For Okla. Sponsors

OKLAHOMA CITY, Sept. 6.—*The Oklahoman* and *The Times* have announced creation of the Oklahoma Consumer Panel, a service available to advertisers using these newspapers and related properties, including *The Farmer-Stockman* and *WKY* in this city. According to J. I. Meyerson, sales promotion manager of the Oklahoma Publishing Company, the panel has adopted consumer purchase record technique.

Audience surveys, of New York, will conduct the panel.

According to Meyerson, Oklahoma Publishing Company is equipped to provide studies of brand loyalty, brand switching and multiple product use, in addition to more general reports which will be issued quarterly.

## B&B Execs Gander West Coast Talent

HOLLYWOOD, Sept. 6.—Walter Craig, radio director, and Bob Lusk, veepee of Benton & Bowles Agency, were visiting on the Coast this week. Reports here had it that they were interested in talent for new Procter & Gamble shows said to be upcoming.

ances from shows including *Big Town*, Phil Harris, Eddie Cantor, Abbott and Costello, Jimmy Durante, *Date With Judy*, Lionel Barrymore, *Crime Photographer*, *This Is Your FBI*, *Cavalcade*, *Sam Spade*, Jack Carson and *The Fat Man*. Clearances may be assumed for other American Tobacco shows including Jack Benny, Jack Paar and *Your Hit Parade*. Stauffer also indicated that at least six other shows had given tentative clearances, with formal okay due momentarily. Benny's production firm, Amusement Enterprises, Inc., owns the package.

The fantastic "sabotage" story had tradesters wondering at week's end who was responsible for the mysterious wires sent to agency radio chiefs, signed "Godwin." The wires each urged the addressee not to respond to SSC&B or American Federation of Radio Artists (AFRA) on clearances until a special meeting of the American Association of Advertising Agencies (4-A's) on the subject inquiring about the reason for the 4-A's session.

## Stauffer Denies Lever-Colgate Talk

NEW YORK, Sept. 6.—Trade rumors that Sullivan, Stauffer, Colwell & Bayles (SSC&B) Agency had been offered and had turned down a large chunk of Colgate business in order to get \$1,000,000 worth of Lever Bros.' billings this week were denied by Don Stauffer. Rumors gained credence because, before breaking away from Ruthrauff & Ryan to form SSC&B, several of the agency's execs had close contact with Lever brass.

Stauffer said, however, that SSC&B "never was firmly offered" the Colgate business, and that the agency had not approached Lever Bros. nor solicited its business in any way, and that no deal was pending.

His call to 4-A's, he said, found officials of that group completely mystified. Herald Beckjordan, 4-A's radio coordinator, disclaimed knowledge of any such meeting and complete ignorance of the identity of "Godwin."

Stauffer declared that, despite the wires, he hopes to have *Show of the Year* "completely buttoned up by the end of next week."

## FMA Conclave To Get Hooper's First FM Survey

NEW YORK, Sept. 6.—Details as to the first program preference survey to be made by C. E. Hooper, Inc., in FM will be revealed by the head of that firm to the Frequency Modulation Association (FMA), which opens its convention here next week. Hooper will speak at the FMA's opening session Friday (12).

Hooper's FM survey will be made in New York City only. It will be a telephone coincidental survey among known FM set owners and will produce figures as to program preferences and audience size, among other points.

## RWG, Network Contract Talks Off Indefinitely

CHICAGO, Sept. 6. — Conferences between the local office of the Radio Writers' Guild and the networks here for contracts for continuity writers have been postponed indefinitely, a spokesman for RWG said this week. The conferences had been going on quietly for the past few weeks, with the Guild attempting to get contracts before the August 22 deadline, when the Taft-Hartley law on new labor regulations went into effect. Now that the deadline has past, the Guild, uncertain of future policies to be followed, has called off talks indefinitely, or at least until the national executive committee, which will meet in New York next week, maps out new policies which locals can follow.

In the past the Guild has been able to get contracts here without holding elections to prove it has representation of a majority of personnel. But now, with T-H stipulations insisting upon elections to determine union representation, the Guild is unsure of where it goes from here. Feeling of the Guild is that demand for elections will stymie any negotiations. For, it is said, an election procedure, filing of various documents and showing of intent with the NLRB, and other necessary steps will take months in every case, and make former procedure outdated. For that reason the exec committee, like governing bodies of so many unions, is expected to discuss possible procedures for getting around T-H regulations or at least ways in which regulations can be complied with without anticipated loss of time and complexity of negotiation.

Executive committee meeting in New York is also expected to come up with new strategy for negotiation of now famous free-lance contracts and network recognition of free-lancers' affiliation with the Guild.

When these points have been ironed out it is expected that Guild negotiations for free-lance, continuity and news writers will be carried on again here and in other cities.

NEW YORK, Sept. 6. — Counter-proposals covering minimum fees, licensing and retention by writers of script rights were offered to the Radio Writers' Guild (RWG) at a meeting Wednesday (3) by the four networks. RWG's national board is to meet over the week-end to discuss the proposals, with a further powwow with the webs scheduled later next week.

## The Billboard at the NAB

Complete daily newscasts of NAB convention activities, facsimile transmissions of The Billboard promotion competition winners' entries, an exhibit in Convention Hall of all first place entries in the competition, and broadcast round-table discussions with industry leaders will be among the highlights of The Billboard's activities at the NAB convention in Atlantic City next week. Plus the usual complete convention coverage—before, during and after. Plus a new and unprecedented trade paper service.

Taking them in order:

The Billboard has arranged in co-operation with Joe Porter, commercial manager of WMID, Atlantic City (1340 kc.), to broadcast 15 minutes of convention news, Monday thru Friday, September 15-19 at 9 a.m., thus providing convention delegates clear, concise up-to-the-minute coverage. In addition, WAAT-FAX, Jersey City, will carry five daily Billboard transmissions thruout the convention's run. Some will reproduce, in part, winning entries in our 10th annual promotion competition. Others will consist either of convention news or general trade news—or both. And a Billboard staffer will appear on a WAAT 9:05 a.m. round-table each morning, together with industry leaders and other trade paper representatives, to explore latest convention developments.

### Distributing Promotion Book

About that trade paper service we mentioned—at the convention, The Billboard will distribute "Report on Radio Promotion, 1946-'47," a 300-page book published in connection with the promotion competition. It includes a report on every entry received; it represents a compendium of promotion gimmicks used thruout the industry; it's a primer on radio promotion techniques.

As previously announced, winners in the annual promotion competition will be disclosed for the first time at the convention September 15. All space in The Billboard's triple-sized booth will be devoted to showing these winning entries. Come on over and see what makes radio promotion tick.

This paper's representatives at the convention will include W. D. Littleford, publisher; Joseph G. Csida, editor-in-chief; Jerry Franken, radio editor; Cy Wagner, Chicago editorial staff; Paul Ackerman, radio editorial staff; Haps Kemper, Eastern advertising manager, and Bob McCluskey, advertising staff.

The booth is No. 139-141-143, and we'd like to see you.

See the **RADIO PROMOTION COMPETITION WINNERS**  
at **THE BILLBOARD EXHIBIT** BOOTHS 139-141-143 **ATLANTIC CITY** SEPTEMBER  
CONVENTION HALL 15 THRU 19



**WTAG Creates Sports Foundation**

WORCESTER, Mass., Sept. 6.—Creation of a WTAG Sports Foundation thru which the athletic funds of participating schools will be increased, with the station awarding athletic scholarships to high school students, was disclosed here this week. It is believed to be the first undertaking of its kind by a radio station.

Principal source of revenue will derive from all-star games played under station sponsorship, the proceeds from tickets sales being prorated among foundation schools. One game already set is for December 7, when the County All-Stars (football) play the City All-Stars at the Holy Cross Field. Game will be broadcast by WTAG.

**C. E. Hooper Buys Norwalk Building**

NORWALK, Conn., Sept. 6.—C. E. Hooper, radio audience measurement firm of New York City, this week purchased the former Fairfield County Temporary Home for Children property in this city for \$86,531 and will take possession of the premises as soon as possible after September 15.

Hooper, a resident of South Norwalk, in discussing plans for future use of the property, stated that his corporation intends to maintain headquarters and offices in New York and Hollywood, and will utilize the Norwalk property as research laboratories and statistical offices. Approximately 140 persons will be employed on the Norwalk staff and the annual payroll will approximate \$350,000.

**Promotion Winners All Set**

**Export Restrictions Cloud U.S. Sponsors' Foreign Plans**

NEW YORK, Sept. 6.—The tightening export picture will bring a drastic revision in the fall foreign radio advertising plans of American manufacturers unless relieved quickly, export advertising agencies predict. The situation was highlighted last week by the halting of all imports "for the time being" into Argentina. Mexico, July 11, issued an embargo on radio sets, appliances, perfumes, jewelry, autos, clothes and many other items, except those classified as essentials. Brazil, about the middle of May, also issued a list of essential goods and restricted imports. Exporters to Colombia also have been having difficulty getting exchange permits.

The curbs on imports into Latin-American countries, which are similar to those applied by Great Britain and Australia and which may spread to other areas such as Portugal and Singapore, stem from the same basic trouble—the dollar crisis, which Britain emphasized in its decision to suspend the convertibility of sterling into dollars. These restrictions naturally hit hardest those American manufacturers who have been shipping so-called non-essential products to the affected countries and it is considered a foregone conclusion that such firms will either eliminate or cut drastically their advertising appropriations in those countries which have stopped their exports.

So far, most manufacturers who

advertise in Latin-American companies have been waiting to see what would happen before they make any definite move regarding their radio time. They feel that the picture is not as bleak as it seems for several reasons. First, the import of essential products into the Latin-American countries is still unrestricted, consequently radio advertising of such goods will continue. Standard Brands is typical of the advertisers in this group using foreign radio and has no intention of altering its air plans.

Another reason for optimism is that the Mexican import curb does not affect products manufactured or assembled locally. Consequently, manufacturers feel that they can beat the restrictions. A third reason is that export advertising men feel the curbs won't last long. One said he thought that they were tied up with efforts of the Latin-American countries to get loans from the United States and that they were a form of pressure.

**Sponsors Concerned**

A quick check around the agencies handling radio advertising in the Latin countries showed considerable concern among the sponsors and account execs but very little tangible proof that the bankrollers had brought out the scissors. Campbell Soup, which had a program all set to go, is holding it up pending events.

One agency reported no cancellations, but said a cosmetic account had

**Judges Tab Toppers at N. Y. Exhibit**

**To Be Announced Next Week**

NEW YORK, Sept. 6.—Well, it's all over but the announcing. Twenty-two judges, each working steadily for four hours or more, this week selected the winners in *The Billboard's* 10th Annual Radio Promotion competition—the yearly study designed to pick the tops in radio promotion - merchandising - exploitation. The judges themselves represented radio's leading sponsors and advertising agencies.

Late this week, the judges' ballots still were being tabulated. Altho in one or two classifications, there were obvious standout winners, in most cases all hands (the judges and those *Billboard* staffers concerned) were sorely pressed to pick the No. 1 jobs, so close was the competition. This was especially true in the network (See *Promotion Winners* on page 12)

reduced its radio advertising appropriation for Mexico by 15 per cent and had made some reduction in spots. Another agency said a cosmetic company had canceled six one-minute spots a day over nine stations in Colombia for a liniment because of difficulty in getting an import license.

Blaze of Noon

The Farmer's Daughter

The Other Love

Bedelia

It Happened on Fifth Avenue

The Locket

Sinbad the Sailor

New

That's My Man

Orleans

Duel in the Sun

The Egg and I

The Late George Apley

Monsieur Verdoux

**WOR  
sells  
movies!**

The Macomber Affair

Carnegie Hall

Great Expectations

leave it to showmen  
to pick the greatest  
showcase in New York  
radio. They pick WOR.

Mother Wore Tights

Kiss of Death

mutual



# 280 Outlets Added to Webs Since BMB's Tuner Census

NEW YORK, Sept. 6.—The four major networks, indulging in vigorous jockeying since the war's end, have added 287 affiliates since March, 1946, when the Broadcast Measurement Bureau (BMB) conducted its survey on network audience size. A tally of the network affiliate situation by *The Billboard* revealed this week that 177 stations, well over half the total affiliates involved, were added by Mutual Broadcasting System (MBS), which this week has reached the all-time high total of 458. Next highest number of additions was made by American Broadcasting Company (ABC), which took on 79. Columbia Broadcasting System (CBS) and National Broadcasting Company (NBC), with 17 and 14 additions, respectively, rounded out the picture.

An interesting aspect of the situation to most traders was the fact that MBS, in the 12 months ending July 15, succeeded in adding stations in the 1,000 to 50,000-watt categories, jumping 90 per cent (from 74 to 142) in the number of affiliates in this range. This fact took on added interest in view of MBS Prexy

Ed Kobak's unveiling this week of the web's coverage maps, which stress "listenability" rather than power. Like the other webs, MBS also made numerous trades, swapping lower-powered stations for others in the same area with stronger signals.

Another important aspect of the affiliate picture was the number of web stations which gained improvements in power or frequency. MBS showed 58 such stations. ABC 43, CBS 26 and NBC seven. MBS information covered only 12 months ending July 15, 1947, however.

MBS lost 21 of its affiliates since the BMB survey, while ABC dropped only nine. No figures currently were available for NBC or CBS.

The chart on this page lists web changes since the March, 1946, BMB survey was made.

## Promotion Winners Tabbed by Judges

(Continued from page 11)

affiliate categories—clear, regional and local channel stations, whether in over-all, single campaign or public service promotion, as well as in the FM, independent station (over 5,000 and under 5,000 watts) categories, and in the television classification. The judges also commented on the sprightly, wide-awake promotion undertaken by "baby stations"—outlets on the air since January 1, 1947. These last, plus the FM and video categories, were newly set up for this year's competition.

The judging took place at the Wedgwood Room of the Waldorf-Astoria Wednesday (3), running from early morning until after lunch. Practically every judge commented on the improvement in judging procedure, made possible this year by *The Billboard's* publication of *Report on Radio Promotion, 1946-1947*, a 300-page book containing a report on each of the 280-odd entries submitted. Thru co-relation of these reports to the actual entries themselves, the monumental task of sifting promotion winners was facilitated enormously.

Radio Promotion will be distributed at next week's NAB convention in Atlantic City, where *The Billboard* will announce the winners and at the same time exhibit these entries in its booths, Nos. 139, 141 and 143. Those unable to attend the convention but wanting a copy of the promotion book should address inquiries to *The Billboard's* New York office.

## In Again, Out Again, With K&E

NEW YORK, Sept. 6.—Kenyon & Eckhardt had its ups and downs this week. The agency salvaged the Borden's radio account, lost the Borden's television account, and lost part of the Ford radio business. Ford decided to cancel its Meredith Willson show, aired Wednesday nights at 9:30 p.m. over the Columbia Broadcasting System (CBS). The final program will be aired September 24. At press time, it was not known which program would go into that time slot—but it will be a CBS advertiser with the highest priority.

Tho the recent auto strike has hindered production, Ford will of course maintain its Sunday dramatic show (*Ford Theater*) over the National Broadcasting Company (NBC). The program still has its complete 13-week cycle to run and is considered quite a prestige program apart from its selling capabilities.

## THE NETWORKS SINCE BMB, 1946

Following list shows affiliation changes of the four major networks since the time of the BMB 1946 Audience Measurement Survey. Chart shows stations added and dropped, as well as improvements or changes in facilities. An asterisk (\*) shows power improvement; (#) shows a change in wavelength; (\*\*) shows a power improvement (CP) not yet put into effect; (##) indicates other facility change, new antennae, etc.

### American Broadcasting Company

New Stations		Improvements	
WPOR, Portland, Me.	WKWK, Wheeling, W. Va.	WVOS, Bellingham, Wash.	KHUM, Eureka, Calif.
WTVL, Waterville, Me.	WNAO, Raleigh, N. C.	KREO, Fresno, Calif.	KFIT, Yakima, Wash.
WGUY, Bangor, Me.	WILM, Wilmington, Del.	KCOY, Santa Maria, Calif.	KITO, San Bernardino, Calif.
WLAM, Lewiston-Auburn, Me.	WTON, Staunton, Va.		
WJOY, Burlington, Vt.	WDBK, Durham, N. C.	WLAW, Lawrence, Mass.	WRRF, Washington, N. C.
WBEC, Pittsfield, Mass.	WRRZ, Clinton, N. C.	WCOF, Boston, Mass.	WDEF, Chattanooga, Tenn.
WILK, Wilkes-Barre, Pa.	WLCS, Baton Rouge, La.	WFCI, Providence, R. I.	WLSI, Jackson, Miss.
WRTA, Altoona, Pa.	WJOI, Florence, Ala.	WSPR, Springfield, Mass.	WLAP, Lexington, Ky.
WRWR, Albany, N. Y.	WHBS, Huntsville, Ala.	WELM, New Haven, Conn.	WMPM, Memphis, Tenn.
WELM, Elmira, N. Y.	WGNH, Gadsden, Ala.	WFIL, Philadelphia, Pa.	WJHL, Johnson City, Tenn.
WCRO, Johnstown, Pa.	WDIG, Dothan, Ala.	WHPF, Plattsburg, N. Y.	KMLB, Monroe, La.
WENE, Endicott-Binghamton, N. Y.	WTOG, Meridian, Miss.	WMMF, Youngstown, O.	WACO, Waco, Tex.
WRUN, Utica-Rome, N. Y.	WAPX, Montgomery, Ala.	WKBZ, Newark, N. J.	KGKL, San Angelo, Tex.
WARC, Rochester, N. Y.	KSVO, Lawton, Okla.	WFMI, Wichita, Mich.	KTOK, Oklahoma City, Okla.
WGIN, Glens Falls, N. Y.	KFSA, Ft. Smith, Ark.	WREN, Topeka, Kan.	KGHI, Little Rock, Ark.
WBKZ, Muskegon, Mich.	KDFD, Wichita Falls, Tex.	KOMO, Kansas City, Mo.	KOME, Tulsa, Okla.
WDUZ, Green Bay, Wis.	KEPO, El Paso, Tex.	WGAC, Augusta, Ga.	KFDM, Beaumont, Tex.
WLTX, LaCrosse, Wis.	KSIX, Corpus Christi, Tex.	WBTM, Danville, Va.	KALB, Alexandria, La.
WFLR, Peoria, Ill.	KTMC, McAlester, Okla.	WGH, Norfolk, Va.	KABC, San Antonio, Tex.
WGFA, Mich.	KGEI, Boise, Ida.	WMFD, Wilmington, Del.	KCEM, Boise, Ida.
WTHI, Terre Haute, Ind.	KLIX, Twin Falls, Ida.	WWSL, Roanoke, Va.	KEO, Pocatello, Ida.
WVOW, Madison, Wis.	KBIO, Burley, Ida.	WLVA, Lynchburg, Va.	KGO, San Francisco, Calif.
WHBC, Canton, O.	KOPO, Tucson, Ariz.	WPDO, Jacksonville, Fla.	KEX, Portland, Ore.
WHRV, Ann Arbor, Mich.	KVOC, Casper, Wyo.	WSAZ, Huntington, W. Va.	KGA, Spokane, Wash.
KFGO, Fargo, N. D.	KRAL, Rawlins, Wyo.	WAYS, Charlotte, N. C.	KFBK, Sacramento, Calif.
WNCA, Asheville, N. C.	KOAT, Albuquerque, N. M.		KVOS, Bellingham, Wash.
WDAT, Savannah, Ga.	KTRC, Santa Fe, N. M.		
WCON, Atlanta, Ga.	KGAK, Gallup, N. M.		
WHAN, Charleston, S. C.	KFUN, Las Vegas, N. M.		
WRHP, Tallahassee, Fla.	KIFI, Idaho Falls, Ida.		
WBSR, Pensacola, Fla.	KWRN, Reno, Nev.		
WHDG, Orlando, Fla.	KMPN, Butte, Mont.		
WCOM, Parkersburg, W. Va.	KORR, Great Falls, Mont.		
WARK, Hagerstown, Md.	KROP, Bowling, Calif.		
WKNA, Charleston, W. Va.	KFLW, Klamath Falls, Ore.		
	KUGN, Eugene, Ore.		

### Columbia Broadcasting System

New Stations		Improvements		Losses	
WGBS, Miami, Fla.	KSDJ, San Diego, Calif.	WHEC, Rochester, N. Y.	WVOS, Bellingham, Wash.	WVVA, Wheeling, W. Va.	WVWA, Wheeling, W. Va.
WDSH, Boise, Ida.	WTRV, Joplin, Mo.	WBYR, Waterbury, Conn.	WJBO, Baton Rouge, La.	WLOF, Orlando, Fla.	WLOF, Orlando, Fla.
WJOS, Jackson, Miss.	WGR, Buffalo, N. Y.	KOMA, Oklahoma City, Okla.	WOKO, Albany, N. Y.	KWB, Corpus Christi, Tex.	KWB, Corpus Christi, Tex.
KBOV, Butte, Mont.	KOLO, Reno, Nev.		WAGA, Atlanta, Ga.	KPRO, Riverside, Calif.	KPRO, Riverside, Calif.
KOSA, Odessa, Tex.	KAVE, Carlsbad, N. M.				
WVVA, Wheeling, W. Va.	KSIL, Silver City, N. M.				
KZPI, Manila, P. I.	WDDA, Indiana, Pa.				
WGWG, Selma, Ala.	WARD, Johnstown, Pa.				

### Mutual Broadcasting System

New Stations		Improvements		Losses	
KVOP, Plainview, Tex.	KPRL, Paso Robles, Calif.	WIBC, Indianapolis, Ind.	KDLK, Del Rio, Tex.	KDWT, Stamford, Conn.	KDWT, Stamford, Conn.
WCMR, Corinth, Miss.	KTFB, Texarkana, Tex.	KWK, St. Louis, Mo.	WVOD, Lynchburg, Va.	WSSD, Lynchburg, Va.	WSSD, Lynchburg, Va.
KWOC, Poplar Bluff, Mo.	KPDR, Alexandria, La.	KQV, Pittsburg, Mo.	KUKM, Monahan, Tex.	KUKM, Monahan, Tex.	KUKM, Monahan, Tex.
WJPF, Herrin, Ill.	KAFY, Bakersfield, Calif.	WGL, Washington, D. C.	KONR, Tucson, Ariz.	KONR, Tucson, Ariz.	KONR, Tucson, Ariz.
KXOX, Sweetwater, Tex.	WLAR, Athens, Tenn.	WBR, Buffalo, N. Y.	KVUO, Uvalde, Tex.	KVUO, Uvalde, Tex.	KVUO, Uvalde, Tex.
KGVL, Greenville, Tex.	WLCO, Chickasha, Okla.	WGRV, Greenville, S. C.	KWHW, Altus, Okla.	KWHW, Altus, Okla.	KWHW, Altus, Okla.
KXLK, Little Rock, Ark.	WGRV, Greenville, S. C.	WBYB, Paducah, Ky.	WLOF, Orlando, Fla.	WLOF, Orlando, Fla.	WLOF, Orlando, Fla.
WFKY, Trenton, Ky.	WBYB, Paducah, Ky.	WPLH, Huntington, W. Va.	WESB, Bradford, Pa.	WESB, Bradford, Pa.	WESB, Bradford, Pa.
WVVA, Norton, Va.	WPLH, Huntington, W. Va.	WTIP, Charleston, W. Va.	KKFS, Cape Girardeau, Mo.	KKFS, Cape Girardeau, Mo.	KKFS, Cape Girardeau, Mo.
WKRT, Oil City, Pa.	WKAJ, Rome-Utica, N. Y.	WAL, Walla Walla, Wash.	WVOS, Bellingham, Wash.	WVOS, Bellingham, Wash.	WVOS, Bellingham, Wash.
KWTX, Waco, Tex.	WKRK, Columbia, Tenn.	WATZ, Alpena, Mich.	WVVA, Wheeling, W. Va.	WVVA, Wheeling, W. Va.	WVVA, Wheeling, W. Va.
KFEQ, St. Joseph, Mo.	WVNS, Statesboro, Ga.	WVNS, Statesboro, Ga.	WVVA, Wheeling, W. Va.	WVVA, Wheeling, W. Va.	WVVA, Wheeling, W. Va.
WIRA, Fort Pierce, Fla.	KCLL, Houma, La.	WVNS, Statesboro, Ga.	WVVA, Wheeling, W. Va.	WVVA, Wheeling, W. Va.	WVVA, Wheeling, W. Va.
WPUR, Pulaski, Va.	WRON, Vidalia, Ga.	WVNS, Statesboro, Ga.	WVVA, Wheeling, W. Va.	WVVA, Wheeling, W. Va.	WVVA, Wheeling, W. Va.
KRIC, Odessa, Tex.	WGNL, Wilmington, N. C.	WVNS, Statesboro, Ga.	WVVA, Wheeling, W. Va.	WVVA, Wheeling, W. Va.	WVVA, Wheeling, W. Va.
KBE, Boulder City, Nev.	WVNS, Statesboro, Ga.	WVNS, Statesboro, Ga.	WVVA, Wheeling, W. Va.	WVVA, Wheeling, W. Va.	WVVA, Wheeling, W. Va.
WLAU, Laurel, Miss.	WVNS, Statesboro, Ga.	WVNS, Statesboro, Ga.	WVVA, Wheeling, W. Va.	WVVA, Wheeling, W. Va.	WVVA, Wheeling, W. Va.
WTSB, Lumberton, N. C.	WVNS, Statesboro, Ga.	WVNS, Statesboro, Ga.	WVVA, Wheeling, W. Va.	WVVA, Wheeling, W. Va.	WVVA, Wheeling, W. Va.
WKXL, Concord, N. H.	WVNS, Statesboro, Ga.	WVNS, Statesboro, Ga.	WVVA, Wheeling, W. Va.	WVVA, Wheeling, W. Va.	WVVA, Wheeling, W. Va.
KAMD, Camden, Ark.	WVNS, Statesboro, Ga.	WVNS, Statesboro, Ga.	WVVA, Wheeling, W. Va.	WVVA, Wheeling, W. Va.	WVVA, Wheeling, W. Va.
KPOW, Powell, Wyo.	WVNS, Statesboro, Ga.	WVNS, Statesboro, Ga.	WVVA, Wheeling, W. Va.	WVVA, Wheeling, W. Va.	WVVA, Wheeling, W. Va.
WMGY, Montgomery, Ala.	WVNS, Statesboro, Ga.	WVNS, Statesboro, Ga.	WVVA, Wheeling, W. Va.	WVVA, Wheeling, W. Va.	WVVA, Wheeling, W. Va.
WVNS, Yankton, S. D.	WVNS, Statesboro, Ga.	WVNS, Statesboro, Ga.	WVVA, Wheeling, W. Va.	WVVA, Wheeling, W. Va.	WVVA, Wheeling, W. Va.
WMVG, Milledgeville, Ga.	WVNS, Statesboro, Ga.	WVNS, Statesboro, Ga.	WVVA, Wheeling, W. Va.	WVVA, Wheeling, W. Va.	WVVA, Wheeling, W. Va.
KHON, Honolulu, T. H.	WVNS, Statesboro, Ga.	WVNS, Statesboro, Ga.	WVVA, Wheeling, W. Va.	WVVA, Wheeling, W. Va.	WVVA, Wheeling, W. Va.
KATO, Reno, Nev.	WVNS, Statesboro, Ga.	WVNS, Statesboro, Ga.	WVVA, Wheeling, W. Va.	WVVA, Wheeling, W. Va.	WVVA, Wheeling, W. Va.
WBHF, Cartersville, Ga.	WVNS, Statesboro, Ga.	WVNS, Statesboro, Ga.	WVVA, Wheeling, W. Va.	WVVA, Wheeling, W. Va.	WVVA, Wheeling, W. Va.
WMON, Montgomery, Ala.	WVNS, Statesboro, Ga.	WVNS, Statesboro, Ga.	WVVA, Wheeling, W. Va.	WVVA, Wheeling, W. Va.	WVVA, Wheeling, W. Va.
ZBM, Hamilton, Bermuda	WVNS, Statesboro, Ga.	WVNS, Statesboro, Ga.	WVVA, Wheeling, W. Va.	WVVA, Wheeling, W. Va.	WVVA, Wheeling, W. Va.
KSAM, Huntsville, Tex.	WVNS, Statesboro, Ga.	WVNS, Statesboro, Ga.	WVVA, Wheeling, W. Va.	WVVA, Wheeling, W. Va.	WVVA, Wheeling, W. Va.
WRBA, Lufkin, Tex.	WVNS, Statesboro, Ga.	WVNS, Statesboro, Ga.	WVVA, Wheeling, W. Va.	WVVA, Wheeling, W. Va.	WVVA, Wheeling, W. Va.
WENC, Whitehall, N. C.	WVNS, Statesboro, Ga.	WVNS, Statesboro, Ga.	WVVA, Wheeling, W. Va.	WVVA, Wheeling, W. Va.	WVVA, Wheeling, W. Va.
WCOP, Savannah, Ga.	WVNS, Statesboro, Ga.	WVNS, Statesboro, Ga.	WVVA, Wheeling, W. Va.	WVVA, Wheeling, W. Va.	WVVA, Wheeling, W. Va.
KVI, Seattle-Tacoma, Wash.	WVNS, Statesboro, Ga.	WVNS, Statesboro, Ga.	WVVA, Wheeling, W. Va.	WVVA, Wheeling, W. Va.	WVVA, Wheeling, W. Va.
WMGR, Bainbridge, Ga.	WVNS, Statesboro, Ga.	WVNS, Statesboro, Ga.	WVVA, Wheeling, W. Va.	WVVA, Wheeling, W. Va.	WVVA, Wheeling, W. Va.
WHHT, Durham, N. C.	WVNS, Statesboro, Ga.	WVNS, Statesboro, Ga.	WVVA, Wheeling, W. Va.	WVVA, Wheeling, W. Va.	WVVA, Wheeling, W. Va.
WVNS, Reading, Pa.	WVNS, Statesboro, Ga.	WVNS, Statesboro, Ga.	WVVA, Wheeling, W. Va.	WVVA, Wheeling, W. Va.	WVVA, Wheeling, W. Va.
KVMV, Twin Falls, Ida.	WVNS, Statesboro, Ga.	WVNS, Statesboro, Ga.	WVVA, Wheeling, W. Va.	WVVA, Wheeling, W. Va.	WVVA, Wheeling, W. Va.
WTVB, Birmingham, Ala.	WVNS, Statesboro, Ga.	WVNS, Statesboro, Ga.	WVVA, Wheeling, W. Va.	WVVA, Wheeling, W. Va.	WVVA, Wheeling, W. Va.
WHSB, Duluth-Superior, Wis.	WVNS, Statesboro, Ga.	WVNS, Statesboro, Ga.	WVVA, Wheeling, W. Va.	WVVA, Wheeling, W. Va.	WVVA, Wheeling, W. Va.
WMOA, Marietta, O.	WVNS, Statesboro, Ga.	WVNS, Statesboro, Ga.	WVVA, Wheeling, W. Va.	WVVA, Wheeling, W. Va.	WVVA, Wheeling, W. Va.
WKRG, Mobile, Ala.	WVNS, Statesboro, Ga.	WVNS, Statesboro, Ga.	WVVA, Wheeling, W. Va.	WVVA, Wheeling, W. Va.	WVVA, Wheeling, W. Va.
KHOZ, Harrison, Ark.	WVNS, Statesboro, Ga.	WVNS, Statesboro, Ga.	WVVA, Wheeling, W. Va.	WVVA, Wheeling, W. Va.	WVVA, Wheeling, W. Va.
KVET, Austin, Tex.	WVNS, Statesboro, Ga.	WVNS, Statesboro, Ga.	WVVA, Wheeling, W. Va.	WVVA, Wheeling, W. Va.	WVVA, Wheeling, W. Va.
WHSC, Hartsville, S. C.	WVNS, Statesboro, Ga.	WVNS, Statesboro, Ga.	WVVA, Wheeling, W. Va.	WVVA, Wheeling, W. Va.	WVVA, Wheeling, W. Va.
WWCO, Waterbury, Conn.	WVNS, Statesboro, Ga.	WVNS, Statesboro, Ga.	WVVA, Wheeling, W. Va.	WVVA, Wheeling, W. Va.	WVVA, Wheeling, W. Va.
WFAU, Augusta, Me.	WVNS, Statesboro, Ga.	WVNS, Statesboro, Ga.	WVVA, Wheeling, W. Va.	WVVA, Wheeling, W. Va.	WVVA, Wheeling, W. Va.
WMTW, Portland, Me.	WVNS, Statesboro, Ga.	WVNS, Statesboro, Ga.	WVVA, Wheeling, W. Va.	WVVA, Wheeling, W. Va.	WVVA, Wheeling, W. Va.
WKBR, Manchester, N. H.	WVNS, Statesboro, Ga.	WVNS, Statesboro, Ga.	WVVA, Wheeling, W. Va.	WVVA, Wheeling, W. Va.	WVVA, Wheeling, W. Va.
WMOC, Covington, Ga.	WVNS, Statesboro, Ga.	WVNS, Statesboro, Ga.	WVVA, Wheeling, W. Va.	WVVA, Wheeling, W. Va.	WVVA, Wheeling, W. Va.
KBMY, Billings, Mont.	WVNS, Statesboro, Ga.	WVNS, Statesboro, Ga.	WVVA, Wheeling, W. Va.	WVVA, Wheeling, W. Va.	WVVA, Wheeling, W. Va.
WBEJ, Elizabethton, Tenn.	WVNS, Statesboro, Ga.	WVNS, Statesboro, Ga.	WVVA, Wheeling, W. Va.	WVVA, Wheeling, W. Va.	WVVA, Wheeling, W. Va.
WIKB, Iron Mountain, Mich.	WVNS, Statesboro, Ga.	WVNS, Statesboro, Ga.	WVVA, Wheeling, W. Va.	WVVA, Wheeling, W. Va.	WVVA, Wheeling, W. Va.
WENK, Union City, Tenn.	WVNS, Statesboro, Ga.	WVNS, Statesboro, Ga.	WVVA, Wheeling, W. Va.	WVVA, Wheeling, W. Va.	WVVA, Wheeling, W. Va.
WHKP, Hendersonville, N. C.	WVNS, Statesboro, Ga.	WVNS, Statesboro, Ga.	WVVA, Wheeling, W. Va.	WVVA, Wheeling, W. Va.	WVVA, Wheeling, W. Va.

**In Worcester**

WTAG delivers 147%\* more audience than Station B, 209%\* more than Station C, 298%\* more than Station D and 368%\* more than Station E.

\*Hooper index January-February '47

**WTAG**

**REAL PROFESSIONAL 8x10 PHOTOS \$2.95**

FOR 25

SEND NEGATIVE OR GLOSSY PRINT

100 POST CARDS \$2.95

**GLOBE PHOTOS**

P.O. BOX 122 BALTIMORE 3, MD.

(Continued on opposite page)



## THE NETWORKS SINCE BMB, 1946

(Continued from opposite page)

### Improvements

KVCV, Redding, Calif.  
 KFFA, Helena, Ark.  
 WTMC, Ocala, Fla.  
 KGCU, Mandan, Ida.  
 KWAL, Wallace, N. Y.  
 WDEV, Waterbury, Vt.

KPOW, Powell, Wyo.  
 KVEC, San Luis Obispo, Calif.  
 KQRS, Rock Springs, Wyo.  
 KWYO, Sheridan, Wyo.  
 WHNC, Henderson, N. C.

### Losses

KSWO, Lawton, Okla.  
 WDSM, Superior, Wis.  
 KNOV, Austin, Tex.  
 WACO, Waco, Tex.  
 WDAD, Indiana, Pa.  
 KRBC, Abilene, Tex.  
 KFRD, Longview, Tex.  
 KPLT, Dallas, Tex.  
 KGKL, San Angelo, Tex.  
 KCMC, Texarkana, Tex.

WKIX, Columbia, S. C.  
 WHBF, Rock Island, Ill.  
 KFOR, Lincoln, Neb.  
 KRNT, Des Moines, Ia.  
 WJBY, Gadsden, Ala.  
 WKWF, Key West, Fla.  
 WISE, Asheville, N. C.  
 WWSR, St. Albans, Vt.  
 WJXN, Jackson, Miss.  
 KIT, Yakima, Wash.  
 KFIO, Spokane, Wash.

## National Broadcasting Company

### New Stations

KERO, Bakersfield, Calif.  
 KZRH, Manila  
 WINR, Birmingham  
 KIST, Santa Barbara, Calif.  
 KSOO, Sioux Falls, S. D.  
 WJBO, Baton Rouge, La.

WOC, Davenport, Ia.  
 WTNT, Augusta, Ga.  
 KAWT, Douglas, Ariz.  
 WORZ, Orlando, Fla.  
 KXLK, Great Falls, Mont.  
 KSYI, Alexandria, La.  
 WTCB, Flint, Mich.  
 WEEK, Peoria, Ill.

### Improvements

WSAN, Allentown, Pa.  
 WKBH, La Crosse, Wis.  
 WAXL, Hazleton, Pa.  
 KTFI, Twin Falls, Ida.

KOAN, Pittsburgh, Kan.  
 WSFA, Montgomery, Ala.  
 KSEI, Pocatello, Ida.

### Losses

No Information

## SUMMARY OF NETWORK AFFILIATE CHANGES

### New Stations

ABC	79	MBS	177
CBS	17	NBC	14

### Station Losses

ABC	9	MBS	21
CBS		NBC	

### Improvements

ABC	43	MBS	58
CBS	26	NBC	7

\* Information not complete or available.

# Kobak Discovers America; Mutual Maps Parity for Webs

(Continued from page 6)

cent, 50 per cent and 90 per cent of the time, and in the finished maps purports to include (for all webs) only those stations which deliver the "acceptable" signal 90 per cent of the time. This 90 per cent of the time, however, does not mean 90 per cent of each listening day, but rather 90 days out of any given 100.

Mutual claims that a considerable portion of the basic information upon which its study is predicated is the work of Federal Communications Commission (FCC) engineers as well as engineers of other webs. For example, the "90 per cent of the time" determination is based, according to Mutual, on FCC recordings made in some 12 strategically placed points throuout the country over the past 10 years or so.

To arrive at the kind of signal listeners would accept, MBS conducted tests among groups of listeners who heard recordings of programs with varying degrees of interference. Questionnaire replies indicated which levels would be "acceptable" from the standpoint of "listenability." Program content was not considered. Mutual does not say how many such tests were made, nor how many listeners participated. Tests were made in studios with recordings taken off what the web terms "average" receivers.

### Study Held Up to Date

One of the great virtues of the study, according to Edgar Kobak, Mutual prexy; E. P. H. James, Mutual veepee and promotion director, and other MBS execs, is that it is up to date now and can be brought right up to the minute within 24 hours any time there is a change in the network picture (addition of stations, power increases, etc.). This, they feel, answers a need no other coverage system provides.

At week's end reps of some other networks already had started efforts to shoot holes in the new Mutual story. One top web engineer maintained that the Mutual study was fine, except that its basic standards weren't high enough. According to this spokesman, Mutual accepted and uses as its basic standard of listenability the findings of the FCC engineering committee as of approximately two years ago. This committee, formed during the early clear channel hearings, however, continued its own researches and tests along these lines and about six months ago

came up with final findings. In these they set three standards, termed "A," "B" and "C," with the latter being the lowest. According to the engineer source, the standard on which the Mutual study is based is lower than the present "C" standard of the FCC committee. This same informant claims that many engineers do not consider that "C" standard high enough for an "acceptable" listening coverage measurement.

### Discrepancy Unknown

Just how much discrepancy there is between the "C" standard of the FCC engineers and the Mutual base is impossible to say, the engineer involved added, since this varies from area to area and station to station. He does concede, however, that Mutual had to take some standard as a starting point and, once having launched its map-making on the basis of a given standard, could not easily or inexpensively switch to another standard. He also admits that if he were in the position of the Mutual engineers assigned to making the study two years ago, he probably would have done the same thing.

Other opposition criticism of the MBS coverage measurement study took the tack that any presentation of coverage based on complex engineering procedures might not meet with the approval of advertisers and agencies. On the other hand, at least one non-Mutual research topper said he thought the Mutual study was an excellent one and would find wide acceptance.

Nevertheless, good, bad or indifferent, Ed Kobak once again has given the industry something to talk about. Only time will tell whether the MBS coverage measurement system will find acceptance. Nobody questions the fact that if it works it will give Mutual a potent sales weapon in the struggle for the advertiser's dollar.

## 1st Youngstown FM Debuts at Fair

YOUNGSTOWN, Sept. 6.—First FM broadcasting here was instituted last week by WBKN-FM, which debuted from the Mahoning County Fair.

FM demonstrations were a daily feature at the station's auditorium tent at the fairgrounds.

# AFM Local in Capital Hikes Per Show Pay Scale by 60%

WASHINGTON, Sept. 6.—Seen likely to be setting part of a nationwide pattern affecting the entire radio industry, an American Federation of Musicians (AFM) local union here this week served notice to stations in the capital that a wage rate boost running as high as 60 per cent will become effective October 1 for "per engagement" radio musicians. Notice of the sweeping boost went out to all the stations from Musicians Protective Local 161, AFM, without any opening for negotiations. At the same time, Paul Schwartz, spokesman for the local, told *The Billboard* that the union is planning to "negotiate with radio stations for higher wage rates for staff musicians."

Notice of the October 1 wage rate boost for "per engagement" musicians, ordered by the local union's board of directors, hit capital station officials as a complete surprise, and several station officials indicated that "some drastic programing changes" may have to be made to adjust to the economic shift. The new pay schedule eliminates the current quarter-hour pay basis which is considered the most popularly used category in all radio stations. A higher wage minimum of half-hour programing will be installed instead by the new order.

### \$10 Hiked to \$16

At present, a single broadcast up to 15 minutes, with privilege of one rehearsal not to exceed two hours immediately prior to the broadcast, calls for pay of \$10 to each musician and \$15 to the leader. This is to be

substituted by a minimum schedule of \$16 for each musician and \$24 for leader, based on a broadcast up to 30 minutes, with no reductions in pay even if the broadcast doesn't last 15 minutes.

Under the union requirements, every musical aggregation consisting of at least two persons must designate one of these as a leader, qualified for leader's pay.

The new half-hour pay schedule, which replaces the old 15-minute pay bracket, also represents an increase in the half-hour rates. Under the present schedule, half-hour broadcast pay to "per engagement" musicians is \$12 per musician and \$18 for the leader.

### Longer Shows Affected

The schedules for all longer programs are likewise boosted by the order. For 45-minute broadcasts, the base pay will rise from the present \$14 per musician to \$20, and from \$21 per leader to \$30. For hour programs, the schedule changes from \$16 per musician to \$24 and from \$24 for the leader to \$36.

Overtime rehearsals of two hours or less call for \$6 per musician and \$8 for the leader under the existing schedule. The new schedule calls for \$8 per musician and \$12 for the leader. Overtime on rehearsals per hour "or fraction thereof" calls for \$3 per member and \$4.50 for the leader. This changes to \$4 per musician and \$6 for the leader.

## "Reader's Digest" Resuming Guests

NEW YORK, Sept. 6.—*Radio Reader's Digest*, Thursdays, 10-10:30 p.m. over the Columbia Broadcasting System, ups its production cost by an estimated \$2,500 when it resumes a name guest policy again next Thursday (11). Gertrude Lawrence is scheduled for that date.

During summer *Digest* trimmed its budget.

## Come See Your Fave NBC Star In Caricature

NEW YORK, Sept. 6.—The National Broadcasting Company (NBC) has ordered an initial printing of 5,000,000 Sam Berman caricatures of network stars in connection with the *Parade of Stars* promotion, and has made arrangements for extensive displays in this area. The web is now building a color movie projection for the RCA exhibit on 49th Street, where films of the caricatures will be shown. NBC studios, the mezzanine and the lobby of the RCA Building are also being blanketed with the artwork.

It is estimated that 4,000 people daily will see the projection exhibit; 90,000 a day are expected to pass thru the RCA Building lobby, and 2,000 daily thru the mezzanine.

### 50 Individual Caricatures

The 5,000,000 initial printing is based on a figure of 100,000 sets of 50 caricatures each, ordered by the stations. The web has already distributed mats of the caricatures to 1,200 newspapers and has facilitated arrangements for use of artwork in newspaper ads, car cards, billboards and other media. Those stations that have access to rotogravure sections have received kodachromes.

NBC this year will omit the lengthy *Parade of Stars* radio program, which used to be the formal kick-off of the fall promotion campaign. The policy this year is to stress year-round promotion rather than a sock initial campaign followed by a lull. The belief is that it is wiser to pay full attention to specific promotion situations as they arise.

Berman, incidentally, is still at work making caricatures of stars on new programs—including Al Jolson for the Kraft show.

From Hollywood!

**THE MODERNAIRES**

CAMPBELL SOUP'S  
**"CLUB FIFTEEN"**  
 CBS - MON. THRU FRI.  
 7:30-7:45 E.D.T.

COLUMBIA RECORDS  
 Personal Management  
**THOMAS P. SHEILS**

**next week!**

**THE WINNERS**  
 in  
**THE BILLBOARD'S 10TH ANNUAL RADIO PROMOTION COMPETITION**

SEE THE NAB CONVENTION  
 ISSUE OUT TUESDAY, SEPT. 16

GET YOUR COPY AT THE  
 NAB CONVENTION



FOR the past year or so, I have been devoting myself to the world of sports as seen thru the accurate and immediate eye of television, and I want to bring my friends up to date on a thing or two which may not be found on the front pages but nevertheless are important. I know that the situation in Greece and Palestine and (snh!) the Kremlin are of prime significance, but something else besides the veto is being abused these days and I'm just the fellow who wants to point it out.

Recently those of us who skip the funny papers and turn at once to the sports pages have been informed that the fight managers' guild, an organization of those men who keep hearts of steel and fists of iron functioning within the fleshy frame of our youth, announced that the attendance at local fights had dropped off to an alarming degree due—they averred—to the presence of television at the fights. This, they would have us believe, kept us at home, watching such fights from the comfort of an armchair, a drink within easy reach. Or, if home was not equipped with such facilities, then we eased on down to the local pub.

#### Want To Cut In

So states the guild, and follows up, in true boxing tradition, with the old one-two, meaning they want to cut in on the television rights, which naturally, it follows, would have to be upped beyond their present price. This, I insist, at this stage of television development, is tantamount to earning money from child labor, but that isn't my point at the moment.

Herbert Bayard Swope Jr. is one of the regular television directors at WCBS-TV. Thirty-one years old, redheaded, tall and at the moment single, a native New Yorker, son of the famed newspaperman, Swope went to Horace Mann School and then to Princeton, where he found debating, acting, writing and politics usually more interesting than the daily curriculum, in which he majored in philosophy. After college Swope became a reporter on *The New York Herald Tribune*. In 1938 he went to CBS as an apprentice, assigned to Victor M. Ratner, then director of sales promotion. Eventually he became trade news editor, which consisted of keeping the trade press informed of Columbia's commercial activities and also taking trade paper guys out to lunch. He was commissioned in the navy as an ensign in November, 1941; saw service in the Atlantic sea frontier on a patrol and escort vessel and then was on a minesweeper in the Mediterranean in 1944-'45, and in the Pacific in 1945 as executive officer, he was sweeping off Formosa in November, 1945, when detached, and was released to civilian life in April, 1946, as a lieutenant. He returned to CBS in August, 1946, this time in television, where he went to work as mobile unit director under Bob Bendick, head of the news and special events department. Swope has directed the major part of the CBS sports program, including the Brooklyn Dodgers' baseball games for Ford and General Foods, the Madison Square Garden events, the Columbia football games for Ford, and tennis, horse racing, bowling and billiards, as well as some serious shows (such as the UN) in between. His favorite sport is croquet and he plans to get that on television to prove it's a strenuous game when played properly with the right equipment.

My point is this—and I see no reason to keep it from my palpitating audience any longer—that television, far from hurting attendance at sports events, actually increases it, and will serve to keep this not alone the most sports-conscious nation in the world but also make it the most expert in its knowledge of sports.

I know you will peer down at me thru your lorgnettes and ask me if Dr. Gallup and/or Elmo Roper can back up these assertions of mine. And I must answer, no. But at the moment television is participated in by so few, compared to its potential audience, that it is its own "sampler," and

#### Video Workmen—No. 2 in a Series

## Swope Sees Tele Stimulating Sports Business; Says It Creates "Experts," Makes Paying Fans

By Herbert Bayard Swope Jr.

one can use the sampling technique of these measurement experts on those of us who are in the game.

#### Cites Examples

Having thus stated my thesis, and brooking no interference, I shall proceed. Let me cite a few examples to prove my point.

Example one: Myself. When CBS television took over exclusive television coverage (except for Friday night fights) of Madison Square Garden sports events, I found myself directing such diverse features as hockey, rodeo, basketball, dog shows, Silver Skates and what have you. I have always been of that strange sports-loving breed which follows closely the averages of the leading hitters in baseball, knows who gained the most yards on the gridiron last year, how many inches from the cup the winner of the hole-in-one golf tourney landed, and such statistics. These items have I followed in the sports pages since I was old enough to hold the papers widespread in my hot little fists. But during school, college, work and the war I have not been a very frequent member of the audience at these events. To be honest, when I first went to direct the televising of one of Ned Irish's festivals, in which the people of New York are treated to the best basketball the nation has to offer, I hadn't seen a basketball game since I threw one against the backboard in school days. But, after televising about 20 of the college double headers at the Garden, I have become such a basketball fan that I give you one guess where I spend my nights off. Right! At the 69th Regiment Armory watching the New York Knickerbockers pro basketball team play.

The why of this modern version of the busman's holiday is quite simple. In the process of directing the televising of the games I had become so well acquainted with the different techniques of play, with the rules of the game, and with the intense spirit of competition it produces, that I became an avid fan, and wanted desperately to run out of the control room and watch the game in its human form.

#### Develops Fans

And there is no difference between the television viewer at home or in a restaurant and a television director at a remote event, for as yet we directors don't see the actual contest before us; we view it as you do, on a tube or "screen." The only difference is that we have two (or more) screens before us, carrying the picture from the different cameras. From this we choose the shot which goes out over the air. But we don't see the game in flesh-and-blood, altho future plans will make this possible thru use of a double or multiple-screen monitor in the same booth as the cameras and commentator.

So television displays the game in all its excitement, with greater detail than possible were one at the event itself, with expert commentary to bring you knowledge of the game which you might lack, and, as a result, makes you not alone a fan but even a mild expert.

How do you enjoy your new status as a fan? By taking the first opportunity you get to go to see the game as it is played by flesh-and-blood players. There you can enjoy the color of the spectacle and put your new knowledge of players and plays to good use.

#### Reaches New Circles

And I can go a step further. This "fan and expert" developing of television reaches people who might otherwise never have patronized a fight, or a ball game, or a tennis match, or a horse race. How, you say? Simply this: Television operates only a limited number of hours each week. It is still in the stage where the novelty of having a set on will keep the household well-entertained for the duration of the planned evening's schedule. As a result women who might never have thought of going to a fight, see one on television and become interested. Men who thought basketball was given up after one gets out of short pants can sit home and compare and contrast Kentucky as against Utah. And after they have sat home enough, and watched enough, and discussed enough, what do they want to do when they have a couple of bucks extra to spare of an evening? Why they say: "Let's go down to the Garden and see NYU play Notre Dame," or "Let's go to the Garden and see Sugar Robinson fight Jake LaMotta," or "Let's go down to the Garden and see the Rangers play the Canadians."

Before they got their television sets they had to make a positive gesture to find out what was going on in the sports world. They had to turn to the sports pages in the paper, or call up the Garden or Ebbets Field to find out who was playing that day. But with their television sets they know what's going on, who's playing, and what's more, how well they're playing. For they see all the sports events in this, the sports capital of the world.

And don't you think for a minute it doesn't make experts out of the viewers. For instance:

#### TV Camera Accuracy

Example two: The other day, after the Dodgers concluded their next-to-last home stand, I was driving out Eastern Parkway to my nest on the island. A traffic cop stopped me. I shuddered guiltily, but all he said was: "Are you goin' up a couple of blocks?" I was so relieved I would have driven him to Albany. On the road I talked about CBS's televising of the Dodger games which I was directing. It seemed he saw many of them, for at some unidentified precinct house in Brooklyn the recreation room apparently had a set. He thought it was great stuff and we both agreed that the Bums would win the pennant.

"You know that television camera sometimes catches the umpires in mistakes," he said. I listened interestedly, for I agreed with him. "The other day," he continued, "I was watching a game and the umpire called a ball fair, and you could tell on the television screen that it was foul and over the foul line."

He's discovered, as all television audiences do, that the camera is quicker than the eye and much more accurate. That's why they have photo-finishes at the race tracks.

So, out of all this random observation, I think one can draw some conclusions.

#### Spurs Attendance

First, the televising of sports events builds potential attendance for these events. Regular followers of various sports watch them on television if unable to attend. In addition, many television viewers, subjected as it were to the sports bug for the first time, become fans thru repeated

viewing of these events, with the detailed camera coverage and supplementary commentary and the happiest outlet for a regular fan is, as it always has been, to see his favorite team or individual in action, in person.

Secondly, it builds an audience of experts. Thru repeated viewing of sports events and the personalities involved, the television fan knows more of the rules and workings of the game and of the players and their idiosyncrasies than the occasional visitor to a sports event. For instance, by having a camera on "Red" Schoendienst, second baseman of the St. Louis Cards, one can see that Red keeps his fielder's glove off and in his other hand until the ball is actually pitched, or one can see how Harry Walker, the Phillies' hard hitter, when at bat always takes his cap off between every pitch, or that "Pistol Pete" Reiser always tries to touch first base on his way to the dugout after being in the field.

Or we can have an actual diagram of various football offensive and defensive formations as we did between halves of the Dodgers' football games last year, and of hockey plays, as we did between periods of the Garden hockey games, many of which Ford sponsored.

#### Keener Audience

Thirdly, it builds a more critical audience. As the television audience grows and more and more people become fans, they will view these sports events with a more critical eye. They will be quick to see a pitcher's mistake, or an umpire's faulty decision, or a boxer's inept performance, or a tennis star's weak backhand.

This will mean that the performers in the game—track star, jockey, umpire, fighter, goal tender—will have to be better than ever in their jobs. For the camera's eye is acting as the viewer's eye, and the accuracy with which it picks up what is happening will make errors in judgment or performance stand out, and covering up for them impossible.

And if you don't think this is true, take a glimpse at some of the wrestling matches. There one expects ham histrionics, but the utter sham of the pretended blows on the jaw, or the different forms of mayhem which are seemingly carried out but actually miss by wide margin, becomes embarrassingly obvious. In other words, the boys must act better!

#### Reassures Promoters

So I take it upon myself to reassure the fight managers' guild. Boys—it isn't television which cuts down your audience. Put Joe Louis on in the Garden against a good man at good prices, put "Sugar" Robinson against a contender, develop your Billy Fox—in other words, give the public good goods at right prices and you won't be able to get into the Garden yourself in all probability, the crowd will be so great. Remember the fight crowds last winter and spring? They were enormous and television was there. So was television there for hockey, basketball, the rodeo, the dog show, the circus, the Silver Skates, the Golden Gloves and the horse show. And CBS television has been at Ebbets Field all summer. And the crowds have never been so big, both in front of the television screen and at the park.

In other words, gentlemen, relax. The television tube will never replace the human being. Marriages will continue to be increasingly popular. And so will attendance at sports events.

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# TV SPONSORS WANT ACTION

## Star Views

Reviewed Thursday (4), 7-7:15 p.m. Style—Hollywood chatter and interview. Sponsored by Gough Industries (Philco Southern California distributor). Agency, Cecil Noble. Produced by Larry Finley. Directed by Albert V. Cole. KTLA (Paramount), Hollywood.

Featuring cineactress Lois Andrews as the know-it-all, this Hollywood chatter seg makes for refreshing tele. Miss Andrews spouts her "who was seen with whom" stuff convincingly. This, coupled by the fact that the lass is eye-worthy and makes full use of facial expressions, gives seg added promise.

Only drawback now is that she reads from notes. While this is somewhat covered up by having her supposedly read her chatter into a dictaphone, it still appears rather stilted and lacks the necessary ease and freedom to make seg wholly successful. To add interest, feature of seg is interviewing a guest. Tonight, it was Cathy Downs who answered the questions. Miss Andrews proves herself adequate in handling the interview.

Commercials are presented both on film and via live demonstration. Trouble here is that the radio formula of plugging is used in a medium that can't shoulder the impact of over-selling. Commercials border on the "love that soap" line and should be toned down immediately if agency wants to have the dialers look in again.

Idea of Hollywood chatter and guestars as a tele seg is terrific, especially in this neck of the woods, since no town can possibly love Hollywood and its celestials any more than Hollywood itself. This assures a big following for *Star Views*.  
*Lee Zhitto.*

## You Should Ride a Hobby Horse

Reviewed Tuesday (2), 8:30 to 8:45 p.m. Show designed to demonstrate interesting hobbies. Sponsored jointly by the Fair Store and Arbee Food Products Company over WBKB, Chicago.

If anyone has any doubt that television can sell low-cost retail items after other media have failed, the results of this program should remove those doubts once and for all. In one 15-minute show the sponsor was able to display, demonstrate and thus sell a household item, a garbage disposal gadget called a Scrap-Trap, even though in the past attempts to sell the same item with newspaper and radio advertising have failed.

As a program of entertainment, the show was not good, for reasons which will be related later, but as an advertising pitch it did the job. Specifically, 70 phone call orders for the trap were received at the station in an hour following the airing. Russ Davis, who emceed the program, made a special one-time offer to the television audience under which viewers were able to get a special deal for \$2.79, which included the gadget and an extra supply of disposal bags. It was this offer, accepted only the night of the show, which received the phone response.

Strangely enough, these sales were made even though the product was not demonstrated under the best conditions. The gadget was mounted incorrectly so that it could not be seen well, and papers were buff color, which did not show up well with use of orthicon studio cameras.

Show used two sets, a kitchen scene in which Davis demonstrated the device while cloaked in an apron and (See *You Should Ride on page 16*)

## Al Jarvis

Reviewed Wednesday (3), 7-7:15 p.m. Sponsored by Gough Industries (Philco Southern California distributor). Agency, Cecil Noble. Produced by Larry Finley. Directed by Albert V. Cole. KTLA (Paramount), Hollywood.

This is another one of the eight tele shows bankrolled by Gough Industries, Philco's Southern California distrib. With disk jockey at the helm, seg is easily one of the finest and most enjoyable ever to hit the glass screen. In his 16 years of spinning records and supplying the ad libs, Jarvis has developed an entertaining line of patter as smooth, that is, as silk.

Instead of spinning disks, Jarvis here uses soundies. Each lasts about as long as the average record. Idea of using soundies is swell in theory, but n.s.h. in practice. Trouble is pic sound tracks are old and full of woes which only serve to detract from Jarvis' sock work as an emcee and annoys the viewers.

Following a guestar policy, Jarvis interviewed Anita Ellis. Lass mugged the lyrics in synch to a few of her disks, and it all held eye and ear appeal for the home looker. While she was mouthing the lyrics to her recording of *Anniversary Song*, Jarvis danced a waltz with the singing lady. His ad libs during the dance were choice. This seg. more than any other, indicates the untapped possibilities of tele's studio programs.

Commercials were again overdone in both live and canned forms. Tele can't sell by slugging the prospective buyer over the head. Integrated commercials should bring better results saleswise and prove more satisfactory to the viewers.  
*Lee Zhitto.*

## Recent Exits Take 750G From Field

### Borden Latest to Lam

(Continued from page 3)

withdraw from telecasting temporarily, at least for the remainder of 1947." He added that in the last 12 months the company conducted intensive experiments, tested nearly a dozen program types and tried every type of commercial which seemed to hold promise. This experimentation confirmed Borden's original thought that video is a powerful advertising medium. "We are withdrawing from network tele now because we have completed our schedule for the time being and we wish to take a breathing spell during which we can re-examine television in the light of over-all advertising appropriations—in terms of a consistent television campaign some time in the future," Peabody noted.

The Borden experimentation in video had been handled by two agencies. Young & Rubicam handled it for the first half of the year, with Kenyon & Eckhardt taking over for the second series.

Withdrawal by Borden, Bristol-Myers, General Foods and Standard Brands means an estimated total of \$750,000 a year diverted from the medium. This includes time, talent and other costs.

## FC&B Video Headed By Ralph Austrian

NEW YORK, Sept. 6.—Ralph Austrian, formerly video chief of RKO-Radio Pictures, has been named television director of Foote, Cone & Belding Agency (FC&B) as part of that firm's increasing interest in tele. Austrian assumes his new post next week.

Increased video emphasis at FC&B was anticipated after N. W. Ayer recently acquired football video billings of American Tobacco Company, which FC&B represents for radio. American Tobacco later turned over its spot television business to FC&B. Norman Winter, of the radio department, has been supervising FC&B's television work thus far.

# Web-Show TV Rights in Air

## Segs Built by Nets Run Into Tele Problem

### Agency Vs. Sponsor

NEW YORK, Sept. 6.—Problem of television rights to network-built radio programs is becoming an increasing point of contention among agency execs and sponsors. This was confirmed this week by a top ad (See *Web-Show TV on page 16*)

## First TV Jockey Sold by DuMont; Also Live Show

NEW YORK, Sept. 6. — DuMont television outlet, WABD, this week followed up its sale of Yankee football games with two other program sales, both aimed at the teen-age audience. One will inaugurate video's first disk jockey show, while the other will be a live studio show.

The disk jockey program, featuring Bob Emery, will air from 9 to 9:15 p.m. Tuesday nights. Sponsor is Jay Jay Junion, Inc., manufacturer of teen-age house dresses. Youthful models will parade about before the camera while the platters actually are spinning.

The other teen-age show will be sponsored by Comet Candy Company, which will bank-roll the first half of a 30-minute show skedded for Tuesdays at 7:30 p.m. The show will feature high school talent.

Football contract covers seven Yankee home games and one to be played at Ebbets Field, Brooklyn. Springs Mills, Inc., cotton goods firm, is the bank-roller, with the opener of the series aired last night when the Yankees opened against Chicago. Between halves entertainment for each game is a fashion show from the studio, which is virtually a commercial.

## RCA To View Theater - Size RCA Screen

NEW YORK, Sept. 6.—American Broadcasting Company (ABC) and Radio Corporation of America (RCA) this week agreed to co-operate at the forthcoming National Association of Broadcasters (NAB) convention at Atlantic City in showing of RCA's new theater-size large-screen television. ABC will program the showings, which will be made at Cambridge Hall of the Hotel Claridge. Tickets for the showings are available thru ABC.

Program, which will be given at 7 p.m. Sunday (14), will feature ABC films of NAB delegates arriving and registering, a golf match and the NAB press party. After a high-speed developing process, ABC will fly the films to Philadelphia, where they will be transmitted over WFIL-TV via a special RCA link to Atlantic City. After the film program, a direct broadcast will be made from the Brighton Hotel pool. On Monday and Tuesday, the entire cards at the Garden City Race Track will be televised.

### next week!

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Part I

The Billboard



NIGHTTIME Talent Cost Index

Tabulations are based on sponsored programs only. Based on first 15 evening shows and first three Sunday afternoon shows in August 30 Hooper report.



Program, Sponsor, Agency Rank, Net. & Sta.	Hooper-ating	Previous Rating and Rank	Opposition	Talent Cost	Cost Per Point	1,000 Urban Listeners
1—MR. DISTRICT ATTORNEY Bristol-Myers Vitalis and Sal Hepatica D.C.&S. NBC 133	11.1	9.8—1	NSP—ABC Ford Show-Meredith Willson—CBS NSP—MBS	\$ 7,000	\$ 630.69	\$ .78
2—TAKE IT OR LEAVE IT Eversharp Blow NBC 160	10.1	9.1—2	NSP—ABC Xavier Cugat Show —CBS NSP—MBS	\$ 4,500	\$ 445.54	\$ .49
3—MAN CALLED X—OH Frigidaire Div., General Motors F.C.&B. CBS 155	10.0	*	NSP—ABC NSP—MBS Blue Ribbon Music Time—NBC	\$ 4,500	\$ 450.00	\$ .58
4—YOUR HIT PARADE American Tobacco Lucky Strike Cigarettes F.C.&B. NBC 160	8.8	7.4—8	NSP—ABC NSP—CBS NSP—MBS	\$10,000	\$1,136.38	\$1.22
5—CRIME DOCTOR Philip Morris Philip Morris Cigarettes, Revelation Tobacco Blow CBS 148	8.3	8.4—5	NSP—ABC NSP—MBS NSP—NBC	\$ 3,500	\$ 421.69	\$ .44
6—INNER SANCTUM Emerson Drug Bromo-Seltzer B.B.D.&O. CBS 150	8.2	8.5—4	Lum & Abner— ABC NSP—MBS Cavalcade of America —NBC	\$ 4,500	\$ 548.78	\$ .68
6—THE BIG STORY Amer. Cigarette & Oigar Co. Pall Mall Cigarettes F.C.&B. NBC 159	8.2	8.7—3	NSP—ABC The Whistler—CBS NSP—MBS	\$ 3,000	\$ 365.85	\$ .44
7—THIS IS YOUR F.B.I. Equitable Life Assurance Society of U. S. W.&L. ABC 224	8.0	*	Thin Man—CBS Johns-Manville News— CBS NSP—MBS NSP—NBC	\$ 3,500	\$ 437.50	\$ .54
8—ADV. OF SAM SPADE Wildroot Co., Inc. B.B.D.&O. CBS 156	7.8	7.2—9	NSP—ABC NSP—MBS Alec Templeton—NBC	\$ 4,500	\$ 578.92	\$ .62
8—BREAK THE BANK Bristol-Myers Mum and Vitalis D.C.&S. ABC 183	7.8	7.0—11	Arthur's Place— CBS Gabriel Heatter—MBS Real Stories-Real Life, LN—MBS NSP—NBC	\$ 4,500	\$ 578.92	\$ .66
9—MANHATTAN MERRY-GO-ROUND Sterling Drug Dr. Lyons' Tooth Powder D.-F.-S. NBC 141	7.5	*	Three Views of the News—ABC Louella Parsons—ABC Corliss Archer—CBS Exploring the Unknown —MBS	\$ 4,000	\$ 533.33	\$ .62
9—DR. I. O. Mars, Inc. Grant Adv. NBC 128	7.5	7.1—10	NSP—ABC NSP—CBS NSP—MBS	\$ 5,500	\$ 733.33	\$ .89
10—BOB HAWK SHOW—CH R. J. Reynolds Co. Camels, Geo. Washington Smoking Tobacco Wm. Esty CBS 155	7.4	*	NSP—ABC NSP—MBS NSP—NBC	\$ 4,000	\$ 540.54	\$ .69
11—CAN YOU TOP THIS? Colgate-Palmolive-Peet Co. Palmolive Brushless and Lather Shave Cream Ted Bates NBC 141	7.2	6.9—12	Murder and Mr. Malone—ABC Vaughn Monroe—CBS NSP—MBS	\$ 5,000	\$ 694.44	\$ .83
12—CRIME PHOTOGRAPHER Anchor Hocking Glass Corp. Anchor Glass, Fire King Oven Glass Weintraub CBS 145	7.1	7.8—6	NSP—ABC NSP—MBS Sealtest Village Store —NBC	\$ 3,000	\$ 422.54	\$ .59
12—MEET CORLISS ARCHER Campbell Soup Various Products Ward Wheelock CBS	7.1	*	Three Views of the News—ABC Louella Parsons—ABC Exploring the Unknown—MBS Manhattan Merry-Go- Round—NBC	\$ 3,500	\$ 492.90	\$ .54
12—MURDER AND MR. MALONE Wine Growers Guild of Lodi, Calif. Guild Wine Honig-Cooper ABC 68	7.1	7.1—10	Vaughn Monroe —CBS NSP—MBS Can You Top This? —NBC	\$ 4,000	\$ 563.38	—
TOP THREE SUNDAY AFTERNOON PROGRAMS						
1—TRUE DETECTIVE MYSTERIES Williamson Candy Co. O'Henry Candy Bars A.M.&W. MBS 396	5.5	*	NSP—ABC Summer Electric Hour —CBS NSP—MBS	\$ 2,000	\$ 363.64	\$ .46
2—HARVEST OF STARS International Harvester Co. McC-E. NBC 157	5.2	5.4—2	NSP—ABC Here's to You—CBS NSP—MBS	\$10,000	\$1,923.08	\$2.23
2—CARMEN CAVALLARO Sheaffer Pen Co. R.M.S. NBC 148	5.2	4.7—3	Lassie—ABC NSP—CBS NSP—MBS	\$ 3,500	\$ 673.08	\$ .79

\* Not in top 15 or top 3 in August 15, 1947, report. LN—Limited Network.  
† Includes first and second broadcasts. OH—Computed Hoopering.

Average evening rating is 4.9 this report, as against 4.8 last report, 5.7 a year ago. Average evening sets-in-use is 18.1, as against 17.2 last report, 19.0 a year ago. Average available homes is 70.1, as against 69.3 last report, 72.2 a year ago. Number of sponsored evening hours reported is 52 3/4, as compared with 51 3/4 last report, 54 1/2 a year ago.

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

5 Newcomers Crash Talent Cost Index

'Crime Doc,' 'Big Story' Tops

NEW YORK, Sept. 6.—Five programs not in the Nighttime Talent Cost Index last time have made the list this trip. These are *Man Called X*, in third rank; *This Is Your FBI*, seventh; *Manhattan Merry-Go-Round*, ninth; *The Bob Hawk Show*, 10th, and *Meet Corliss Archer*, 12. *Man Called X* breaks down to \$.58 per 1,000 urban listeners. *Your FBI*, the ranking seventh to *X*'s third, shows up even stronger than *X* on the breakdown—with a cost of \$.54. *Corliss Archer*, the last in rank, has an identical cost per thousand. *Merry-Go-Round* and *Bob Hawk* are estimated at \$.62 and \$.66 respectively.

Best buys, from the standpoint of cost per 1,000, are *Crime Doctor* and *Big Story*, ranking fifth and sixth with respective Hooperatings of 8.3 and 8.2. Cost per thousand on each show is estimated at \$.44.

"Take It" at 49 Cents  
Other comparatively strong program buys are *Take It or Leave It*, at \$.49 per thousand, and *Crime Photographer*, at \$.53.

Nighttime chart's most expensive program buy per thousand listeners is American Tobacco's *Hit Parade*. Ranking fourth with a Hooper of 8.8, the show is estimated at \$1.22. This is nearly three times the cost of *Crime Doctor*, ranking immediately beneath it.

*Mr. District Attorney*, still the top ranking show on the chart, is now delivering at the basic cost of \$.78. On the last Talent Cost Index carried in the August 30 issue of *The Billboard*, *Mr. D. A.*, the top-rated program, was delivering at a cost of \$.86. *D. A.*'s last three Hoopers have been 9.1, 9.8 and 11.1.

Top three Sunday afternoon programs are *True Detective Mysteries*, with a Hooper of 5.5 and cost of \$.46 per thousand; *Harvest of Stars*, 5.2 and a cost of \$.23, and *Carmen Cavallaro*, 5.2 and \$.79. *True Detective Mysteries* did not make the top three in the last report.

New WOV Rate Card Cutting Discounts

NEW YORK, Sept. 6.—WOV, foreign language local, on October 1 will put into effect a new rate card which will quote new rates on a block programming set-up and cut the discounts for frequency advertising by about 20 per cent.

Current advertisers will be protected for a year, according to Ralph Weil, general manager of the outlet.

Web-Show TV Rights in Air

(Continued from page 15)

agency, whose talent buyer stated that one radio deal fell thru because tele rights could not be cleared satisfactorily.

Two problems with respect to video bother some sponsors. One is the fact that, in buying a radio program, the seller may retain video rights and sell them to another sponsor. Secondly, some sponsors—even tho they are given the opportunity to buy video rights in a package they want to use for radio, hesitate to buy such rights on the ground that video currently is an abnormally expensive medium which does not pay off from the standpoint of cost per person reached. These sponsors nevertheless are reluctant to exclude video rights from a purchase because of the possibility of another buyer picking them up.

Packages Handled Singly

One agency buyer stated that the networks, in selling radio packages, are handling each case individually with respect to video rights, with no standard procedure being set. He said that one common method of handling video rights to a radio show was to offer the radio bankroller 90 days' time on first refusal privileges.

A web spokesman stated that no standard form of procedure could be set up because each package represented different problems. The web, for instance, might not be able to clear video rights to a radio package. He also indicated that generally a web would not consider it "good business" to sell radio rights to one advertiser and video rights (to the same package) to another. Queried as to whether a standard procedure or policy would be worked out, he added that such speculation was "star-gazing" and would depend upon what happened in television.

YOU SHOULD RIDE

(Continued from page 15)

chef's hat and another in which the model, motor driven airplanes—subject matter of tonight's hobby—were demonstrated. Program would have been more interesting if planes could have been demonstrated in flight, but because they travel at such high speeds (more than 100 m.p.h.) cameras would have been unable to follow them in their circular flights, this type of demonstration was impossible.

We believe Davis's work would have been better if he had taken off his kitchen regalia while interviewing the model plane makers. His chef's attire did not fit in with a discussion of machinery. We also believe that at times Davis became overly commercial when he repeated again and again the merits of the Scrap-Trap and practically gave a pitchman's spiel when making his special offer. If entertainment portions of the show were increased and better produced from here on in, and if commercialism were reduced, series could still do an effective selling job while achieving the status of interesting television programming.

Cy Wagner.

MOW 'EM DOWN!

You're the gal who can do it. And the photo that can help you is a beautiful glossy by Moss.

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

Write for FREE Samples and Price List B.

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155 W. 46th St.  
BR 9-8482-8488 N. Y. C. 19

Part II

The Billboard



NETWORK PROGRAM  
Reviews & Analyses

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



Maxwell House Coffee Time

Reviewed September 4, 1947

**GENERAL FOODS SALES DIVISION**  
Maxwell House Division  
Robert H. Bennett, Sales, Adv. Mgr.  
Thru Benton & Bowles, Inc.  
Esty Stowell, Acct. Exec.

Via NBC

Thursdays, 8:30-9 p.m.

**Estimated Talent Cost:** \$15,000; producer-director for agency, Al Kaye; writers, Paul Henning, Keith Fowler; announcer, Toby Reed; cast: George Burns, Gracie Allen, Bill Goodwin, Mel Blanc, Meredith Willson's Orchestra.  
**Last Hooperating for the program (May 15, 1947)**..... 10.6  
**Average Hooperating for shows of this type (Variety)**..... 4.6  
**Current Hooperating of show preceding (Sustaining)**..... None  
**Current Hooperating of show following ("Music Hall")**..... 6.8  
**CURRENT HOOPERATING OF SHOWS ON OPPOSITION NETWORKS**  
ABC: "America's Town Meeting"..... 1.6  
CBS and MBS: Sustaining..... None

ABOUT THE ADVERTISER

In radio, magazines and farm publications, General Foods consistently has been among the top spenders for years. Last year, with more than \$7,500,000 spent for radio time (and that less than it had spent the preceding three years), the company was third in the list of air spenders. In magazines, with more than a \$2,500,000 output, the firm rated 12th last year and, with a \$500,000 appropriation, was second in the farm picture. Of the 1946 radio budget, Maxwell House Coffee time costs were about a million gross.

Some months ago, General Foods expanded its broadcasting activities to include television, but announced its withdrawal from this field just last week. An intensive television research drive is now under way.

Gracie Babbles On

Well the rivers, and the creeks and the brooks keep babbling on, and so does Gracie Allen. It seems as tho it were just yesterday, give or take a decade or so, when Gracie and George Burns transferred their Palace routines—you know, the dumb dame and the tired straight—to the air. And now, after a hiatus, they're back again; same time, same station, same routine, almost the same jokes. If they ain't the same jokes, they sure as hell sound like 'em.

And let's face it, men—change the name of the comics in the above paragraph (except for Fred Allen)—and chances are you'll have a review and commentary appropriate to 90 per cent of the shows back on the air now, or due back soon.

Of course, there's an obvious inconsistency in this comment. That's the fact that Burns and Allen are funny, and their formula produces laughs, and their delivery is assuredly in the nonpareil groove. Plus the fact that some of the commercials for Maxwell House are cleverly integrated into the script. But despite these incontrovertible plus factors, one can't help wishing that Burns weren't always quite so tired; Gracie inevitably so patently dumb; Bill Goodwin so brash and Meredith Willson, as a character (not as a conductor, a dodge at which he excels), so knuckleheaded a schmo.

It's probably all a bit hopeless, tho. They're sure to get just as good a Hooper as of yore.

Jerry Franken.

Willie Piper

Reviewed September 4, 1947

**GENERAL ELECTRIC CO., LAMP DIV.**  
W. H. Robinson Jr., Mgr. of Adv. Div.

Thru Batten, Barton, Durstine & Osburn, Inc.  
Al Weinrich, Acct. Exec.

Via ABC

Thursdays, 9-9:30 p.m.

**Estimated Talent Cost:** \$3,000; producer for agency, David White; producer-director for ABC, Gordon Auchinloss; writer, Sam Taylor; announcer, William Elliott; music, Ralph Norman; cast: Billy Redfield (Willie Piper), Elaine Rost (Martha Piper), Charles Irving (Dan Gillespie), Stewart MacIntosh (Capt. Bissel).

**Average Hooperating for shows of this type (Dramatic)**..... 5.6  
**Current Hooperating of show preceding ("America's Town Meeting")**..... 1.6  
**Current Hooperating of show following (Sustaining)**..... None

**CURRENT HOOPERATING OF SHOWS ON OPPOSITION NETWORKS**  
CBS: "Lawyer Tucker"..... 5.0  
MBS: "Gabriel Heatter" (9-9:15)..... 3.9  
"Real Life" (MTWTF, 9:15-9:30)..... 3.3  
NBC: "Music Hall"..... 6.8

ABOUT THE ADVERTISER

General Electric comes into the new radio year with shows on three webs. In addition to picking up the tab on ABC's house-built "Willie Piper," sponsor has contracted for sponsorship of the Fred Waring program Monday nights on NBC and "House Party" on CBS. Last year, GE's radio budget dropped considerably—the 1946 figure approximating \$1,725,000. This compares with about \$3,600,000 for 1945. During the last two years, GE used magazines more heavily than any other media, the budget totaling close to \$4,000,000 during 1946 and 1945.

ABC's house-built package Willie Piper, picked up in pace and brightness after a slow start on its debut this week. During the second quarter-hour, Sam Taylor's scripting provided good situation comedy and the lead characters took on dimension. From now on in, it's up to both the writing and direction staffers to provide lively material and sound production. Cast, headed by Billy Redfield and Elaine Rost, is completely competent.

Opposition to this show on NBC would appear to make Willie Piper's position in the 9-9:30 p.m. time slot rather untenable—for Al Jolson is slated to take over the host spot on Kraft Music Hall. However, it's believed that ABC will reshuffle its Thursday schedule and move Piper to a more advantageous period. If the web can do this, the Piper seg should prove attractive to a sufficiently large audience and constitute an economic radio buy.

Program caught opened with a flashback detailing Willie's marriage to Martha. By the time Willie was on his wedding trip the program had developed to the point where it evoked sympathy and laughs—sympathy with the plight of the lead characters and laughs over their mishaps. This is a good formula.

Commercials stressed two themes. One was institutional in character, plugging GE's research to make better lamps at reasonable cost. The other was along the familiar "bulb snatcher" lines.

All in all a promising package.  
Paul Ackerman.

Judy Canova Show

Reviewed August 30, 1947

**COLGATE-PALMOLIVE-PEET CO.**  
Robert E. Healy, V.-P. in Chg. of Adv.

Thru Ted Bates, Inc.  
Meredith Conley and Benson Inge, agency contacts; Sherman Marquette, Inc., Jack Raymond, agency Contact.

Via NBC

Saturdays, 10-10:30 p.m.

**Estimated Talent Cost,** \$10,000; producer-director for agencies, Joseph Rines; writers, Fred Fox, Henry Hoople, John Ward; announcer, Vern Smith; music, Charles Dant's orchestra and Sportsmen Quartet. Cast, Judy Canova, Mel Blanc (Pedro and Roscoe Wortle), Ruddy Dandridge (Geranium), Joe Kearns (Winchester), Ruth Perrott (Aunt Agatha).

**Current Hooperating for the program**.. 8.3  
**Average Hooperating for shows of this type (Variety)**..... 4.6  
**Current Hooperating of show preceding ("Can You Top This?")**..... 7.2  
**Current Hooperating of show following ("Grand Ole Opry")**..... 4.5  
**CURRENT HOOPERATING OF SHOWS ON OPPOSITION NETWORKS**  
ABC: "Professor Quiz"..... 3.2  
CBS: "Saturday Night Serenade"..... 3.9  
MBS: Sustaining..... None

ABOUT THE ADVERTISER

Eighth among top 1946 national radio advertisers, Colgate-Palmolive-Peet spent almost \$5,000,000 for time. Thus, for the third straight year, Colgate had invested more in radio advertising than in magazines. In ninth place among top 1946 magazine advertisers, its budget for this purpose was \$3,300,000. Other network radio shows bankrolled by Colgate include "Blondie," "Mr. and Mrs. North," Dennis Day, Bill Stern and Can You Top This?

Somewhere in the course of last week's Judy Canova program, the show's star was described as a gal who simply "tells jokes, sings songs and yodels." That, in essence, still is the background of the program. Left to her own devices, the rustic comedienne can be very funny. But this script, at least, was plentifully padded with gags which dated back to the heyday of Reisenweber's Music Hall. Glaring example had Judy coyly tell a photographer that her face just might break the camera. The shutter's click was followed by the expected crash.

The singing efforts of Miss Canova were directed at *Feudin' and Fightin'* and *All of Me*, both of which got the yodel treatment on the second chorus. She came off better on the first tune, because it fitted in quite naturally with her cornpone-flavored accent. The yodeling might never have drawn a St. Bernard to a Swiss mountain top, but probably had half the hogs in the Ozarks headin' for home.

Incidental Characters Click

Best parts of the show were the incidental characters who drifted thru it, all of them harboring a dialect of one sort or another. The roster included the maid, Geranium; Aunt Aggie, a Prussian-spouting photographer, a costume firm messenger who mouthed liquidy, sibilant esses, Pedro, the Mexican; and Judy's maw and paw. Inherently (See Judy Canova Show on page 18)

Fanny Brice Show

Reviewed September 5, 1947

**GENERAL FOODS SALES CO., INC.**  
Jello Division

H. M. Chapin, Sales and Adv. Mgr.  
John Allen, Asst. Adv. Mgr., Agency Contact

Thru Young & Rubicam  
D. A. Saunders, Act. Exec.

Via CBS

Fridays, 8-8:30 p.m.

**Estimated Talent Cost:** \$12,000; producer for YGR, Walter Bunker; assistant producer for CBS, Carl Harwood; writers, Jeff Oppenheimer, Frank Tarloff, Ashmean Scott; announcer, Harlow Wilcox; orchestra conductor, Carmen Dragon; cast: Fanny Brice, Hanley Stafford, Arlene Harris, Leone Ledoux, Alan Reed, John Brown.

**Last Hooperating for the program (May 16, 1947)**..... 9.6  
**Average Hooperating for show of this type (Variety)**..... 4.6  
**Current Hooperating of show preceding ("Robert Trout")**..... 1.7  
**Current Hooperating of show following ("Thin Man")**..... 4.4  
**CURRENT HOOPERATING OF SHOWS ON OPPOSITION NETWORKS**  
ABC: "Fat Man"..... 6.7  
MBS: "Burl Ives" (8-8:15)..... 2.1  
Sustaining (8:15-8:30)..... None  
NBC: "Highway in Melody"..... 2.9

Radio's rather lamentable parade of returning comedy stars hit still another clinker this week in the first of the new Fanny Brice series. That it was an unfunny program, along the standard formula lines, was in itself of no great moment. Give the show some weeks to get back into its groove. But, that it should elect to base its situation solely on a ridiculously distorted (See Fanny Brice Show on page 18)

Ozzie and Harriet

Reviewed August 31, 1947

**INTERNATIONAL SILVER COMPANY**  
George Morrison, Adv. Mgr.

Thru Young & Rubicam, Inc.  
Bert Tilt, Adv. Contact

Via CBS

Sundays, 6-6:30 p.m.

**Estimated Talent Cost:** \$8,500; producer for Y & R, Ted Bliss; assistant producer for CBS, Norman MacDonnell; writers: Ozzie Nelson, Sol Saks, Poot Pray, Ben Gershman, Paul West; cast: Ozzie Nelson, Harriet Hilliard, Janet Waldo, Tommy Bernard, Henry Blair, John Brown; conductor, Billy May.  
**Last Hooperating for the program (June 1, 1947)**..... 6.7  
**Average Hooperating for shows of this type (Dramatic)**..... 5.6  
**Current Hooperating of show preceding (Sustaining)**..... None  
**Current Hooperating of show following ("Pause That Refreshes")**..... 3.6  
**CURRENT HOOPERATING OF SHOWS ON OPPOSITION NETWORKS**  
ABC: "Drew Pearson" (6-6:15)..... 4.5  
"Monday Morning Headlines" (6:15-6:30)..... 4.3  
MBS: "Those Websters"..... 3.9  
NBC: Sustaining..... None

ABOUT THE ADVERTISER

International Silver has gradually increased its radio budget in recent years, spending about \$300,000 in 1943 and nearly \$600,000 in 1946. The company's magazine budget has also risen, but whereas in 1943, 1944 and 1945 these figures approximated the radio outlay, in 1946 the mag budget jumped to about \$1,000,000. Company's only web show currently is "Ozzie and Harriet."

*Adventures of Ozzie and Harriet* opened the new season with a polished production—the staff of script writers providing facile dialog which developed sound situation comedy. The chatter centered (See Ozzie and Harriet on page 18)



## Part III

The  
BillboardLOCAL PROGRAM  
Reviews & Analyses

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



## Shopping By Radio

Reviewed August 18, 1947

## Co-Operative Advertising Sponsorship

WDRG, Hartford, Conn.  
5,000 Watts—CBS Affiliate

MTWTF, 9:15-9:45 a.m.

Talent Cost not available (all cast on station's staff). Producer, Harvey Olson. Cast, Russ Naughton, Bill Sheehan and Jane Redding.

Aggressive WDRG has a winner in this combination disk jockey-man on the street early morning offering. Format of the show is to offer records at the start of the program, and then have WDRG's mobile unit, containing microphone and announcer Bill Sheehan, speak to a fem shopper on a downtown street. Unit then switches to the studio, where the shopper is given a number of questions, with prizes for correct answers.

That's about what the program amounts to, and the show wouldn't sound like anything if the entire offering wasn't consistently top-notch in all departments. Disk jockey, Russ Naughton, keeps on his toes at the studio, and Sheehan with the mobile unit aids in general program harmony by keeping his end of the show humming.

## Novel Combination

Countless stations cross-country have disk jockey and man in the street shows, but WDRG's probably is the first to come out with a combo of jockeying and street gags. Continuity never lags, with current events and public interests questions getting a good going over on the quiz end of the program.

In addition to aiding the station's program department, the show is assisting the city's merchants in getting shoppers downtown early daily. Station reports that women now come downtown for the express purpose of 'getting on the radio.' 'Getting on the radio' gag is timeworn, but offering a street interview, an auto ride (with mobile unit) and chances to win

valuable prizes (including pressure cookers, radios, steam irons, dresses, etc.) at the station interview amount to something bigtime hereabouts, and Hartfordite radio listeners are sitting up and paying attention to the show.

Program is building up sponsorship now, with one sponsor (Glotzer & Glotzer, furriers) at present. Furrier buys one-minute announcements twice per week. In time to come we'd venture to say, WDRG's idea will be paying off dividends.  
Allen M. Widem.

## Wanted: A Place To Live

Reviewed August 17, 1947

## WILLIAM A. LEWIS STORES

W. B. Doner Company

WENR—50,000 Watt  
ABC o-and-o station

Sundays, 10:15-10:45 p.m.

Talent Cost: \$650. Produced by Ed Skotch. Written by Bill Adams. Interview, Wayne Griffin, Announcer Don Dowd.

Hooperating for this show not available.

Hooperatings of opposition not given because they would not yet reflect effect of this program.

## ABOUT THE ADVERTISER

William A. Lewis has two women's apparel stores on Chicago's South Side. Not a consistent user of radio up to start of this series, he came to WENR looking for time on which to put a show which would try to find homes for Chicagoans unable to find suitable places in which to live. WENR had some choice Sunday time, and the result of the get-together was airing of a new series. Lewis makes no attempt to hide the fact that one of his biggest rivals is Morris B. Sachs's store, which has been big buyer of time on WENR for years.

Behind this show is a good idea: The attempt to find homes for those suffering in the housing

shortage. But the first program of the series failed to capitalize on worth of the idea and was a show that practically exploited a national emergency, was juvenile in its approach, unconstructive and ludicrous in choice of persons interviewed and the manner in which they were handled.

True, 29 people did call up night and day after the program offering homes, but most were at landlord's terms.

## War Hero's Plight

The show interviewed six persons hoping to find homes. Only two of the six were really hardship cases, and these, such as the one concerning a war veteran hero who had no place for his family to live, was presented in a sickening "Mr. Anthony" mannerso that the interview, instead of being a factual, deadly serious exchange, became a burlesque. Such a program has little place for comedy, but the case of one old maid who could not find a room for herself because she insisted upon keeping her dog was ridiculous. Out of place, it became comical.

Another mistake is over-commercialism of the program. When he first talked about the program, Lewis said he would present it as a public service show, with no commercials other than who was presenting. However, something must have happened to his plan, for the program had three long commercials and one, strictly exploitation of the show's theme, drew a parallel between a good home and friendly atmosphere of Lewis's stores.

## Toning Down Required

This should be toned down. Commercials should be dropped to an absolute minimum. Interesting cases, needy cases, should be found and then described in a serious, factual manner so that as not to play upon human misfortune to create a vehicle for the selling of merchandise.  
Cy Wagner.

## JUDY CANOVA SHOW

(Continued from page 17)

amusing, they too were held down by the scripting, which had Pedro describe how his romance ended because he kissed his girl on the bridge and then the bridge fell out.

A little brushing up and this could be a genuinely clever show. Its general tang is different enough from most other comics to give it a real individuality. But the execution has failed to keep pace with the concept.

Commercials got under way with a brief opening sponsor identification for Colgate, but swung into high at the midway mark, with *Halo, Halo, Everybody, Halo* musical jingle for the shampoo. Just before Miss Canova's closing song, the Sportsmen Quartet made with a few more bars of *Halo* before segueing into the familiar *Super Suds* melody. When Judy finished her song, she personally pitched for the two products. The sponsor then wound

## FANNIE BRICE SHOW

(Continued from page 17)

and strictly prop housing "problem," at a time when thousands of Americans are bereft with tragically real woes in this direction, is distinctly in poor taste. Ask any one of the veteran's families living in Quonset huts in the malodorous Barren Island section of Brooklyn—or one of the families who aren't even "fortunate" enough to get into a Quonset.

At any rate, Snooks and the family come home after a month's vacation, during which time their home has been rented to a Mr. Busby (and for \$20 a month yet). He refuses to vacate, so Higgins pere, mere and les enfants wander from diner to flophouse to all-night newsreel trying to hit the sack.

Very funny. Jerry Franken.

it all up with a hitch-hiker for Colgate Tooth Paste. Sam Chase.

## OZZIE AND HARRIET

(Continued from page 17)

around the Nelsons' return from their summer vacation—Ozzie's mounting aggravation at minor annoyances and his attempt to rationalize his discomfiture. This theme was built with climactic effect to a suitable denouement.

What is perhaps most appealing about the show is its homey quality, which is the result of a combination of good writing and character delineation. In addition to the leads, the cast includes such top performers as John Brown and Janet Waldo.

International Silver's commercials, plugging 1847 Rogers Bros.' Silver Plate, pointed up the new Remembrance pattern, which is as "engaging as a bride's smile." With the exception of this forced figure of speech, the commercials are dignified and strongly institutional.  
Paul Ackerman.

Rod Erickson  
Quitting WOR

NEW YORK, Sept. 6.—Rod Erickson, who has been WOR's program director for more than a year, is leaving the Bamberger station at the end of the month. Erickson won't announce his future plans for some time but wants to get back into the agency field. He came to WOR from Procter & Gamble, where he was co-manager of radio operations.

Erickson's departure, which is reported to be amicable, probably can be chalked up to the battle between sales and programming at WOR. Increased pressure and competition in the metropolitan area also are said to have figured in his decision.

WOR, right now, has nobody in mind to replace Erickson, but undoubtedly won't want for applicants because the job carries a high price tag, \$15,000-\$20,000 a year. Don Hamilton will fill until a replacement is set.

Phil Baker-Elgin  
Package Deal Off

NEW YORK, Sept. 6.—Elgin-American's reported decision this week to skip all but spot advertising on the air apparently put the damper on a fast changeover for Phil Baker from *Take It or Leave It* to his own package show, *What Do You Know?* Baker quits *Take It* tomorrow night and Garry Moore will take over next week.

The compact manufacturing firm has been a leading bidder for the Baker show and has not definitely nixed it, but reportedly there is still some difference between the dough offered and wanted which is holding up the clinching of the deal. At any rate, even if Elgin and Baker did come to terms over the week-end, A. & S. Lyons, agency packaging the show, admitted that it would be impossible to get the new program ready in such short time so that Baker could make the switch without a week or two off the air. According to the agency, however, several other prospective sponsors still are interested in the Baker package and a decision is expected soon.

Barber and Allen  
As Series Meggers

NEW YORK, Sept. 6.—With Brooklyn Dodgers and New York Yankees almost certain to win the World Series (at this writing), it seems certain that the sportscasting assignments will go to Red Barber, CBS sports director who airs the Dodgers games over WHN, and Mel Allen, who does the Yankee games over WINS. Fans are particularly interested inasmuch as last year's radio coverage of the series, done by Jimmy Britt, of Boston, and Arch Macdonald, of Washington, was severely criticized.

Final choice of sportscasters is up to Happy Chandler, baseball commissioner, who makes his selections from sponsor nominees.

## next week!

THE WINNERS  
in  
THE BILLBOARD'S 10TH ANNUAL  
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NAB CONVENTION

## Code No. 1 Issue At NAB Conclave

(Continued from page 5)

that the proposed standards will get no final action at the convention unless someone puts the document to a vote test thru a resolution at the session to be devoted to action on resolutions.

### Code To Be Generalized

If the proposed standards code escapes such a vote test at the convention, the chances are that it will be sent back to committee for revision and possible "generalization" in order to meet any strenuous objections which may arise at the convention. This course of action, NAB leaders point out, is logical if the industry is to adopt a code on a "democratic" basis.

Chief targets of criticism appear likely to be a number of highly detailed provisions to tone down "commercials" and to remove what code committee members regard as "objectionable" features of some current mystery shows and children's programs.

Not since 1939 has the NAB membership been called upon to act on a code. That code, regarded at the time as comparatively militant, in the light of the new proposal, is extremely "conservative." The 1939 document went into oblivion after the Federal Communications Commission (FCC), in a formal decision a few years ago, declined to acknowledge the authority of the code. The NAB board then adopted the interim "standards of practice" which now prevail.

### Other Convention Issues

Into the laps of the expected 2,000 delegates will be dumped such other issues as suggestions for revision of the Communications Act, international radio problems, latest developments in television, future of FM development, economic difficulties in the "saturated" standard broadcast field; difficulties of soaring operating costs and other problems concerning President James C. Petrillo, of the American Federation of Musicians (AFM).

NAB President Justin Miller is putting the final touches on his address, which is expected to take "freedom of radio" as a keynote. Miller will demand changes in the Communications Act and revisions in FCC's policy against editorializing. FCC Chairman Charles Denny is expected to rap over-commercialization.

## Talk of the Trade

**AFTER A SIX-WEEK** tryout, Alan Sands has signed to script *Blondie* with headwriter John Greene. . . . Two additions to the staff of WLBR, Lebanon, Pa.: Jerome S. Weiss, formerly of the *Philadelphia Record's* promotion department, has replaced Chet E. Hagan as news editor and publicity manager; James F. Chambers, formerly with Armed Forces Radio in Tokyo, added to announcing staff, replacing Jay Meredith.

One of New York's largest clothing outfits is reported mulling the possibility of bankrolling a novel forum-type show, featuring the veteran radio emcee, Eddie Dunn, who currently is moderator on the video version of *Leave It to the Girls*. . . . Another Manhattan clothing firm is planning to sponsor a five-minute news commentary by Art Hannes, CBS newsmen, who accompanies Admiral Byrd to the South Pole. . . . Several agencies are reported exhibiting interest in a novel dramatic package in which the lead, for a switch, is the show's "heavy," with that role handled by the legit. film and radio "bad" guy, Bob Rea-dick.

**JIM MILLER** named manager of WMMW, new station in Meriden, Conn. . . . New disks jocks at WNOG, Norwich, Conn., are Phil Rubin and Lan Gordon. . . . Approximately \$2,000 and more than 250 phone calls came in during a one-hour broadcast over WEEK, Peoria, Ill., recently. The occasion was a special memorial fund-raising program for the widow and three-month-old daughter of John Cusson, Peoria police officer, who lost his life when he attempted to question an ex-convict.

**W. H. Goan**, manager of *WAYS*, Charlotte, N. C., appointed by the *Charlotte Advertising Club* as chairman in charge of an advertising school which the club will sponsor. . . . *Vincent Francis*, with *KGO*, San Francisco, local sales and ABC spot sales since February, 1947, has succeeded *Frank J. McHugh Jr.*, who resigned his post of network salesman for ABC.

**CHESTER F. X. BURGER**, CBS news writer, engaged to *Hannah Kaufman*, of *Wisconsin Rapids*, Wis. . . . New sports quiz program, packaged by *Russ Hodges*, preemed on *WINS*, New York, Monday (8) at 7:30 p.m. Show originates from the players' lounge at *Yankee Stadium*, and is handled by *Mel Allen* and *Hodges*. . . . *Disk Jock Bill Williams*, who put in a three-year stint at *WNEW*, New York, started a new platter show for *WOV*, New York, Monday, when he took over the *Wake Up New York* program from *Peggy Lloyd*. Latter left the program, which airs across the board from 7-9 a.m., in favor of more housewifely duties. She is married to *Al Bradley*, NBC engineer.

*Jini Boyd O'Connor*, table tennis champ and fem commentator the past 18 months over *WBAB*, Atlantic City, is set for a build-up as a commentator over *WCBA-TV*, Columbia's video outlet in New York. . . . *Jerry Danzig*, program director at *WINS*, addresses the American College of Surgeons convention on September 10 at Hotel Commodore, New York. Formerly public relations chief at *WOR*, Danzig will speak on the radio phase of the hospital and public relations.

**FRED THROWER**, ABC's vice-president in charge of sales, this week decided to forgo the path of bachelorhood and announced his engagement to *Marian Kendall*, of *Montreal*. . . . New additions to ABC's research department are *Edward R.*

*Eaden*, formerly of *MBS* and *CBS*, who will be assistant to the director of market research, and *William H. Steese*, formerly of *CBS*, who will be assistant to the associate research director.

*Bee Kalmus* shopping around for a *Manhattan nitery* from which to air her *WHN*, *New York*, disk jockey show. Program will continue to be picked up from *Bill Miller's Riviera* in *Fort Lee, N. J.*, for about one month or six weeks more, but with fall coming on the program must move to a location in town.

**TOM MOORE**, veteran Chi emsee, was inked this week to take over *Johnny Olsen's* spot as emsee of ABC's Chicago-originated *Ladies Be Seated* program. . . . *Old Gold Cigarettes* will sponsor *Bob Elson* and *Ernie Simon* in an *Old Gold Variety Hour* on *WJJD*, Chi indie, Monday thru Friday from 11 to 11:30 a.m., starting September 29. *Elson* is a well-known sports broadcaster and *Simon* a disk jockey now airing five and a half hours of shows per day on *WJJD*.

*Western Auto Supply Company* has renewed for 52 weeks its *Circle Arrow* show on 57 NBC stations (Sundays, 9:30 a.m. CDST). Program originated at *WLW*, Cincinnati. . . . *KMBC*, Kansas City, will again carry this year top games of the *Big 6 Football Conference*. *Sam Molen* will announce the games. . . . *Ed Reynolds* has resigned from the *WBBM*, Chicago, publicity staff, to become publicity director of the Chicago office of *Foot, Cone & Belding*, effective September 22.

**STAN MATLOCK** is new morning newscaster on *WCKY*, Cincinnati. He was formerly a staff writer. During a recent luncheon, *L. B. Wilson*, *WCKY* chief, presented a gold watch to *Kenneth W. Church* on the eve of the latter's departure to take up his new duties as manager of *WIBC*, Indianapolis.

### Lerner Exit Revives Criticism of WOR

**NEW YORK, Sept. 6.** — Revived criticism was leveled at *WOR* this week, following its announcement that it was dropping *Max Lerner's* Sunday night commentaries. The time has been taken over by a commercial with *Gabriel Heatter*.

Answering criticism voiced by *Progressive Citizens of America (PCA)*, among others, *WOR* declared it was looking for another liberal commentator to replace *Lerner*, editorial writer for *PM*, who has been on *WOR* four years. *PCA* criticized *WOR's* action as "another casualty against the cause of democracy on the air," and said he shared the same fate as *Frank Kingdon*, *William S. Gailmor*, *William L. Shirer*, *Johannes Steel* and others.

## TV, STANDARDS TOPS

(Continued from page 5)

same questions. *Mullen* stated that when *Niles Trammell*, NBC president, outlined NBC's thinking as to standards—namely, that radio must take action from within to answer critics from without—there appeared to be considerable misunderstanding within the trade. *Mullen* pointed out that one basic misconception was that NBC was going to force these revisions on its affiliates, when, in actuality, it couldn't even if it wanted to. Since then, he added, many of the reasons for the objections voiced by affiliates—objections which led to formation of a second NBC affiliate group, which will hold a meeting of its own in Atlantic City this week—appear to have been dissipated by the new industry code.

### 400 Attending

Attendance at the NBC convention will total around 400, with all but 12 affiliates represented. In addition to *Trammell*, who will discuss radio's economic outlook, speakers include *David Sarnoff*, president of *RCA*; *Sigurd S. Larmon*, president of *Young & Rubicam*; *Kent Cooper*, Associated Press; *Charles G. Mortimer Jr.*, vice-president *General Foods*; *Neil McElroy*, veepee, *Procter & Gamble*; *Mullen*, and *Paul Morency*, chairman of the NBC stations planning and advisory board.

## EYES ON NAB CODE

(Continued from page 5)

*Mutual*, has been meeting regularly for several months, discussing aspects of the organization should it be set up.

### Hinges on NAB Code Action

Actually, whether *BAC* will materialize depends directly on what action the *NAB* takes on the proposed code. If it is passed as proposed, or with minor changes, chances are *BAC* will all but vanish. Should the code be emasculated, it is equally as certain that *BAC* will be concretized. Moves for self-improvement in radio are being spurred by the network presidents—who were also the original *BAC* mentors. As matters stand now, *Kobak* is to report, soon after the *NAB* meet, to the agency-sponsor-broadcaster group which originally outlined *BAC*. This group includes *Frank Stanton*, president of *CBS*; *Niles Trammell*, NBC president; *Charles G. Mortimer Jr.*, *General Foods' vice-president* and *Sigurd S. Larmon*, *Young & Rubicam* president.

## CLUBS SEEK STATIONS

(Continued from page 5)

has been reported on the block, but its owners always have denied the rumor. An attractive offer, however, might change the picture.

A slight touch of irony surrounds the possible entry of the *Yankees* into the broadcasting arena. Last of the local baseball clubs to accept radio as an attendance-builder, the *Yanks* for years were indifferent, if not hostile, to airing their games, long after the *Dodgers* and *Giants* were sold on radio.

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**GENUINE GLOSSY PHOTOS 5 1/2¢ EA.**

Unsurpassed in Quality at any Price

NO NEGATIVE CHARGE—NO EXTRAS OF ANY KIND

100, 8" x 10", \$6.73	MOUNTED ENLARGEMENTS
1000, 8" x 10", \$55.00	30" x 40" \$3.85 EA.
Fan Mail Photos	20" x 30" \$2.50 EA.
1000, 5" x 7", \$34.00	
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"The best light opera tenor to hit Boston in many a year."

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**SPECIAL PRINTED ROLL OR MACHINE 100,000 FOR \$28.00**

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**ELLIOTT TICKET CO.**

409 LAFAYETTE ST., N. Y. C.  
42 W. WASHINGTON ST., Chicago  
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**STOCK ROLL TICKETS**

One Roll . . .	\$ 1.35
Ten Rolls . . .	5.64
Fifty Rolls . . .	21.75
Rolls, 2,000 Each	Double Coupons
	Double Price.
	No C.O.D. Orders Accepted.



# Aluminum Corp. in Recording?

## Big Firm May Finance New Small Diskers

**\$1,000,000 for Project**

(Continued from page 3)

whose corporate set-up allows for entry into the recording biz at some future date. However, just how this firm, even with the proffered financing, could enter into the competitive diskery field in light of James C. Petrillo's recent announcement that the American Federation of Musicians (AFM) would not license new firms, remains a \$64 question as far as the pubber is concerned. Even if it were possible to hire non-union musicians and woo talent that might attract buyers, production and labor costs have climbed so high that the \$50,000 from ALCOA might fall short of the investment required to enter the field today.

As *The Billboard* went to press, the ALCOA invasion of the recording field still had not been officially verified, altho an executive of the Aluminum Reserve Corporation, which is a part of the over-all ALCOA set-up, reported he had heard of the plan but was not in a position to actually verify it. ALCOA officials, apparently the only ones who are licensed to officially discuss this new move on the part of the corporation, were reported "away for the week-end."

### MPPA-SPA Huddle Again on New Pact But Get Nowhere

NEW YORK, Sept. 6.—Music Publishers' Protective Association (MPPA) and Songwriters' Protective Association (SPA) negotiation committees met Thursday (4) for the first time in several weeks to discuss further the new SPA contract proposals. Altho the meeting was conducted in a friendly manner, nothing concrete was accomplished, thus pushing the discussions along into their ninth month.

Next meeting will not be held until the first week of October, pending the return of John Shulman, SPA counsel, who leaves for a European trip which will last until September 30.

### Dailey Expands "Name" Policy

NEW YORK, Sept. 7.—The new Frank Dailey name vocalist-band policy has worked out so well for the op's Meadowbrook nitery that Dailey has skedded a string of name vocalists for the spot to follow opener Perry Como and the current tenant, Mel Torme, who shares billing with Ray McKinley's ork.

Among the talent soon due to show at the nitery are Andy Russell, Peggy Lee and hubby Dave Barbour, Frankie Laine, Vic Damone and Johnny Desmond. In the band department, bookings include Carmen Cavallaro, Skitch Henderson, Desi Arnaz and Stan Kenton.

### An Ill Brill Rumor

NEW YORK, Sept. 6.—A report in a Broadway column this week that the Shubert interests would purchase the Brill Building (the Tin Pan Alley edifice) was refuted by Lee Shubert, who told *The Billboard*: "We have not bought the Brill Building, we have not negotiated for the purchase of the Brill Building, we do not want the Brill Building." Music row can breathe easier—for the time being, anyhow, there'll be no dispossess notices in the morning mail.

### Capitol To Hold Its Price Line

HOLLYWOOD, Sept. 6.—On the heels of Columbia's announcement of a hike in disk prices, Capitol last week disclosed that it will hold the price line. Cap Vice-President and General Manager Glenn E. Wallachs explained this decision by saying that the Coast diskery feels it must maintain the present price structure as a stabilizing factor for dealers.

Its current prices are 60 cents for the red (Americana) and black label and 75 cents for its purple label (all plus tax). It was also stated that starting in October Capitol will increase its use of the purple label for single records (formerly used only in albums) but said that this will not affect the present catalog's items. Use of the 75-cent label, however, will be limited, it was said.

### U-I's 10G Disk Jockey Fete Was Only "Fair" Plug Return

CHICAGO, Sept. 6.—The recent Universal-International disk jockey promotion, which was watched closely by all facets of the music business, because of the \$10,000 which the pic firm expended on the one-day (August 15) disk jock convention, reaped only fair promotional results for the forthcoming Deanna Durbin flicker, with which it was correlated, a survey of Chi and 31 out-of-town jocks revealed this week. U-I promotion was eyed by many because it was the most expensive one-day of air yet staged for the jocks, who are becoming more and more the target of attempts to gain their powerful promotional drive as gratis publicity media. Diskeries were especially watchful of the U-I attempt, for they felt that the motion pic firms had thousands of dollars to put behind each new musical that is released and might continue the stunt if it were extremely successful. Platter flacks also watched the U-I "disk jockey convention" promotion closely because they felt that if U-I made a dent, it would mean a series of such free deals aimed at the huge audiences which jocks today work to.

#### Some Flat No's

Of the 22 jocks who answered the survey from out of the city, 17 said they did some promotion of the picture, while five flatly turned down any plugging. Of the 17 who gave gratis mention of the film over the air, two said they gave it plenty of plugging, while four gave it some plugging, while the remaining nine gave it just a few plugs. Bulk of the boys who plugged the pic said they confined their plugs to a mention of the Durbin starrer whenever they played a tune from it, "something which they did with all musical films when they saw fit." Seven said they didn't like the picture, which they saw at a screening during the

### Small Diskers In Heyday With Million Sales

NEW YORK, Sept. 6.—It's the small record company's heyday. First Vitacoustic scored with *Peg o' My Heart*. Now Bullet Records, a Nashville wax firm owned by Jim Bullet, threatens to match the million-disk success of Vita's *Peg*. One Bullet platter, the Frances Craig rendition of *Near You*—already listed in the best-seller features of the pop charts—is going like sixty. The label reports back orders number over 400,000, with presses in Pittsburgh turning out a 50,000-platter order, a Boston firm coming thru with a 45,000-side commitment and Ike Berman's Apollo pressing plant here currently spewing out more than 10,000 *Near You's* a day. Berman told *The Billboard* he plans to increase the output to 16,000 daily within a week or so.

With the *Near You* spurt showing no sign of lagging—rather it's growing—Bullet's Bullet-click seems almost sure of going over the million mark.

### Ray McKinley Into Hotel New Yorker

NEW YORK, Sept. 6.—Ray McKinley's ork has been set to follow Jerry Wald into the Ice Terrace Room of the Hotel New Yorker here beginning September 18 for a five-week stand. McKinley, who just returned from a long stand at the Roosevelt Hotel, New Orleans, currently is working at Frank Dailey's Meadowbrook.

Last year his ork worked the Hotel Commodore here.

one-day U-I promotion and told their audiences about it. A quintet of those questioned said they did not give it a plug because of commercial spots which film distributors and theater ops buy on their stations and station managers felt any plugs would hurt their chance of securing paid spots for other flickers.

#### Did It Pay?

Judging from U-I's \$10,000 expenditure, it's doubtful if they got that amount in free plugs from attendees to the promotion. About 60 per cent of the out-of-town jocks were from small cities, where spots are inexpensive.

Chicago jocks said they gave show very little plugging outside of mention of movie when they played one of the tunes from it, adding, like their out-of-town brethren, that "it was no more plugging than we give any picture that has recorded songs."

U-I flackery department did secure several plugs on network shows, but it's doubtful if network sales execs would hold still if the flicker films ever tried to worm their way into top shows again.

### Reluctant Million

NEW YORK, Sept. 6.—Anybody want to borrow a reluctant million? Go see Jack Kapp!

Seems that the Decca prexy so impressed the London *Sunday Graphic* on his recent trip to Great Britain that the paper named him "the reluctant millionaire" and added such kind words as "he is a business man but first and foremost a philosopher and humanist. . . . He has blown the familiar idea of an American millionaire sky-high. . . . He doesn't chew cigars, he doesn't get excited and shout nasally into a battery of phones, and he doesn't wear horn-rimmed spectacles."

So now they're telling the story about the president of the Chase National Bank running into Jack Kapp and saying, "Take off those glasses, we know you."

### Folk Festival Sept. 18-19 at Carnegie Hall

NEW YORK, Sept. 6.—For the first time in its long and conservative history, Carnegie Hall will play host to a troupe of hillbilly and Western artists in a two-day folk festival September 18-19. The affair also will mark the first hill country invasion of New York's musical literati.

The Carnegie shindig will feature Decca recording artist Ernest Tubb and His Texas Troubadours plus many of the featured talents on the *Grand Ol' Opry* airer, including Minnie Pearl, Jimmy and Leon Short and Radio Dot and Smoky. Rosalie Allen, Victor disk artist and local hillbilly disk jockey via Station WOV, will make an appearance, as will the originator of the *Grand Ol' Opry* and Chicago's *National Barn Dance*, Judge D. Hage.

#### Current Trend

The cow country concert, being put on to meet with the current trend which has placed Hill Music high in public favor (via *Timtashun*, *Smoke! Smoke! Smoke!* and *Feudin' and Fightin'*), is being produced and sponsored by Sol (Goldie) Gold, marking his initial New York promotion. His nut for the affair will run around \$7,500, of which \$2,040 is hall rental fee. At capacity for the two nights, with seats scaled at \$1.80, \$2.40 and \$3.60, Gold stands to gross \$10,500.

Tubb, who will be the featured artist on the bill, is one of the top folk music men in the biz, mainly via his Decca waxings. His royalty check from the diskery for the first six months of this year ran past the 50G mark. He will reach New York September 17 and will make a number of disk jockey appearances around the clock prior to the opening night of concert. These appearances and all the publicity for the two-night session is being handled by flack Jim McCarthy.

### Vox Prexy To Wax Longhair in France

NEW YORK, Sept. 6.—Vox diskery Prexy George Mendelssohn left last week for a two-month trip to Europe to supervise recording sessions in France with a number of the diskery's longhair artists now appearing there. Pianist Gaby Casadesu and Conductor Otto Klemperer are among those skedded for French waxing dates.

While in Europe, Mendelssohn will conduct a search for new talent and will also seek to extend Vox's European market. The firm serves as exclusive U. S. agent for Polydor Records, French diskery.

**Eat Those Words!**

NEW YORK, Sept. 6.—Manie Sacks, Columbia Records veepee and artist and repertoire chief, wouldn't say that music publishers are prone to exaggerate, but—

Manie has now installed a sound mirror tape recorder device in his office and swears no one will talk tunes or release dates to him unless the machine is going. He's even thinking of applying to the FBI and A.T.&T. for permission to attach the sound mirror to his telephone.

**Keynote Gets U. S. Rights to Czech Platters**

NEW YORK, Sept. 6.—Keynote Recording, Inc., until recently specializing in the select hot jazz disk field, will make a strong bid for the classical record markets in announcing the acquisition of a complete catalog of symphonic recording under Czech government control. The arrangement, made with the government of Czechoslovakia, was confirmed in a cable from Prague to John Hammond, president of the Keynote Corporation, and makes available a complete collection of outstanding European recordings and music, previously impossible to obtain.

The foreign catalog includes all the works recorded in Europe by the Ultraphon, Esta and Supraphone companies and constitutes one of the most complete classical lines in the world. It includes the Concertge-touw Orchestra under Mendelberg, the Czech Philharmonic under Kubelik; Oistrakh, the famous Russian violinist; Fritz Heitmann, world famous organist, and Kleiber conducting the Belgian National Orchestra in works of Tschaiikovsky, Prokofiev, Dvorak, Smetana, Bach, Hindemith and all other major composers.

**At Popular Prices**

Hammond, in announcing the acquisition of the Czech library, assured that the recordings were made with the highest skill possible and have long been acclaimed "demonstrably superior." He also stated the releases would be "at popular prices."

Altho specializing in the hot jazz field for many years, Keynote dipped into the classical field earlier in the year when Hammond became head of the waxerie, and already has Stravinsky's *Dumbarton Oaks Concerto* and the Vivaldi *Concerto Grosso in D-Minor* with Alexander Schneider conducting.

In addition to the classics, the Czech catalog also includes authentic folk music of Central and Eastern Europe, authentic Viennese waltzes, polkas, choice hot jazz masters and other pop items. These also will be pressed under the Keynote label for home consumption.

**Keynote Masters for Europe**

Keynote, as part of its side of the deal, will furnish the European diskery with some of its masters. Deal was negotiated for Hammond by Hughes Panassie, eminent French music critic and diskery exec for Pathe Marconi waxworks.

Meanwhile, Keynote started shipping its first disks under the new Hammond reign. Firm sent out its waxing of *Dumbarton Oaks, Concerto Grosso* and five hot jazz packages including disks by Lennie Tristano, George Barnes, Dave Lambert and Buddy Stewart, Willie Smith and an all-star tenor saxmen's album.

The firm's classical disks are being pressed on a special plastic.

**500G FOR ASCAP WRITERS****The Band Box**

ENRICH MADRIGUERA opens at the New York Capitol Theater September 11 for three weeks. . . . LIONEL HAMPTON plays the week of September 30 at the Million-Dollar Theater, Los Angeles, for the August 12 week which was canceled. . . . JOHNNY MESSNER held over until October 15 at Round Up Ranch, Downsville, N. Y.

AL DONAHUE plays a two-weeker at the Ansley Hotel, Atlanta, October 1-14. . . . XAVIER CUGAT, currently making an MGM pic in Hollywood, plays the Click, Philly, October 6-November 1, and into the Million-Dollar Theater, L. A., week of December 25.

JACK FINA set for 10 weeks at the Claremont Hotel, Berkeley, Calif., starting January 6. . . . BLUE BARRON, who is at the Casa Loma Ballroom, St. Louis, leaves there September 11 for one-nighters and opens at the New York Strand October 3 for three weeks.

MILT HERTH TRIO plays the Congress Hotel, Chicago, September 9-October 22. . . . SAMMY KAYE set at the Hotel New Yorker, October 27-December 20. . . . ORRIN TUCKER opens at the Hotel Stevens, Chicago, October 17 for an indefinite stay.

SKITCH HENDERSON follows his Meadowbrook date with a three-weeker at the New York Capitol, opening November 13 or 20.

. . . CLIFF WILLIAMS, who plays the Schroeder Hotel, Milwaukee, September 9-28, opens October 2 at the Palmer House, Chicago, for an indefinite date, and January 27 will go into the Mark Hopkins Hotel, San Francisco, for 12 weeks. . . . RAY EBERLY into Totem Pole, September 17-20.

**International Copyright Societies Add Members, Enlarge Presiding Body at First Post-War Meet**

LONDON, Aug. 30.—(Delayed)—Completing its first full-scale post-war meeting at which the American Society of Composers, Authors and Publishers (ASCAP) tendered its resignation during the initial get-together, the congress of the International Confederation of Authors' and Composers' Societies, during the one-week conference ending June 28, elected three new members, replaced the provisional conseil de gerance with an enlarged presiding committee, elected members to the committee and listened to reports of societies from all over the world.

Accepting ASCAP's resignation with regret, the congress passed the following resolution during its first business meeting:

"The International Confederation of Authors' and Composers' Societies has learned with regret that ASCAP has been advised by the Department of Justice that in its opinion ASCAP should resign its membership of the confederation for technical reasons arising out of United States law.

"The confederation, while it believes that the Department of Justice is completely mistaken in its appreciation of the situation, recognizes the undoubted right of the department to formulate its own opinion in such matters in accordance with United States law, and it therefore not only bows to the opinion but also allows ASCAP to resign its membership with immediate effect, without requiring the year's notice prescribed by the confederal statutes.

"Nevertheless, the confederation hopes that, in the very near future, ASCAP will be able to satisfy the Department of Justice that its misgivings on the subject are groundless, thus enabling ASCAP to rejoin the confederation in order that creative artists in the United States may not be excluded from the benefits of consultation, thru their society, with the similar societies of all other countries of the world which unite for this purpose within the confederation."

The Authors' League of America,

compound which it says has low surface noise and high fidelity and is unbreakable.

which also had sent a delegation to the congress to submit a membership application, requested that the application be deferred as a result of the ASCAP action.

Elected to membership in the confederation were the Authors' Societies of Bolivia, Mexico and Greece. Several other applications which had been received from other societies were temporarily deferred pending receipt of additional data.

A resolution to save both time and money by providing for a full meeting of the congress every two years instead of annually was accepted, but it was decided to hold annual officers' meetings at confederal headquarters in Paris.

The presiding committee was enlarged to 20 members, with Leslie Boosey, of Great Britain, elected interim president of the confederation and president of the Performing Rights Federation.

Remainder of the sessions were given over to lengthy reports from the various countries represented on war time and post-war activities, plus a heavy social schedule.

**Biz Off But Union Reports Only 10 Pluggers Jobless**

NEW YORK, Sept. 6.—Despite industry rumors of cutbacks in pubber personnel, and the slow late summer and fall biz pick-up, Bob Miller, Music Publisher Contact Employees' (MPCE) topper, reports that only 10 members of the union are now on the unemployed lists thruout the country. While a number of the larger pubbers are below normal, pluggers seem to have hooked on with smaller firms.

Miller pointed out that a new trend seemed to have started, with a publishing firm in such a remote spot as Trinidad, Colo., reaching out to hire professional men in key plug areas. Jesse Sawaya, head of the firm, which has its only office in Colorado, has signed Al Compante to represent him in Hollywood, Izzy Olman in Chicago and Henry Topper in New York.

**Members Get War-Blocked Royalty Take****Pubs Already Got Some**

(Continued from page 3)

the extra melon—about \$40,000—but the discrepancy between their cut and that of the writers is explained by the fact that most of the pubs have already collected what was coming to them.

**Pubs Got Theirs**

Most of the foreign licensing groups, it is explained, pay the publisher's agent abroad, if there is such an agent. Since most of the major pubs, who command the biggest slice of foreign performance dough, have deals with their own or other pub offices abroad, their monies were never really blocked and were distributed at the normal periods. Only those publishers who did not eat up all of their share of the foreign monies with heavy exchange advances, and those small pubs with no foreign representation stand to collect part of the \$40,000. This, in itself, explains the relatively small chunk due pubs here as compared to writers.

The larger amount coming to writers stems from the fact that foreign societies pay the writer share of performance fees only to the writer direct. When the war prevented the ready exchange of monies, the penner pay-off stayed put and grew.

This method of handling the payment of performance-fee collections is almost identical to ASCAP's here. ASCAP also only pays writer monies direct—the writer may assign his rights, say, to the landlord—but the society sends the check to the writer. But with publishers ASCAP will pay performance monies due a foreign firm to an accredited representative here, exactly in the manner employed by foreign licensing societies with pubs abroad.

**Bard Record Asks Dismissal of Marks Suit on 'Malaguena'**

NEW YORK, Sept. 6.—Claiming that Edward B. Marks Music Company is barred from pressing its case against them, Bard Record Company, one of the defendants in a United States District Court action which charges infringement of the tune, *Malaguena*, asked for dismissal of the suit this week.

Bard declared it was in the business of pressing records from masters furnished by its customers and that Seva Foulton and United Masters, Inc., the other defendants in the case, furnished them with masters of the song, the recording of which furnished the cause of action. The pressing firm further claimed that Marks had authorized United and Foulton prior to May 9, 1946, to record the tune under a license granted by the pubber and therefore Bard did not violate the Marks copyright.

Marks is suing for infringement of *Malaguena* after the defendants allegedly failed to account for the recordings manufactured in a specified time. Pubber further charges that the defendants waxed an unauthorized new arrangement of the tune.



# Release Date Blues Reprise

## Como - Victor 'Allegro' Disk Revives Issue

### Conkling, Sacks Protest

HOLLYWOOD, Sept. 6.—Those "release date blues" again filled the air this week as Capitol's Jim Conkling and Columbia's Manie Sacks threatened action against Williamson Music (branch of the Dreyfus group), which puts the Rogers-Hammerstein *Allegro* score.

New bitterness at *Allegro* tune handling flared up when Capitol claimed that, despite Williamson's specified release date of September 25 for the show tunes, Perry Como's RCA Victor diskings of *A Fellow Needs a Girl* and *So Far* (both in the show) already were being sold by retailers in Minneapolis. Conkling said he had in his possession a sales slip proving that the *Allegro* disks were being peddled in that city. *The Billboard* correspondent in Minneapolis reported that out of five stores spot-checked, three declared they were selling the platter. Powers Department Store, Century Record Shop and Melode Shop stated they had each received about 50 Como platters and each already had sold from 10 to 15 disks.

### Wants Sale Stopped

At press time Conkling told *The Billboard* that Capitol was drafting a wire to Williamson demanding that the pubbery enjoin Victor from selling the Como disks prior to September 25 and informing Williamson that the matter has been turned over to Capitol's legal department for possible legal action. Conkling, it is known, was in contact with Sacks to see if the two diskeries would join in a possible action. Sacks reportedly told Conkling that if there were positive evidence that the Minneapolis platters were being sold he would "go along with him 100 per cent and take the matter direct to Max Dreyfus."

According to Conkling, Capitol feels that Williamson must either force Victor to pull the Como disk off the market or stand the responsibility of showing discrimination against other diskeries in Victor's favor. In such an event, Capitol believed it could claim monetary loss and would attempt to prove that by Williamson allegedly permitting Victor to jump the gun it had lost an "intangible amount" and claim damages.

### Letter Cited

Conkling said he had in his possession data to prove that Williamson Music called for a September 25 release date (Sacks told *The Billboard* he had a registered letter from Larry Spier, general manager of the Dreyfus group, which set September 25 as record release date). The Capitol exec quoted from Williamson letter which stated: ". . . the release date is September 25. . . kindly govern your actions accordingly." Upon receipt of this letter Conkling asked Williamson for clarification and according to Cap's A. & R. chief the diskery received the following written statement from the publisher, dated August 18:

"It is expected by us that you will now adhere to the general release date of September 25 along with

### Favor Flavor!

NEW YORK, Sept. 6.—Harry Meyerson, MGM diskery's talent and tune selector, gets the prize for best song title of the year.

Harry says he is tempted to write his own ditty to be called *Do Me a Favor, Don't Do Me a Favor*.

## ASCAP Attorney Confers With D. of J. On Consent Decree

NEW YORK, Sept. 6.—Louis Frohlich, attorney representing the American Society of Composers, Authors and Publishers (ASCAP), this week visited Washington to discuss with Department of Justice attorneys the terms of a consent decree which ASCAP is expected to file in the Federal District Court for Southern New York some time in the next 30 days in answer to U. S. charges that ASCAP is a cartel.

While Justice Department legalites

## Richards Quits Col. Records

HOLLYWOOD, Sept. 6.—Bill Richards has resigned as Coast manager of Columbia Records' artists and repertoire, the announcement coming on the heels of the appointment of Joe Higgins (*The Billboard*, September 6) as over-all head of Columbia's Coast operations.

Richards, who revealed that he has made no plans as yet, will go to New York for a two-week vacation. Meanwhile rumors have Richards joining either Saul Bornstein's pubbery or MGM Records.

opined it would be another month before they received the papers, Frohlich reported only that he had visited Washington this week, that he was talking with officials in the Justice Department and that he expected to again visit the nation's capital next week. However, no details of the compromise to be offered by ASCAP have as yet been worked out to the point where they can be submitted.

## Band Biz Optimistic About Fall Despite Past Year's Workouts at Wailing Wall

### Return of Names, Stand-By Cut, Other Factors Form Picture

(Continued from page 3)  
(see separate story in night club-vaude). Should stand-by fees be eliminated, however, bookers estimate that some 50 additional theaters thruout the country would open their doors to band shows.

### Many Coming Back

Tradesters point out that band biz, like other fields, needs its sales leaders. In the past year many of the top names went into retirement. But now many are coming back. Tommy Dorsey, Harry James, Horace Heidt, Charlie Barnet, Woody Herman, Stan Kenton and others are returning and are expected to set the pace for the industry as they did in their earlier days.

But more important than the return of the names is the ease with which their agents are drawing the engagements for these attractions. Music Corporation of America has T. D., Lawrence Welk, Harry James and Ted Weems booked into the first of the year, while other attractions such as Tex Beneke, Charlie Spivak and Frankie Carle are almost filled in for the year. Most one-nighter bookers confide that single night dates have been hard to set for lesser names, but they are anticipating a pick-up in bookings as soon as the

every other phonograph company." Letter was signed by Larry Spier, Williamson Music. Conkling further claimed that Victor had recorded the *Allegro* tunes with Como before Capitol had even received the score. Meanwhile, professional copies of the *Allegro* score circulated in the trade by Williamson Music bore the stamped message "restricted for public or radio performance until September 8, 1947."

At press time Eli Oberstein, RCA Victor's tune picker, could not be reached for his side of the *Allegro* story.

regular ops swing back into action.

In addition many band bizman are reawakening to the need for promotion and publicity. This was made evident in the recent success of General Artist Corporation's booklet of one-nighter promotion tips. Letters accompanying requests for the booklet made promotion suggestions and generally indicated that ops are ready and open-minded for promotional aids. Further indication has been operator and general industry reaction to the recent suggestion for a national dance week during which dance music and dancing would be promoted. Midwestern Ballroom Operators' Association, two record companies and several individual operators of the Frank Palumbo caliber have expressed a willingness to aid and experiment with the dance week idea if it could in any way aid band biz both internally and at the box office.

### Key Locations

Most bookers also point out that key location bookings this year, unlike last year's potpourri, are being made well in advance, with the Hotel Pennsylvania, Hotel Commodore, Hotel New Yorker, Palladium and others already lined up thru the first of the year and even further. This is an indication to the bookers that hotel and location biz, which also dipped last year, should look to pick-up if the biz optimism of the spot managers match their booking optimism.

The pay-off has booking execs pointing to their own pre-summer prognostications which included remarks that a successful warm-weather season could well mean a better fall. Since summer biz, tho it hasn't been sensational, has been steady and generally good, bookers feel that the ork buying power hasn't been hurt and therefore that fall season optimism is not a false presumption.

## UGH!

PRESCOTT, Ariz., Sept. 6.—An Indian working in a copper mine recently felt out of sorts, but couldn't find time to get back to the reservation for a visit with the tribe's medicine man. This modern age being what it is, he found a solution. He had the medicine man record some particularly potent messages, bought himself a record player, and now whenever he or his family feel the need of some Apache curing, all they do is plug in the machine, put on the disk, and let 'er spin.

## BMI Now Goes After Copa and L&E's for Fees

NEW YORK, Sept. 6.—Continuing its drive against unlicensed niteries, Broadcast Music, Inc. (BMI) in a combined action with some affiliated pubberies, this week started action in the U. S. District Court against Leon and Eddie's and the Copacabana for allegedly using their music without licensing.

Both actions seek an injunction, enjoining the defendants during pendency of the suits from publicly performing the plaintiff's tunes for profit. The actions also request that the defendants be required to pay the publishers damages, which in no event will be less than \$250 for each publisher, plus attorneys' fees. Five affiliated pubbers are involved in the Leon and Eddie's suit, while four affiliates are aligned with BMI in the Copacabana suit.

### Song Listed

In the action against Leon and Eddie's, the songs allegedly performed in public were *The Coffee Song*, Valiant Music; *For Sentimental Reasons*, Duchess Music; *Tres Palabras*, *Aquarila Brasileira*, and *Acercate Mas*, all published by Peer International; *Besame Mucho* and *Destino*, Promotora Hispano Americana De Musica, and *Just a Little Bit South of North Carolina*, published by Campbell-Porgie.

The suit against the Copacabana charges that the following tunes were performed without a proper license: Promotora's *Besame Mucho*, Peer's *Brazil*, Campbell-Porgie's *I Don't Know Enough About You* and Valiant's *The Coffee Song*.

## King Diskery Opens 3 More Branches

NEW YORK, Sept. 6.—The King diskery this week opened new branch offices in New York, Chicago and Charlotte, N. C., in an expansion that brings their total number of outlets to seven. Barney Kantrowitz will manage the New York office; Ron Pritikin, Chicago, and Johnny Meyerhoefer, Charlotte.

Other offices are now in operation in Cincinnati, Oklahoma City, Los Angeles and Dallas.

## Norton to Mac, Reed to Skitch in Chirp Exchange

NEW YORK, Sept. 6.—Exchange of fem singers took place late this week between the Hal McIntyre and Skitch Henderson orks, with the latter's Betty Norton going to McIntyre beginning Monday (8) and the former's Nancy Reed going with Skitch at the same time. Latter not only will chirp but will play piano alongside the leader as well. McIntyre currently is at the Post Lodge here, while Henderson closes a long stay at the Hotel Pennsylvania tonight.

## TD's Jock Biz To Lush WMCA Bids for James

NEW YORK, Sept. 6.—With Tommy Dorsey set to tee-off one of the most ambitious syndicated disk jockey shows (initial airing over WMCA, Monday (8)), it was learned that due to the heavy advertising sked already set on that station (shows were sold out weeks ago) WMCA now is dickering with Harry James for an exclusive show which also would be transcribed. Fronter would cut the airers at his convenience so as not to interfere with his personal appearances, pic dates, etc.

### Dorsey Itinerary

Estimating that Dorsey will earn over \$1,000,000 a year on his new transcribed, coast-to-coast sessions, the Louis G. Cowan office, producers of the show, have set up a heavy sked for Dorsey in the coming month. Following the WMCA appearance, Dorsey goes to Providence and Boston on Tuesday to start off the show in those cities, then to Philadelphia on Wednesday for the Quaker City preem. A week later, Dorsey returns to the Coast, where he will record several weeks of shows, then heads out with his ork on a series of one-nighters in Utah, Colorado, Nebraska, South Dakota, Minnesota, Chicago, Detroit, Ohio and Indiana. During the tour TD is skedded to make a number of personal appearances on his transcribed jockey shows. The tour closes when the ork goes into the Capitol for one month late in October.

### Dorsey Itinerary

For the New York opening, WMCA skedded the following names to appear with Dorsey thruout the morning and the afternoon sessions: Ray McKinley, Ray Heatherton, Carmen Cavallaro, Danny O'Neill, Mel Torme, George Auld, Ray Block, Mary Lou Williams, Hal McIntyre, Joe Mooney, Percy Faith, Perry Como, Victor Lombardo, Johnny Desmond, Monica Lewis, Jan August, Jack Lawrence, Clark Dennis, Beryl Davis, Mildred Bailey, Ella Fitzgerald, Martha Tilton, Ella Logan, Eddie Duchin and Jimmy Stewart.

Station also went all-out on promotion of the show, with Banner & Grief signed to handle special promotion in addition to that supplied by the station. Included were ads in all local dailies, tie-ups with several hundred record stores in the metropolitan area for window placards and streamers, full-life blow-ups of Dorsey displayed in all Davega stores and a WMCA program sked included in all packages tie-ups with laundries whereby trucks carried posters announcing the show, and shirt-envelopes carrying printed announcements of the show.

Station is rapidly expanding its disk jockey skeds. Effective immediately, the Andre Baruch-Bea Wain airers, now heard Monday thru Saturday, add a Sunday slot, thus becoming the only seven-day-a-week disk jockey show in the city. Team now fills 21 hours a week of air time.

## Chicago Rag Doll Books Louis Armstrong Combo

CHICAGO, Sept. 6.—The Rag Doll, local spot, has entered the big-dough spending class by booking in the Louis Armstrong combo, which has been boffing at Billy Berg's in Hollywood, for four weeks, starting September 16 at the top tag of \$3,250 and a percentage. The booking is considered unusual because the Doll, operated by Jack Peretz, is nowhere near the Loop or any of the Chi night life main drags, being located in the far Northwest Side on Western Avenue.

## Voter Jingles To Get Wide Play

NEW YORK, Sept. 6.—The New York League of Women Voters, a non-partisan org which is sponsoring a series of radio singing jingles to bring out the voters for registration next month, also will push the jingle via regular musical airers, orks, disk jockey shows and, if possible, in juke boxes. The org, thru two of its execs, Mrs. Sidney Kaye, wife of the Broadcast Music, Inc. (BMI) exec, and Mrs. Maurice Mermey, has arranged for lead sheets on the jingle, which they are supplying thru the League's local offices. Jingle was written and recorded for radio by Lanny and Ginger Grey. Orange Music published.

## BBC Cutting Down Dance Band Airings; Shortages Blamed

LONDON, Sept. 6.—Additional woes piled onto the shoulders of British orksters this week when the West regional service of the British Broadcasting Corporation (BBC) announced it would cut down its dance band broadcasts to a minimum during the coming fall and winter. This announcement from regional producer, Hamilton Kennedy, came as a surprise since he was the one who, in the past two years, concentrated on dance ork broadcasts in the West of Britain. Ork broadcasts will be replaced with a weekly variety of air series, each program of which will emanate from a different point in the western area. Kennedy will supervise this series as well.

Western orksters have assumed that the dance band ban is due mainly to shortage of equipment and manpower in BBC, and have proposed that a pool of engineers and producers be set up from which men could be drawn for broadcasts in any of the BBC regions when an airer (a dance band remote) outside their normal commitments is made.

### Band Directors Plan Protest

Meanwhile, members of the dance band director's association here feel that this move in the western region is simply another BBC move to reduce the amount of time allocated to light music. Association members will make a complaint to BBC this week that this latest move will deprive many young and comparatively unknown British bands in the West of any chance to draw air time needed for them to build a national following.

It is feared that other regional services of the BBC will follow the example set by the West.

## Lena Horne-MGM Pact Consummated

NEW YORK, Sept. 6.—Chirp Lena Horne this week signed a waxing pact with MGM Records, a move which has been long expected in the trade. She previously had been under contract to Black and White diskery with her parent flickery's (MGM) consent. Miss Horne already has appeared on MGM wax, having made a contribution to the firm's 'Til the Clouds Roll By all-star package.

NEW YORK, Sept. 6.—Lena Horne is set for a six-week concert tour of Europe, which will kick off at the ABC Theater in Paris. Tour was fixed by Arthur Lesser for Music Corporation of America (MCA). Miss Horne, following her return from Europe, will play an engagement at the Chicago Theater, Chicago, at a reported \$9,000 a week.

# Victor Criticized as "Angel" For Original Cast Album Buys Before Shows Preem

## Big Advance Reported for "Allegro," "High Button Shoes"

NEW YORK, Sept. 6.—With RCA Victor reported as already having acquired the original-cast album rights to *Allegro* and *High Button Shoes* (two musical comedies which have yet to face opening-night critics), rival diskers this week looked a little askance at the terms. Victor, they claim, is paying \$15,000 advance against 10 per cent of the list price royalties to the producers of the show. Since the musicals are "untried," the waxers see RCA's newest swoop into o-c recordings as virtual "angeling." And they're raising cries, perhaps defensively, that Victor's Eli Oberstein is gambling at too high odds and killing the golden goose for the whole disk biz.

### Started With "Brigadoon"

RCA's first dip into o-c wax started months ago with *Brigadoon*, but contracts were not signed until after the Lerner-Loewe musical hit Broadway. Prior to that, Victor made a stab at *Finian's Rainbow*, but settled for a non-o-c package of the show tunes when a deal with producer Lee Sabinson fell thru. Sabinson later signed with Columbia.

Until *Brig* and *Finian*, however, Decca for years was the only diskery to merchandise original-cast albums of Broadway shows. In Decca's o-c day, however, the diskery made no payments to show producers (they were happy to get the exploitation) and shelled out only customary artist royalties and wages to the cast and musicians. The Columbia and Victor debut in the field started the trend for producers to demand a slice for themselves and led to strong resentment against one music publisher who was believed to have "wised" the producers up.

### Diskery Nut 35C

The producer slice is what prompts the trade skeptics to wonder about Victor's move for *Allegro* and *High Button*. They argue that the diskery nut will be more than \$35,000—\$15,000 advance plus an estimated \$20,000 to cover recording and production costs—and that this represents a big gamble on "untried musicals" and presents a dangerous competitive trend.

From Victor's and Oberstein's point of view, the complaining is just sour grapes. *Allegro* is a Rogers-Hammerstein production which is almost symptomatic of a hit, they say, and if not the musical score alone should guarantee getting off the nut. At the same time, should the new show hit with the force of an *Oklahoma* (Decca's million seller) then, high advance or no, the diskery stands to rake in plenty of blue chips. Along the same line of reasoning, *High Button Shoes* has a Styne and Cahn score and George Abbott direction (producers are Joe Kipness and Monte Proser), which makes for some insurance against a flop and promises at least a pop music score that can be promoted out of proportion to the musical proper.

Counter argument by the majors is that Victor still is wandering out of the recording business to crystal ball in the theater. The early 15G advance they call "angeling" and they argue that angel's wings get clipped too often on the Broadway boards. *Oklahoma* may have sold a million copies, they say, but how about *Song of Norway*, which for Decca was an admittedly disappointing seller.

The last word probably will be the first-night appraisals of *Allegro* and *High Button*—if they're hits, Victor and Oberstein have supplied the proof of the pudding. The only argument left, then, would be whether the industry-wide effect has been to cut legit producers in as record biz partners.

## NAJD Campaign For New Members Gets Jocks' Aid

CHICAGO, Sept. 6.—Membership campaign of the National Association of Disk Jockeys is progressing well, according to a survey concluded this week of the 39 out-of-town jocks who attended the August 15 formational meet of the group. At the formation meeting delegates to the meeting were commissioned as chairmen in their particular communities to scout new members for NADJ.

Approximately 85 per cent of the 22 jocks who answered the survey said that they had already gotten on the membership drive ball. Brooke Taylor, WJW, Cleveland; Paul Brenner, WAAT, Newark; Lee Edwards, WLIP, Kenosha; George Geiger, WBBC, Flint, Mich.; Sherwood Lorenz, WOSH, Oshkosh, reported that they were getting good response in their areas, while others said they were working slowly while they awaited further word from the central committee regarding the rules and regulations of the org.

Five of the jocks, all from smaller towns, said that they had run into difficulty in trying to ink new members because of the \$10 yearly dues, which small-burg platter-spinners considered too high. Three reported that they felt some definite requirements should be set up for membership before they went out scouting for NADJ members and then had to tell a prospect that he wasn't eligible when the requirements are worked out. Two reported that jocks in their area are awaiting word of "what the association intends to do" before joining up.

## WM Bows to Disk Jocks; Will Send 'Em News Letters

NEW YORK, Sept. 6.—William Morris Agency this week became the last of the major band agencies to bow to the power of the disk jockey. The agency currently is planning to send out to approximately 1,300 spinners a bi-monthly news letter tabbed *Spins and Needles*, which will contain chatter, news and information regarding recording activities of the agency's waxing artists. WM boasts close to 70 disk names.

The news letter will be written and edited by the agency's flack topper, Les Zimmerman.

### DECCA DIVIDEND

NEW YORK, Sept. 6.—Decca Records last week declared its usual 25-cent quarterly dividend for the third quarter. Dividend is payable on September 30 to all stockholders of record September 16 on the firm's outstanding shares of Capitol stock and matches exactly the dividend declared by the diskery for its second quarter.



# MORE JACK-POT HITS!

## 'SMOKE, SMOKE, SMOKE'

(THAT CIGARETTE)  
A burning success, no butts about it!

### 1 TEX WILLIAMS

And His Western Caravan  
CAP. A-40001

## 'TIM-TAYSHUN'

They're playing it over and over and over again

### 2 RED INGLE

AND THE NATURAL SEVEN  
With Vocal by Cinderella G. Stump  
CAP. 412

## 'FEUDIN' AND FIGHTIN'

Jo with a pinch of that hillbilly

### 3 JO STAFFORD

With The Starlighters and Paul Weston and His Orchestra  
CAP. B-443

## 'HE'S A REAL GONE GUY'

Nellie wrote it, sings it, plays it

### 4 NELLIE LUTCHER

AND HER RHYTHM  
CAP. A-40017

## 'I MISS YOU SO'

Sweet 'n' sentimental with Nat-styled vocal

### 5 THE KING COLE TRIO

CAP. B-444



FIRST WITH THE HITS FROM HOLLYWOOD  
Sunset and Vine

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 September 6



## HONOR ROLL OF HITS

The title "HONOR ROLL OF HITS" and the listing of the hits have been copyrighted by The Billboard. Use of either may not be made without The Billboard's consent.

This Week Last Week

1. PEG O' MY HEART
By Alfred Bryan and Fred Fisher  
Published by Robbins (ASCAP)
1

Records available: Buddy Clark, Columbia 37392; Glenn Davis, Skating Rhythms SR-235; Clark Dennis, Capitol 346; the Harmonicats, Vitacoustic 1 & 2; Dolph Hewitt, Dixie 115; Eddie Heywood Ork, Decca 23960; Art Lund, MGM 10037; Ted Martin, DeLuxe 1080; Red McKenzie, National 9027; Glenn Miller Ork, Decca 25075; Miff Mille Nickelsland Band, Commodore C-1518; Danny O'Neil, Majestic 7238; Phil Regan, Decca 25076; Floyd Sherman-the Chickering Four, Signature 15119; The Three Suns, Victor 20-2272; Ted Weems, Mercury 5052. Electrical transcription libraries: The Ambassadors, Lang-Worth; The Novatime Trio, NBC Thesaurus; Allen Roth, NBC Thesaurus; Eddie Skrivanek Ork, MacGregor; George Towne, Associated; Al Trace, Lang-Worth; Paul Martin, Standard; Lawrence Welk, Standard; Russ Morgan, World.
2. THAT'S MY DESIRE
By Carroll Loveday and Helmy Gresa  
Published by Mills (ASCAP)
2

Records available: Ray Anthony Ork, Sonora 2019; Hadda Brooks, Modern Music 147; The Cats and the Fiddle, Manor 1064; Ella Fitzgerald, Decca 23866; Golden Arrow Quartet, Continental C-6048; Woody Herman, Columbia 37329; Sammy Kaye, Victor 20-2251; Frankie Laine, Mercury 5007; Curtis Lewis, Apollo 1056; Art Mooney Ork, MGM 10020; The Scamps, Modern Music 20-516; Martha Tilton, Capitol 395; Glenn Davis, Skating Rhythms, SR-235; Phil Reed, Dance-Tone 118. Electrical transcription libraries: Barclay Allen, MacGregor; Lenny Herman, Lang-Worth; Art Mooney Ork, Associated; The Music of Manhattan Ork, NBC Thesaurus; Charlie Spivak, World; Leighton Noble, Standard; Skinny Ennis, Standard.
3. I WONDER WHO'S KISSING HER NOW
By W. M. Hough, F. R. Adams and J. E. Howard  
Published by E. B. Marks (BMI)
3

From the 20th Century film "I Wonder Who's Kissing Her Now."  
Records available: Perry Como, Victor 20-2315; Jerry Cooper, Diamond 2082; D'Artega Ork, Sonora 2012; The Dinning Sisters, Capitol 433; Bobby Doyle, Signature 15057; The Hollywood Rhythm-aires, Hollywood Rhythms 1552; Jack McLean Ork, Coast 8002; Ray Noble, Columbia 37544; The Four Vagabonds, Apollo 1055; Ted Weems-Perry Como, Decca 25078; Foy Willing, Majestic 6013; Marshall Young, Rainbow 10002; Glenn Davis, Skating Rhythms, SR-239; Frank Froeba, Decca 23602; Joe Howard, DeLuxe 1036; Joseph Littau Ork, Pilo-tone 5132; Ben Yost Singers, Sonora 1084; Danny Kaye, Decca 24110; Larry Vincent, Pearl 15; Phil Reed, Dance-Tone 119; Jack McLean Ork-Wayne Gregg, Coast 8013; Jean Sablon, Victor 25-0101. Electrical transcription libraries: Chuck Foster, Lang-Worth; Ozie Waters, MacGregor; Randy Brooks, Lang-Worth; Billy Butterfield, Capitol; Frank Froeba, World; Hollywood Serenaders, Capitol; Music Hall Varieties, NBC Thesaurus; Merle Pitt, Lang-Worth and World; Claude Sweeten, Standard; George Towne, Associated; Al Trace, Lang-Worth; Artie Wayne, MacGregor.
4. SMOKE! SMOKE! SMOKE! (THAT CIGARETTE)
By Merle Travis and Tex Williams; published by American (BMI)
4

Records available: Johnny Bond, Columbia 37831; Phil Harris, Victor 20-2370; Deuce Spriggins, Coast 263; Lawrence Welk, Decca 24113; Tex Williams, Capitol Americana 40001. Electrical transcription libraries: Lawrence Welk, Standard.
5. FEUDIN' AND FIGHTIN'
By Al Dubin and Burton Lane  
Published by Chappell (ASCAP)
5

Records available: Tex Beneke, Victor 20-2313; Dorothy Shay, Columbia 37189 (also in Dorothy Shay Sings Album, Columbia C-119); Rex Allen, Mercury 6049; Bing Crosby, Decca 23975; Georgia Gibbs, Majestic 12011; Kate Smith, MGM 10041; Jo Stafford, Capitol B443. Electrical transcription libraries: The Song Spinners, World.
6. NEAR YOU
By Kermit Goell and Francis Craig  
Published by Supreme (ASCAP)
6

Records available: Francis Craig Ork, Bullet 1001; Larry Green Ork, Victor 20-2421; Elliot Lawrence, Columbia 37838; Alvin Rey, Capitol B-452; Andrews Sisters, Decca 24171; The Auditones, Rainbow 10025; Dolores Brown-Auditones, Sterling 3001. (No information on electrical transcription libraries available as The Billboard goes to press.)
7. WHEN YOU WERE SWEET SIXTEEN
By James Thornton; published by Shapiro-Bernstein (ASCAP)
8

Records available: Perry Como, Victor 20-2259; Mills Brothers, Decca 23627; Dick Jergens, Columbia 37803; Phil Reed, Dance-Tone 120; Herb Kern, Temp TR 1034. Electrical transcription libraries: Phil Brito, Associated; Foursome Quartet, MacGregor; Emile Cote, Lang-Worth; Collins Driggs, Standard; Knickerbocker Four, NBC Thesaurus.
8. THE LADY FROM 29 PALMS
By Allie Wrubel  
Published by Martin (ASCAP)
7

Records available: Andrews Sisters, Decca 23976; Henry Busse, Vitacoustic 6; Victor Lombardo Ork, Majestic 7250; Freddy Martin, Victor 20-2347; Curt Massey, Coast 8011; Tony Pastor, Columbia 37562; The Pied Pipers, Capitol B460. Electrical transcription libraries: Eddy Howard, World; Tony Pastor, Lang-Worth; Sweetwood Serenaders, NBC Thesaurus; Vic Damone-Ted Dale Ork, Associated.
9. I WONDER, I WONDER, I WONDER
By Darryl Hutchins  
Published by Robbins (ASCAP)
7

Records available: Louis Armstrong, Victor 20-2228; Jack Carroll, National 9032; Eddy Howard, Majestic 1124; Van Johnson, MGM 10018; Guy Lombardo, Decca 23865; Ted Martin-Air Lane Trio, De Luxe 1075 and De Luxe 1070; Tony Pastor, Columbia 37353; The Scamps, Modern Music 20-516; Ted Straeter Ork, Sonora 2024; Martha Tilton, Capitol 395; The Vagabonds, Trilon 114; The Four Aces, Trilon 143; Glenn Davis, Skating Rhythms, SR-236. Electrical transcription libraries: Art Mooney, Associated; Charlie Spivak, World; Leighton Noble, Standard.
10. I WISH I DIDN'T LOVE YOU SO
By Frank Loesser  
Published by Paramount (ASCAP)
10

From the Paramount film "Perils of Pauline."  
Records available: Dick Farney, Majestic 7225; Helen Forrest, MGM 10040; Dick Haymes, Decca 23977; Betty Hutton, Capitol 409; Vaughn Monroe, Victor 20-2294; Dinah Shore, Columbia 37506; Phil Reed, Dance-Tone 120; Carol Gable, Radio Artist 211. Electrical transcription libraries: Mindy Carson, Associated; Eddy Howard, World.

RCA VICTOR'S  
**SAMMY KAYE!**

**ZU-BI** (Everyone's Love Song)

A bouncy novelty on the order of "Vieni-Vieni." Trick vocal will give kids plenty to puzzle over.

**Where is Sam?**

Sensational at the Astor and sure to be just as sensational in the boxes! Vocal by Don Cornell, Kaydets and Glee Club.

RCA Victor 20-2420

RCA VICTOR'S  
**CHARLIE SPIVAK!**

**It's Witchery**

Tommy Mercer does a juicy lyric on this medium-slow ballad . . . slated for big national advertising in the perfume tie-up on WITCHERY.

**Stardreams**

Spivak's theme song has finally been cleared of contract obligations and it's now recorded to meet the huge demand. The jukes will find plenty of hoof and ear attraction here!

RCA Victor 20-2373

RCA VICTOR'S  
**TOMMY DORSEY!**

**Deep Valley**

This new tune, from the flick of the same name, is full of Dorsey's smooth trombone and soft blending by Stuart Foster and The Town Criers. A mellow moneymaker.

**Trombonology**

Something unusual . . . a show-off tune featuring the ins and outs of Tommy's trombone. Dorsey's skill will pack in the crowds.

RCA Victor 20-2419

RCA VICTOR'S  
**LARRY GREEN!**

Larry comes up with two smooth slow ones: "Near You" has a big demand all over the Tennessee area due to constant plugging by Station WKM. Reverse is a tuneful waltz. Larry's piano gives it an old-time flavor.

**Near You AND**

**Pic-A-Nic-In** (In The Park)

RCA Victor 20-2421

RCA VICTOR'S  
**LUKE WILLS!**

and his Rhythm Busters

RCA's new hillbilly artist is the brother of the famous Bob Wills. Country fans will take to hot and fancy fiddling on the "A" and Luke's neat keyboard knuckling on the "B".

(Gotta Get To)

**Oklahoma City**

AND

**Louisiana Blues**

RCA Victor 20-2414

**Shut Up and Drink Your Beer**

AND

**Bob Wills Two-Step**

RCA Victor 20-2415

RCA VICTOR'S  
**CHARLIE MONROE!**

and his Kentucky Partners

Excellent harmonica solo brings that old caboose down the track. Reverse is a Charlie Monroe original with a touch of Old English folk song.

**Bringin' in the Georgia Mail AND**

**Down in the Willow Garden**

RCA Victor 20-2416

● **LIL GREEN**  
and her Orchestra  
**Take Me Back to Little Rock**  
(Arkansas)  
AND  
**You've Been a Good Ole Wagon**  
RCA Victor 20-2417

● **JOHN SELLERS**  
with instrumental accompaniment  
**Let Me Be Your Sidetrack**  
AND  
**Mama, What You Gonna Do**  
RCA Victor 20-2418

● **ALBERTO SOCARRAS**  
(His Magic Flute and his Orchestra)  
**Rhumba Fantasy—Rhumba AND**  
**Nocturno Indiano—Bolero**  
RCA Victor 25-1095

● **IRVING FIELDS**  
at the Piano with The Campus Trio  
**Rhumba Que Zumba—Guaracha**  
**AND Noche De Ronda—Bolero**  
RCA Victor 23-0676

● **JOSÉ CURBELO**  
**Take Me, Take Me**  
—Calypso Rhumba  
**AND Te Amo—Bolero (I Love You)**  
RCA Victor 23-0675

● **DAVE TARRAS'**  
Palestinian Dance Orchestra  
**Horah—Hashiveinu**  
(Palestinian Folk Dances)  
AND

**Nigun Bialik—Onu Bonu Artso**  
(Song of Bialik)—  
(We Build Our Homeland)  
RCA Victor 25-5079

● **EDO LUBICH**  
with Mirko's Tamburitza Orch.  
**Vuzgi, Vuzgi—Ja Sam**  
**Varadinez—Ti Si Ancice**  
AND Edo Lubich's Tamburitza Orch.  
**Čerlama—Kalo**  
(Cherlama Circle Dance)  
RCA Victor 25-3058

THE STARS WHO MAKE THE HITS ARE ON

**RCA VICTOR RECORDS**





# Sy Oliver Calling BILLY ECKSTINE

"Hello, Billy. Say, man, your new M-G-M record of 'THE WILDEST GAL IN TOWN' will put the gals in an Eckstine ecstasy. I see it has already been chosen by The Billboard as a future best-seller, and as for me, William, you deliver me out of this world!"

"Thanks, Sy. And the feeling is mutual. Your M-G-M discs are really flying high. Incidentally, I'll be watching for more solid Sy Oliver music on your M-G-M Record of 'CIVILIZATION.'"



## BILLY ECKSTINE

Orchestra conducted by Hugo Winterhalter

**THE WILDEST GAL IN TOWN  
BOULEVARD OF MEMORIES**

M-G-M 10069

**OTHER NEW  
M-G-M RECORDS**

**KATE SMITH**  
Orchestra conducted by Jack Miller  
**GOD BLESS AMERICA  
BLESS THIS HOUSE**  
M-G-M 30025

**ROME JOHNSON**  
with his Saddle Pals  
**THE WALTZ OF THE WIND  
SOMEDAY YOU'LL THANK ME**  
M-G-M 10068

**FOUR CHICKS & CHUCK**  
**KOKOMO, INDIANA**  
Bob Haggart Orchestra  
**TURNABLE SONG**  
Jack Miller Orchestra  
M-G-M 10070

# M-G-M RECORDS

THE GREATEST NAME  IN ENTERTAINMENT

## The Billboard MUSIC POPULARITY CHARTS

### Sheet Music

Week Ending September 6

PART II



### BEST-SELLING SHEET MUSIC

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

Weeks to date	POSITION Last Week	POSITION This Week	Song	Publisher
8	2	1	I WONDER WHO'S KISSING HER NOW (F) (R)	E. B. Marks
16	1	2	PEG O' MY HEART (R)	Robbins
18	3	3	THAT'S MY DESIRE (R)	Mills
5	6	4	I WISH I DIDN'T LOVE YOU SO (F) (R)	Paramount
9	5	5	WHEN YOU WERE SWEET SIXTEEN (R)	Shapiro-Bernstein
10	4	6	ASK ANYONE WHO KNOWS (R)	Witmark
6	7	7	TALLAHASSEE (F) (R)	Famous
17	9	8	I WONDER, I WONDER, I WONDER (R)	Robbins
5	8	9	FEUDIN' AND FIGHTIN' (R)	Chappell
5	11	10	AN APPLE BLOSSOM WEDDING (R)	Shapiro-Bernstein
2	13	10	NEAR YOU (R)	Supreme
6	—	11	ALMOST LIKE BEING IN LOVE (R)	Sam Fox
3	14	12	I HAVE BUT ONE HEART (R)	Barton
1	—	13	THE LADY FROM 29 PALMS (M)	Martin
15	12	14	ACROSS THE ALLEY FROM THE ALAMO (R)	Capitol Songs
15	10	15	CHI-BABA, CHI-BABA (R)	Oxford

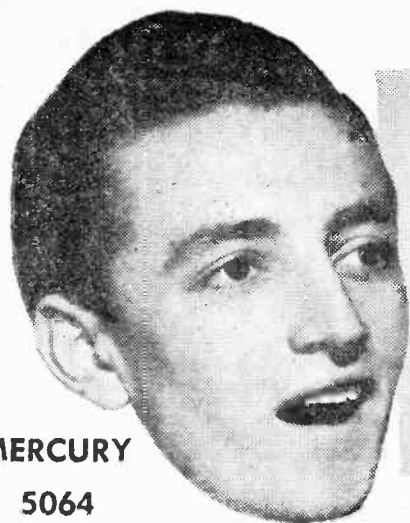
### ENGLAND'S TOP TWENTY

Weeks to date	POSITION Last Week	POSITION This Week	Song	English	American
6	2	1	NOW IS THE HOUR	Keith Prowse	Leeds
16	3	2	PEOPLE WILL SAY WE'RE IN LOVE	Chappell	Williamson
14	1	2	COME BACK TO SORRENTO	Ricordi	Public Domain
9	6	3	ON THE OLD SPANISH TRAIL	Peter Maurice	Peter Maurice
11	7	4	I GOT THE SUN IN THE MORNING	Chappell	Berlin
4	4	4	I BELIEVE	Edwin H. Morris	Sinatra Songs
8	12	5	MAM'SELLE	Francis Day	Feist
18	8	6	A GAL IN CALICO	Feldman	Remick
19	5	7	AMONG MY SOUVENIRS	Lawrence Wright	T. B. Harms
5	9	8	LITTLE DUTCH MILL	Irwin Dash	Shapiro-Bernstein
3	10	9	GUILTY	Francis Day	Feist
12	11	10	HEARTACHES	Campbell-Connelly	Leeds
10	13	11	THEY SAY IT'S WONDERFUL	Chappell	Berlin
33	—	12	ANNIVERSARY SONG	Campbell-Connelly	Mood
13	14	13	OH, WHAT A BEAUTIFUL MORNING	Chappell	Williamson
2	18	14	CHI-BABA, CHI-BABA	Sun	Oxford
1	—	15	A GARDEN IN THE RAIN	Campbell-Connelly	Melrose
12	16	16	DEAR OLD DONEGAL	Leeds	Leeds
21	15	17	TELL ME, MARIANNE	Southern	Southern
13	20	18	TIME AFTER TIME	Edwin H. Morris	Sinatra Songs

### CANADA'S TOP TUNES

Songs listed are sheet music best sellers in Canada. Listing is based on reports received from the two largest wholesalers in the dominion, Canada Music Sales and Gordon V. Thompson. Since both firms are also American publishers' representatives and publish songs themselves (and consequently push different songs), The Billboard presents the song titles and the sales rank order in which each of the two firms rate the song. In other words, while the No. 1, 2, 3, etc. songs as listed by Canada Music and by Thompson may vary, the full list does represent the tunes which are selling best in Canada.

SONG	Rank Order According to CMS	Rank Order According to GVT	SONG	Rank Order According to CMS	Rank Order According to GVT
THAT'S MY DESIRE	1	8	RED SILK STOCKINGS AND GREEN PERFUME	15	—
PEG O' MY HEART	2	1	IVY	16	—
ACROSS THE ALLEY FROM THE ALAMO	3	3	ANNIVERSARY SONG	17	9
APRIL SHOWERS	4	—	I BELIEVE	18	—
WHEN YOU WERE SWEET SIXTEEN	5	5	IT'S THE SAME OLD DREAM	19	—
CHI-BABA, CHI-BABA	6	6	PASSING BY	20	—
FEUDIN' AND FIGHTIN'	7	—	MAM'SELLE	—	7
I WONDER WHO'S KISSING HER NOW	8	2	ALMOST LIKE BEING IN LOVE	—	10
I WONDER, I WONDER, I WONDER	9	4	TALLAHASSEE	—	12
LINDA	10	—	THE WHIFFENPOOF SONG	—	13
MIDNIGHT MASQUERADE	11	11	THE HEATHER ON THE HILL	—	14
MY ADOBE HACIENDA	12	—	COME TO ME, BEND TO ME	—	16
AN APPLE BLOSSOM WEDDING	13	15	THE ECHO SAID "NO"	—	17
THERE'S THAT LONELY FEELING AGAIN	14	—	NAUGHTY ANGELINE	—	18
			DREAM, DREAM, DREAM	—	19
			ASK ANYONE WHO KNOWS	—	20



MERCURY  
5064

*The Golden Boy of Record Sales*

**VIC  
DAMONE**

**'SORRENTO'**  
AND  
**'FOR ONCE IN YOUR  
LIFE'**



AVAILABLE FOR IMMEDIATE DELIVERY

**TWO TON  
BAKER**

AND HIS MUSIC MAKERS

**'NEAR YOU'**  
LONELY LITTLE PETUNIA  
5066

**CIVILIZATION**  
DANCERS IN LOVE  
5067



**ANITA ELLIS**

'How Lucky You Are'  
'Can't Take That Away'  
DICK MALTGY ORCHESTRA  
MERCURY 3068



**CHUCK FOSTER**

AND HIS ORCHESTRA  
'Don't Cry Little Girl'  
'Bessie Couldn't Help It'  
MERCURY 3065



**ALBERT AMMONS**

AND HIS RHYTHM KINGS  
'St. Louis Blues'  
'Shufflin' The Boogie'  
MERCURY 8053



**EDDIE VINSON**

AND HIS ORCHESTRA  
'Luxury Tax Blues'  
'Gonna Send You Back'  
MERCURY 8051

**PATTI PAGE**

"Can't Help Lovin' That Man"  
"Some Forgetting To Do"  
MERCURY 5063

**TINY HILL**

"What's The Reason"  
"You'll Live To Regret It"  
MERCURY 6050

**DINAH WASHINGTON**

"Fool That I Am"  
"Mean And Evil Blues"  
MERCURY 8050

**WALLY FOWLER**

"Little Miss In Mississippi"  
"Red Roses"  
MERCURY 6052

**ROBERT SCOTT**

"Hills Of Colorado"  
"Future Just Passed"  
MERCURY 3069

**RED CAPS**

"World On Fire"  
"Till The Well Runs Dry"  
MERCURY 8052

**MERCURY**



**RECORDS**



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

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

# HONKY TONK TRAIN blues

**"Mel" HENKE**

pianist and



**IN A MIST**

"LIVING SOUND"

**VITA acoustic Records**

GENERAL OFFICES AND STUDIOS

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

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The **Billboard**

MUSIC POPULARITY CHARTS

PART III

## Radio Popularity

Week Ending  
September 6



### SONGS WITH GREATEST RADIO AUDIENCES

(Beginning Friday, August 29, 8 a.m., and ending Friday, September 5, 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 A.C.I. 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
Ain'tcha Ever Comin' Back (R)	Sinatra Songs	ASCAP
All My Love (R)	Harms, Inc.	ASCAP
All of Me (R)	Bourne	ASCAP
Almost Like Being in Love (M) (R)	Sam Fox	ASCAP
As Long As I'm Dreaming (F) (R)	Burke-Van Heusen	ASCAP
As Years Go By (R)	Miller	ASCAP
Ask Anyone Who Knows (R)	Witmark	ASCAP
Cecilia (R)	ABC	ASCAP
Come to the Mardi Gras (R)	Peer	BMI
Don't Tell Me (R)	Robbins	ASCAP
Feudin' and Fightin' (M) (R)	Chappell	ASCAP
I Want To Be Loved (R)	Melrose	ASCAP
I Wish I Didn't Love You So (F) (R)	Paramount	ASCAP
I Wonder, I Wonder, I Wonder (R)	Robbins	ASCAP
I Wonder Who's Kissing Her Now (F) (R)	E. B. Marks	BMI
Je Vous Aime (R)	Crawford	ASCAP
Just an Old Love of Mine (R)	Campbell-Porgie	BMI
Kate (R)	Berlin	ASCAP
On the Avenue (R)	Leeds	ASCAP
On the Old Spanish Trail (R)	Peter Maurice	ASCAP
Peg o' My Heart (R)	Robbins	ASCAP
Tallahassee (F) (R)	Famous	ASCAP
That's My Desire (R)	Mills	ASCAP
The Echo Said "No" (R)	Lombardo	ASCAP
The Lady From 29 Palms (R)	Martin	ASCAP
The Whiffenpoof Song (R)	Miller	ASCAP
There'll Be Some Changes Made (R)	E. B. Marks	BMI
Tomorrow (R)	E. H. Morris	ASCAP
When You Were Sweet Sixteen (R)	Shapiro-Bernstein	ASCAP
You Do (F) (R)	Bregman-Vocco-Conn	ASCAP
You're Not So Easy to Forget (R)	Feist	ASCAP

#### The Remaining 18 Songs of the Week

Castanets and Lace (R)	Republic	BMI
Chi-Baba, Chi-Baba (R)	Oxford	ASCAP
Deep Valley (R)	Remick	ASCAP
Every So Often (R)	Harry Warren	ASCAP
For Once In Your Life (R)	Dreyer	ASCAP
Fun and Fancy Free (F) (R)	Santly-Joy	ASCAP
I Have But One Heart (R)	Barton	ASCAP
Ivy (F) (R)	Burke-Van Heusen	ASCAP
Just Plain Love (R)	E. H. Morris	ASCAP
Kokomo, Indiana (F) (R)	Bregman-Vocco-Conn	ASCAP
My Future Just Passed (R)	Beverly	ASCAP
Oh, My Achin' Heart (R)	Mood	ASCAP
Old Devil Moon (M) (R)	Crawford	ASCAP
Red Silk Stockings and Green Perfume (R)	E. H. Morris	ASCAP
The Man Who Paints the Rainbow in the Sky (R)	Mutual	ASCAP
The Story of Sorrento (R)	Pemora	BMI
There's That Lonely Feeling Again (R)	Mellin	BMI
What Are You Doing New Year's Eve? (R)	Famous	ASCAP

### RECORDS MOST-PLAYED ON THE AIR

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

POSITION	Weeks to date		Title	Publisher	Lic. By
	Last Week	This Week			
6	1	1	NEAR YOU	Francis Craig	Bullet 1001—ASCAP
11	3	2	SMOKE! SMOKE! SMOKE! (That Cigarette)	Tex Williams Western liams-Trio	Caravan (Tex Wil- liams-Trio) Capitol Americana 40001—BMI
13	7	3	PEG O' MY HEART	Three Suns	Victor 20-2272—ASCAP
5	4	4	I WONDER WHO'S KISSING HER NOW	Perry Como-Ted Weems	Decca 25078—BMI
12	2	5	PEG O' MY HEART	Buddy Clark	Columbia 37392—ASCAP
9	5	6	THAT'S MY DE- SIRE	Sammy Kaye (Don Cornell-The Kaydets)	Victor 20-2251—ASCAP
16	7	7	PEG O' MY HEART	The Harmonicats	Vitacoustic 1—ASCAP
3	6	8	FEUDIN' AND FIGHTIN' (M)	Jo Stafford (The Starlighters-Paul Wes- ton Ork)	Capitol B-443—ASCAP
19	13	9	I NEVER KNEW	Sam Donahue (Bill Lockwood)	Capitol 405—ASCAP
3	—	10	THE LADY FROM 29 PALMS	Freddy Martin (The Martin Men)	Victor 20-2347—ASCAP
3	—	11	WHEN YOU WERE SWEET SIXTEEN	Perry Como (The Satisfiers) (Lloyd Sha- fer Ork)	Victor 20-2259—ASCAP
4	14	12	THE LADY FROM 29 PALMS	Tony Pastor (Tony Pastor)	Columbia 37562—ASCAP
2	—	13	THAT'S MY DE- SIRE	Woody Herman (The Four Chips)	Columbia 37329—ASCAP
7	10	14	THAT'S MY DE- SIRE	Martha Tilton (Dean Elliott Ork)	Capitol 395—ASCAP
20	9	15	THAT'S MY DE- SIRE	Frankie Laine	Mercury 5007—ASCAP

#### Coming Up

COME TO THE MARDI GRAS ..... Freddy Martin (Stuart Wade Ensemble) Victor 20-2288—BMI

**The Billboard**  
**MUSIC POPULARITY CHARTS**

PART  
IV

**Retail Record Sales**

Week Ending  
September 6

**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 Last Week	POSITION This Week	Record Title	Artist	Label
8	1	1	SMOKE! SMOKE! SMOKE! (That Cigarette)	Tex Williams Western Caravan (Tex Williams-Trio)	Capitol Americana 40001
12	8	2	PEG O' MY HEART	Three Suns	Victor 20-2272
3	7	3	I WONDER WHO'S KISSING HER NOW (F)	Ted Weems-Perry Como	Decca 25078
2	9	4	FEUDIN' AND FIGHTIN' (M)	Dorothy Shay (Mischa Russell Ork)	Columbia 37189
12	4	5	NEAR YOU	Francis Craig Ork	Bullet 1001
17	3	5	PEG O' MY HEART	The Harmonicats-Sid Fisher	Vitacoustic 1
13	6	6	THAT'S MY DESIRE	Sammy Kaye (Don Cornell-The Red Silk Stockings and the Green Perfume)	Victor 20-2251
7	5	7	WHEN YOU WERE SWEET SIXTEEN	Perry Como (The Satisfiers-Lloyd Shaffer Ork)	Victor 20-2259
4	-	8	SMOKE! SMOKE! SMOKE! (That Cigarette)	Phil Harris (Phil Harris-The Sportsmen)	Victor 20-2370
10	2	9	TIMTAYSHUN (I Love You) For Seventy Mental Reasons	Red Ingle and the Natural Seven-Jo Stafford-Cinderella G. Stump	Capitol 412
9	-	10	PEG O' MY HEART	Buddy Clark (Mitchell Ayres Ork)	Columbia 37392

**BEST-SELLING POPULAR RECORD ALBUMS**

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

Weeks to date	POSITION Last Week	POSITION This Week	Album Title	Artist	Label
5	1	1	Al Jolson Album	Al Jolson	Decca A-575
21	2	2	Dorothy Shay (The Park Avenue Hillbilly) Sings Album	Dorothy Shay (Mischa Russell Ork)	Columbia C-119
12	3	3	Carle Comes Calling	Frankie Carle	Columbia C-129
34	4	4	Al Jolson Album	Al Jolson	Decca 469
79	-	5	Glenn Miller	Glenn Miller Ork	Victor P-148

**BEST-SELLING RECORDS BY CLASSICAL ARTISTS**

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

Weeks to date	POSITION Last Week	POSITION This Week	Record Title	Artist	Label
101	1	1	Clair de Lune	Jose Iturbi	Victor 11-8851
74	3	2	Jalousie	The Boston Pops; Arthur Fiedler, conductor	Victor 12160
116	2	3	Chopin's Polonaise	Jose Iturbi	Victor 11-8848
90	4	4	Warsaw Concerto	The Boston Pops; Arthur Fiedler, conductor; Leo Litwin, pianist	Victor 11-8863
17	5	5	The Whiffenpoof Song	Robert Merrill	Victor 10-1313

**BEST-SELLING RECORD ALBUMS BY CLASSICAL ARTISTS**

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

Weeks to date	POSITION Last Week	POSITION This Week	Album Title	Artist	Label
52	3	1	Rachmaninoff Concerto No. 2 in C Minor	Artur Schnabel, pianist; NBC Ork; Vladimir Golschmann, conductor	Victor 1075
107	2	2	Rhapsody in Blue	Oscar Levant, Philadelphia Ork, Eugene Ormandy, conductor	Columbia X-251
8	1	3	The Student Prince	Al Goodman Ork (Earl Wrightson, Mary Martha Briney, Donald Dame, Francis Greer, and the Guild Choristers)	Victor P-180
20	4	4	Rhapsody in Blue	Paul Whiteman	Signature GP-1
49	-	5	Rachmaninoff Concerto No. 2 in C Minor Op. 18	Serge Rachmaninoff, pianist; Leopold Stokowski and Philadelphia Ork	Victor DM-58

**Knight of the Turntable**  
IS  
**BOB KNIGHT**

Bob spins 'em over Washington's WOL, key outlet of the Mutual web. He calls his stanzas Easy Listening and Man Behind The Band plays all kinds of discs.



**THE HOTTEST**

ONE - TWO PUNCH

IN THE BUSINESS



ALAN DALE

**KATE**

BACKED WITH  
IF MY HEART HAD A WINDOW  
ON Sig 15114

With RAY BLOCH and his Orchestra

...and...

JOHNNY LONG



**PARADISE**

Vocal by Francey Lane and The Ensemble  
coupled with  
IT'S LIKE A TRIP TO TIPPERARY  
ON Sig 15157

**Signature records**  
GENERAL ELECTRIC SUPPLY CORPORATION  
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## The Billboard MUSIC POPULARITY CHARTS

PART  
V

### Juke Box Record Plays

Week Ending  
September 6



#### MOST-PLAYED JUKE BOX RECORDS

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

Weeks to date	Last Week	This Week	POSITION		Record
			9	2	
16	3	1	1	1	SMOKE! SMOKE! SMOKE! (That Cigarette) ... Tex Williams Western Caravan (Tex Williams-Trio) ... Capitol Americana 40001
12	1	2	2	2	THAT'S MY DE-SIRE ... Sammy Kaye (Don Cornell-The Kaydets) ... Victor 20-2251
5	5	3	3	3	PEG O' MY HEART ... Three Suns ... Victor 20-2272
20	4	4	4	4	I WONDER WHO'S KISSING HER NOW (F) ... Ted Weems-Perry Como ... Decca 25078
10	7	5	5	5	HEART ... The Harmonicats-Sid Fisher ... Vitacoustic 1
2	12	6	6	6	WHEN YOU WERE SWEET SIXTEEN ... Perry Como (The Satisfiers-Lloyd Shaffer Ork) ... Victor 20-2259
2	10	7	7	7	THE LADY FROM 29 PALMS ... Freddy Martin (The Martin Men) ... Victor 20-2347
16	8	8	8	8	NEAR YOU ... Francis Craig ... Bullet 1001
11	9	9	9	9	I WONDER, I WONDER, I WONDER ... Eddy Howard ... Majestic 1124
16	6	10	10	10	TIMTAYSHUN ... Red Ingle and the Natural Seven-Jo Stafford (Cinderella G. Stump-Red Ingle) ... Capitol 412 (Jerry Brent Ork, Modern Music 20-510; Henry Busse Ork, Four Star 1139; Bing Crosby (John Scott Trotter Ork), Decca 23754; Nero Morales Ork, Majestic 1130; Juan Rolando, Cocktail Hour CGE 116)
19	11	11	11	11	I WONDER, I WONDER, I WONDER ... Guy Lombardo ... Decca 23665
11	15	12	12	12	THAT'S MY DE-SIRE ... Frankie Laine ... Mercury 5007
4	13	13	13	13	PEG O' MY HEART ... Art Lund (Johnny Thompson) ... MGM 10037
9	—	14	14	14	FEUDIN' AND FIGHTIN' (M) ... Dorothy Shay (Mischa Russell Ork) ... Columbia 37189
5	—	15	15	15	PEG O' MY HEART ... Clark Dennis ... Capitol 346
5	—	15	15	15	PEG O' MY HEART ... Ted Weems (Bob Edwards) ... Mercury 5052

#### Coming Up

FEUDIN' AND FIGHTIN' (M) ... Bing Crosby-The Jesters (Bob Haggart Ork) ... Decca 23975

#### MOST-PLAYED JUKE BOX HILLBILLY RECORDS

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

Weeks to date	Last Week	This Week	POSITION		Record
			12	1	
13	2	1	1	1	SMOKE! SMOKE! SMOKE! (That Cigarette) ... Tex Williams Western Caravan (Tex Williams-Trio) ... Capitol Americana 40001
4	3	2	2	2	TIMTAYSHUN ... Red Ingle and the Natural Seven-Jo Stafford (Cinderella G. Stump-Red Ingle) ... Capitol 412
16	4	3	3	3	I'LL HOLD YOU IN MY HEART (Till I Can Hold You in My Arms) ... Eddy Arnold and His Tennessee Plowboys ... Victor 20-2332
5	5	4	4	4	IT'S A SIN ... Eddy Arnold and His Tennessee Plowboys ... Victor 20-2241
5	5	5	5	5	FEUDIN' AND FIGHTIN' (M) ... Dorothy Shay (Mischa Russell Ork) ... Columbia 37189

#### MOST-PLAYED JUKE BOX RACE RECORDS

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

Weeks to date	Last Week	This Week	POSITION		Record
			3	1	
14	3	1	1	1	BOOGIE WOOGIE BLUE PLATE ... Louis Jordan ... Decca 24104
1	—	2	2	2	JACK, YOU'RE DEAD ... Louis Jordan ... Decca 23901
1	—	3	3	3	DON'T YOU THINK I OUGHT TO KNOW? ... Bill Johnson and His Musical Notes (Gus Gordon-Quartet) ... Victor 20-2225
1	—	3	3	3	FOOL THAT I AM ... Gladys Palmer (Floyd Hunt Ork) ... Miracle 104
10	—	4	4	4	I WANT TO BE LOVED (But Only by You) ... Lionel Hampton ... Decca 23879
11	2	4	4	4	NEW ORLEANS BLUES ... Johnny Moore's Three Blazers (Charles Brown) ... Exclusive 240
12	4	5	5	5	ACROSS THE ALLEY FROM THE ALAMO ... Mills Brothers ... Decca 23863

**The Billboard**  
MUSIC POPULARITY CHARTS

**Record Reviews  
and Possibilities**

PART  
VI

Week Ending  
September 6



**RECORD POSSIBILITIES**

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

**SO FAR and  
A FELLOW NEEDS A GIRL**.....Frank Sinatra.....Columbia 37883  
Perry Como.....Victor 20-2402

A long awaited wax event! The new Rogers-Hammerstein score of the yet-to-debut musical "Allegro" tees off on disks with the bigwigs of Columbia and Victor pitched against each other. Choice of renditions is moot. . . . Sinatra has more dramatic fervor and may snap a few more garterbelts, but Como has more voice. "So Far" looks to be the fast starter with simpler construction and easier re-entivity, but "Fellow" might be the one to grow and grow on you. Neither is up to the R-H "Oklahoma" and "Carousel" ditties, but they're good enough for the jukes to blast all day without nickel napping. Jocks and shops can go along for the long ride on these tunes.

**CHRISTMAS DREAMING**.....Frank Sinatra, Alex Stordahl Ork. . . . .Columbia 37809

A pretty song offering Sinatra ample opportunity to include all of his vocal tricks, the result being a side that can't miss. This Gordon-Lee tune should reach its peak prior to the "White Christmas" revival that's bound to come, so the Christmas theme shouldn't hurt its chances. Flip is another tune tailored to the Sinatra style, "The Stars Will Remember," but doesn't come close to "Christmas." There will be plenty of nickels rolling in on this one for some time to come.

**SOUTH**.....Count Basie Ork. . . . .Victor 20-2346

A jumping instrumental by Count Basie's ork at its best. It's a new version of the Benny Moten oldie which spots muted trumpets, an attractive bit of Paul Gonsalves tenor, the Count's flip fingerings and spins out with the muted brass cutting the attractive melody. The instrumentals aren't the thing today, this one is melodically catchy enough to break the precedent in campus and race locations. Flip is a bluesy ballad, "I'm Drownin' in Your Deep Blue Eyes," with vocal by Bob Bailey and some Basie pianoing featured. Might draw some race coin.

**RECORD REVIEWS**

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

**SPADE COOLEY** (Columbia 37585)

*Spadella*—FT.  
*You Never Miss the Water*—FT; VC.  
Setting off a lively tempo for his full string band, Spade Cooley kicks out with some righteous country music for his "Spadella" instrumental, making for some real rustic riffing. And at the same peppy pace, brings in Tex Williams for the "Never Miss the Water" rhythm jingle which he sings in lusty fashion, with the hot guitar strings, accordion squeezings and fiddlers three providing the punchy instrumental interludes.

"You Never Miss the Water" will have 'em watering the phonos with nickels.

**DANNY KAYE** (Decca 24110)

*I Wonder Who's Kissing Her Now*—W; V.  
*What's the Use of Dreaming*—FT; V.  
Altho the fans fashion him only for the comedy chants, Danny Kaye shows a fine sense of lyric projection along with pleasant piping for the straight songs. With the Ken Darby Singers providing a vocal bank for his expressive singing and a rhythm section to sustain the beats, Kaye sings it softly and intimately for two Joe E. Howard classics. Takes it in the slow waltz tempo for the "Kissing Her Now" evergreen, and at a slow and leisurely pace for the "Dreaming" ballad also brought back from the movie.

Unfortunately, the coin crowds will hardly accept the comic as a straight singer.

**EDDY ARNOLD** (Victor 20-2332)

*Don't Bother To Cry*—FT; V.  
*I'll Hold You in My Heart*—FT; V.  
With plenty of catch to his torch chanting as his Tennessee Plowboys pick out a hot Western setting on their fiddles and electric guitars, Eddy Arnold has a catchy ditty in "Don't Bother To Cry." It's a slow tempo for the mated and just as tuneful torch in "Hold You in My Heart," with Arnold in a dreamy and sentimental mood as he sings the loveorn lyrics.

Phono fans will find both sides to their likings.

**JIMMIE DAVIS** (Decca 46066)

*I Just Dropped in To Say Goodbye*—FT; V.  
*You Won't Be Satisfied That Way*—FT; V.

Packing plenty of plaintiveness in his piping, and with a sugary quality to his singing, this re-issue of two Jimmie Davis favorites of an earlier year stands up plenty strong today on the spin. For the "Goodbye" ballad torch, Davis takes it at a slow tempo to guitar accompaniment, reciting the song story to set off a second stanza. Contrasts his "Satisfied That Way" torch by taking it at a toe-tapping moderate tempo, with trumpet and guitars providing him with a solid strum support. "You Won't Be Satisfied That Way" spins bright for the coin-catching.

**DINAH SHORE** (Columbia 37840)

*It Takes a Long Train With a Red Caboose*—FT; V.  
*Do a Little Business on the Side*—FT; V.  
Miss Dinah goes way out on a blues kick for this cutting, and comes out ahead in most fetching fashion. Set in the eight-beat pattern, with Sonny Burke's full rhythm-flavored music bank bringing up some engaging boogie-woogie ivory knuckling, la belle Dinah's ditty for a moderate tempo take on "Red Caboose" is richly blue and sultry as she sings about the "12:02" which comes in without her man aboard. And adding to her cow-cow boogie chanting is her slurring of the blue notes to create the train whistle effect. For the flip, also spinning at a bright tempo, songbird Shore gives a provocative rhythmic lilt to the bouncy and buoyant rhythm ballad, "Do a Little Business." Here again, Burke's musical bank adds luster to her lyrical frame.

**SARAH VAUGHN** (Musicraft 504 and 505)

*Tenderly*—FT; V.  
*Don't Blame Me*—FT; V.  
*I've Got a Crush on You*—FT; V.  
*Penthouse Serenade*—FT; V.  
Singing with an infectious rhythmic feel for the ballads, getting under the lyric with sultry-toned phrases, Sarah Vaughn adds to her stature on the spinning sides with this twosome. Getting full musical support from George Treadwell, the Negro songbird loads the lyrics with plenty of warmth and affection as she sings it from way deep down in the slow tempo for "Tenderly" and the more familiar "Don't Blame Me." Takes the second set at a more moderate tempo, styling it warmly as well as rhythmically for Gershwin's "I've Got a Crush on You" from the "Strike Up the Band" show score, and sings it with even greater jazz feeling for "Penthouse Serenade," for which she gets a better instrumental blend from the Teddy Wilson Septet with the Wilson keyboarding scintillating in sharing the spin. For the intimacy of the hot jazz clam-bakes.

(Continued on page 108)

**Album Reviews**

In a continuing effort to review as much of the output of all record manufacturers as manpower and paper limitations permit, The Billboard this week reviews recently released albums in a special ALBUM REVIEW section on page 34. These album reviews of course, are in addition to the reviews on this and the facing page, and those in the Music Machines department this week.

**THERE'S "MOOLA"  
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**ELLIOT  
LAWRENCE**

And his orchestra playing

**"HOW LUCKY YOU ARE"**

Vocal by Jack Hunter

**"NEAR YOU"**

Vocal by Rosalind Patton  
COLUMBIA 37838

**"AS YEARS GO BY"**

Vocal by Jack Hunter  
(Based on Brahms' Hungarian  
Dance No. 4 From "Song of Love")

**"THE ECHO SAID 'NO'"**

Vocal by Rosalind Patton  
COLUMBIA 37545

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Recordings

PEGGY LEE ..... CAPITOL B-445  
TOMMY DORSEY ..... VICTOR 20-2371  
DORIS DAY ..... COLUMBIA 37821  
BILLY ECKSTINE ..... MGM 10043  
DICK FARNEY ..... MAJESTIC 7248  
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The Billboard MUSIC POPULARITY CHARTS

PART VII

Advance Information

Week Ending  
September 6



ADVANCE RECORD RELEASES

Records listed are generally approx- | supplied in advance by record companies.  
imately two weeks in advance of actual | Only records of those manufacturers vol-  
release date. List is based on information | untarily supplying information are listed.

POPULAR

- A FELLOW NEEDS A GIRL ..... Frank Sinatra (Axel Stordahl Ork) (SO FAR) ..... Columbia 37883
- AFTER YOU ..... Mills Brothers (YOU NEVER) ..... Decca 24180
- AFTER YOU MADE ME CARE (You Didn't Care for Me) ..... Larry Lane and the Melo-Men (I WANT YOU) ..... Sapphire 712
- ALICE ..... Larry Lane and the Melo-Men (MY LITTLE) ..... Sapphire 714
- \*BE HONEST WITH ME ..... Bing Crosby (Georgie Stoll Ork) (GOOD-BYE, LITTLE) ..... Decca 25231
- BEGGING FOR LOVE ..... Lucky Millinder (LET IT BE) ..... Decca 24182
- BOULEVARD OF MEMORIES ..... Woody Herman (CIVILIZATION) ..... Columbia 37885
- BRAHMS LULLABY ..... Wayne Robert (SLEEP) ..... 4 Star 1168
- CAMPUS FAVORITES ALBUM ..... Kay Kyser ..... Columbus C-150
- Amici (Kay Kyser-The Glee Club) ..... Columbia 37873
- Army (1. On Brave Old Army Team; 2. Army Blue) (Harry Babbitt-The Glee Club) ..... Columbia 37871
- Navy (1. Anchors Aweigh; 2. Navy Blue and Gold) (Harry Babbitt-The Glee Club) ..... Columbia 37871
- Notre Dame (1. Victory March [The Campus Kids]; 2. Notre Dame, Our Mother) (Harry Babbitt-The Glee Club) ..... Columbia 37872
- University of Southern California (1. Fight On; 2. All Hall) (Harry Babbitt-The Glee Club) ..... Columbia 37874
- Washington and Lee (1. Washington and Lee Swing; 2. College Friendship) (Harry Babbitt-The Glee Club) ..... Columbia 37874
- Wisconsin (1. On Wisconsin; 2. Alma Mater) (Harry Babbitt-The Glee Club) ..... Columbia 37872
- Yale (1. Boola Boola; 2. Bright College Years; 3. Down the Field) (Harry Babbitt-The Glee Club) ..... Columbia 37873
- CHANGING MY TUNE ..... Henry Busse (RAGTIME COWBOY) ..... 4 Star 1181
- CIVILIZATION (Bongo, Bongo, Bongo) ..... Woody Herman (BOULEVARD OF) ..... Columbia 37885
- \*DREAM GIRL OF PI K. A. ..... Bing Crosby (John Scott Trotter Ork) (THE SWEETHEART) ..... Decca 25228
- DEANNA DURBIN SOMETHING IN THE WIND ALBUM ..... Deanna Durbin (Johnny Green Ork) ..... Decca A-601
- It's Only Love ..... Decca 24167
- Something in the Wind ..... Decca 24167
- The Turntable Song ('Round, an' 'Round, an' 'Round) ..... Decca 24166
- You Wanna Keep Your Baby Lookin' Right ..... Decca 24166
- EVENING LAMENT ..... Marilynne Towne (Elm Star Trio) (WHAT ARE) ..... Franwil F-601
- FUN AND FANCY FREE ..... Gene Krupa (Buddy Hughes) (I'LL NEVER) ..... Columbia 37875
- \*GOODBYE, LITTLE DARLIN' ..... Bing Crosby (Georgie Stoll Ork) (BE HONEST) ..... Decca 25231
- GOT A DATE WITH AN ANGEL ..... Gay Claridge Ork (I HAVE) ..... Future F-105
- \*HAWAIIAN HOSPITALITY ..... Louis Armstrong (The Polynesians) (TO YOU) ..... Decca 25192
- \*HAWAIIAN WAR CHANT (Ta-Hu-Wa-Hu-Wai) ..... Guy Lombardo (YOU'RE DRIVING) ..... Decca 25190
- \*HAWAIIAN WAR CHANT (Ta-Hu-Wa-Hu-Wai) ..... The Merry Macs (POP GOES) ..... Decca 25191
- HILLS OF COLORADO ..... Guy Lombardo (THE STARS) ..... Decca 24179
- HORSE AN' BOOGIE ..... Bob Taylor (Clyde Trask Ork) (I'LL BE) ..... Radio Artist 212
- HOUSE RENT BOOGIE ..... Count Basie (TAKE A) ..... Victor 20-2435
- I HAVE BUT ONE HEART ..... Gay Claridge Ork (Thelma Gracen) (GOT A) ..... Future F-105
- I HAVEN'T CHANGED, HAVE YOU? ..... Bobby Harris and His Bobbaliars (I WANT) ..... Sapphire 711
- I MISS YOU SO ..... Lionel Hampton Sextet (ONE LITTLE) ..... Decca 24181
- \*I SURRENDER DEAR ..... Bing Crosby (John Scott Trotter Ork) (IT MUST) ..... Decca 25229
- I WANT A BIG GIRL ..... Bobby Harris and His Bobbaliars (I HAVEN'T) ..... Sapphire 711
- I WANT A BIG GIRL ..... Larry Lane and the Melo-Men (AFTER YOU) ..... Sapphire 712
- I WANT TO BLOW MY BUBBLE ..... Larry Lane and the Melo-Men (IF I) ..... Sapphire 713
- I WISH I DIDN'T LOVE YOU SO ..... Carol Gable (Clyde Trask Ork) (WEST STREET) ..... Radio Artist 211
- IF I COULD STEAL YOU (From Somebody Else) ..... Larry Lane and the Melo-Men (I WANT) ..... Sapphire 713
- I'LL BE WITH YOU IN APPLE BLOSSOM TIME ..... Bob Taylor (Clyde Trask Ork) (HORSE AN') ..... Radio Artist 212
- I'LL NEVER MAKE THE SAME MISTAKE AGAIN ..... Gene Krupa (Buddy Hughes) (FUN AND) ..... Columbia 37875
- IT CREEPS BY NIGHT ..... Ray Bloch Ork (TWO GUITARS) ..... Signature 15148
- IT'S THE SAME OLD SHILLELAH ..... Herb Kern (Lloyd Sloop) (WHEN YOU) ..... Tempo TR 1034
- \*IT MUST BE TRUE (You Are Mine, All Mine) ..... Bing Crosby (The Music Mails-John Scott Trotter Ork) (I SURRENDER) ..... Decca 25229
- JUKE BOX SERENADE ..... Gay Claridge Ork (Thelma Gracen) (MY BABYKINS) ..... Future F-106
- JULIE ..... Tony Martin (Earle Hagen Ork and Chorus) (THE STANLEY) ..... Victor 20-2425
- JUST ONE MORE CHANCE ..... The Voltones (Larry Stewart) (SHOULD I) ..... Sterling 804
- L-L-L-A ..... Tommy Dorsey (Mae Williams-The Town Criers) (THE OLD) ..... Victor 20-2468
- LAZY COUNTRYSIDE ..... Dinah Shore (Sonny Burke Ork) (THA'S ALL) ..... Columbia 37884
- LET IT ROLL ..... Lucky Millinder (BEGGING FOR) ..... Decca 24182
- \*LET'S CALL A HEART A HEART ..... Bing Crosby (Georgie Stoll Ork) (PEN-NIES FROM) ..... Decca 25230
- LIMEHOUSE BLUES ..... Herb Kern (Lloyd Sloop-Bill Markas) (THE OLD) ..... Tempo TR 1026
- LULLABY MEDLEY ..... Herb Kern (Lloyd Sloop) (SLEEPYTIME GAL) ..... Tempo TR 1024
- MOONLIGHT ON THE GANGES ..... The Voltones (TONIGHT MY) ..... Sterling 803
- MY BABYKINS ..... Gay Claridge Ork (Thelma Gracen) (JUKE BOX) ..... Future F-106
- \*MY HEART IS TAKING LESSONS ..... Bing Crosby (John Scott Trotter Ork) (ON THE) ..... Decca 25233

(Continued on opposite page)

(Continued from opposite page)

MY LITTLE RED HEAD	Larry Lane and the Melo-Men (ALICE)	Sapphire 714
NIGHT AND DAY ALBUM	Ginny Simms	Sonora MS496
Easy To Love		Sonora 1192
I Get a Kick Out of You		Sonora 1193
I've Got You Under My Skin		Sonora 1194
Just One of Those Things		Sonora 1192
My Heart Belongs To Daddy		Sonora 1194
Night and Day		Sonora 1191
What Is This Thing Called Love		Sonora 1193
You're the Top		Sonora 1191
NO ONE TO KISS GOODNIGHT	Marilyn Towne (Elm Star Trio) (THE BACHELOR)	Franwil F-600
*ON THE SENTIMENTAL SIDE	Bing Crosby (John Scott Trotter Ork) (MY HEART)	Decca 25233
ONE LITTLE TEAR IS AN OCEAN	Lionel Hampton Sextet (I MISS)	Decca 24181
*ONE, TWO, BUTTON YOUR SHOE	Bing Crosby (John Scott Trotter Eight) (SO DO)	Decca 25232
OUR HOUR (The Puppy Love Song)	The Modernaires-Virginia Maxey (Lou Bring Ork) (SAY IT)	Columbia 37876
PEGGY O'NEIL	The Harmonicats (SEPTEMBER SONG)	Vitacoustic 7
*PENNIES FROM HEAVEN	Bing Crosby (Georgie Stoll Ork) (LET'S CALL)	Decca 25230
*PENNIES FROM HEAVEN	Bing Crosby (Frances Langford-Louis Armstrong-Jimmy Dorsey) (PENNIES FROM)	Decca 29226
*PENNIES FROM HEAVEN MEDLEY	Bing Crosby (Frances Langford-Louis Armstrong-Jimmy Dorsey) (PENNIES FROM)	Decca 29226
*POP GOES THE WEASEL	The Merry Macs (HAWAIIAN WAR)	Decca 25191
PROGRAM TIME ALBUM (4-12")	Fred Waring	Decca A-580
And Russia Is Her Name		Decca 29191
Begin the Beguine		Decca 29195
Ell, Ell (My Lord, My Lord)		Decca 29120
In the Still of the Night		Decca 29196
Jungle Drums (Canto Karaball)		Decca 29227
Oh Man River		Decca 29191
The Barrendero		Decca 29227
The Lost Chord		Decca 29120
RAGTIME COWBOY JOE	Henry Busse (CHANGING MY)	4 Star 1181
RICH BLUES	Paul Rich (Charlie Mohacey's Men of Note) (ST. LOUIS)	Raven 413
ROSES OF PICARDY	Wayne Robert (SONG OF)	4 Star 1169
ST. LOUIS BLUES	Paul Rich (Charlie Mohacey's Men of Note) (RICH BLUES)	Raven 413
SAY IT WITH A SLAP	The Modernaires-Virginia Maxey (Lou Bring Ork) (OUR HOUR)	Columbia 37876
SEPTEMBER SONG	The Harmonicats (PEGGY O'NEIL)	Vitacoustic 7
SHOULD I	The Voltones (Larry Stewart) (JUST ONE)	Sterling 804
(SLEEP	Wayne Robert (BRAHMS LULLABY)	4 Star 1168
SLEEPYTIME GAL	Herb Kern (Lloyd Sloop) (LULLABY MEDLEY)	Tempo TR 1024
*SO DO I	Bing Crosby (John Scott Trotter Eight) (ONE, TWO)	Decca 25232
SO FAR	Frank Sinatra (Axel Stordahl Ork) (A FELLOW)	Columbia 37883
SONG OF INDIA	Wayne Robert (ROSES OF)	4 Star 1169
SUPPER MUST BE ON THE TABLE	Lazy Sam (Bert Knapp Ork) (THIS AT SIX O'CLOCK TIME)	Sterling 802
(I Don't Care) THAT'S ALL I WANT	Dinah Shore (Sonny Burke Ork) (LAZY TO KNOW COUNTRYSIDE)	Columbia 37884
TAKE A LITTLE OFF THE TOP	Count Basie (Harry Edison-Count Basie-Ted Donnelly-Ensemble) (HOUSE RENT)	Victor 20-2435
THAT'S WHAT I LIKE ABOUT	Phil Harris (Phil Harris) (THE DARK)	Victor 20-2471
THE SOUTH	Marilyn Towne (Elm Star Trio) (NO ONE)	Franwil F-600
THE BACHELOR AND THE BOBBY SOXER	Irving Kaufman-Dandies (Bert Knapp Ork) (THINK IT)	Sterling 801
THE CURSE OF AN ACHING HEART	Phil Harris (Phil Harris) (THAT'S WHAT)	Victor 20-2471
THE DARK TOWN POKER CLUB	Tommy Dorsey (Mae Williams-Stuart Foster-The Town Criers) (L-L-L-A)	Victor 20-2468
THE OLD CHAPERONE	Herb Kern (LIMEHOUSE BLUES)	Tempo TR 1026
THE OLD SOFT SHOE	Tony Martin (Victor Young Ork and Chorus) (JULIE)	Victor 20-2425
THE STANLEY STEAMER	Guy Lombardo (HILLS OF)	Decca 24179
THE STARS WILL REMEMBER	Bing Crosby (John Scott Trotter Ork) (DREAM GIRL)	Decca 25228
*THE SWEETHEART OF SIGMA	Irving Kaufman-Dandies (Bert Knapp Ork) (THE CURSE)	Sterling 801
CHI	Lazy Sam (Bert Knapp Ork) (SUPPER MUST)	Sterling 802
THINK IT OVER, MARY	Louis Armstrong (The Polynesians) (HAWAIIAN HOSPITALITY)	Decca 25192
THIS TIME THE LAUGH'S ON ME	The Voltones (MOONLIGHT ON)	Sterling 803
*TO YOU, SWEETHEART, ALOHA	Ray Bloch Ork (IT CREEPS)	Signature 15148
TONIGHT MY HEART MUST KNOW	Marilyn Towne (Elm Star Trio) (EVENING LAMENT)	Franwil F-601
TWO GUITARS	Ray Bloch Ork (YOU'LL NEVER)	Signature 15149
WHAT ARE YOU DOING NEW	Herb Kern (Lloyd Sloop) (IT'S THE)	Tempo TR 1034
YEAR'S EVE?	Clyde Trask Ork (I WISH)	Radio Artist 211
WHEN DAY IS DONE	George Paxton Ork (SWEET AND)	Musicraft 15115
WHEN YOU WERE SWEET SIXTEEN	Herb Kern (Lloyd Sloop) (IT'S THE)	Tempo TR 1034
WEST STREET TOODLE-OO	Clyde Trask Ork (I WISH)	Radio Artist 211
YALE BLUES	George Paxton Ork (SWEET AND)	Musicraft 15115
YEAR AROUND FAVORITES	Sammy Kaye	Victor P-184
ALBUM	April Showers (Your Sunday Serenade Sweetheart)	Victor 20-2389
	Easter Parade (The Three Kaydets-The Octette)	Victor 20-2389
	Indian Summer (Johnny Ryan-The Kaye Choir)	Victor 20-2391
	June Is Bustin' Out All Over (Laura Leslie-The Kaydets)	Victor 20-2390
	September Song (Your Sunday Serenade Sweetheart)	Victor 20-2391
	Summertime (Don Cornell)	Victor 20-2390
	White Christmas (Johnny Ryan-Choir)	Victor 20-2392
	Winter Wonderland (The Three Kaydets)	Victor 20-2392
YOU ARE ALWAYS IN MY HEART	Phil Reed (YOU ARE)	Dance-Tone 124
YOU ARE EVERYTHING TO ME	Phil Reed (YOU ARE)	Dance-Tone 124
YOU NEVER MISS THE WATER TILL THE WELL RUNS DRY	Mills Brothers (AFTER YOU)	Decca 24180
YOU'LL NEVER WALK ALONE	Ray Bloch Ork (WHEN DAY)	Signature 15149
*YOU'RE DRIVING ME CRAZY	Guy Lombardo (Kenny Gardner) (HAWAIIAN WAR)	Decca 25190
YULETIDE	Johnny Clark (Carl Fischer Trio) (THE LOVELINESS)	Whimsy 821

(Continued on page 109)

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## Gilmartin Assumes H. Schooler's Post

HOLLYWOOD, Sept. 6.—Eddie Gilmartin, formerly with the Trianon Ballroom in Chicago and with Tom Archer in the Midwest, will replace Harry Schooler as general manager of Tommy Dorsey's Casino Gardens September 8.

Schooler resigned to manage Culver City's Meadowbrook.

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## ALBUM REVIEWS

**ROMANTIC ARIAS**—Raoul Jobin (Columbia MM-696)

His wide tenor range brilliant and sure, and with ample power in his pipes to make him eminently qualified for these romantic arias from French operas, Raoul Jobin, the French-Canadian tenor, makes a notable addition to the operatic waxen in this set of three 12-inch records. In the best tradition of the French grand opera, and with the Metropolitan Opera Orchestra directed by Wilfred Pelletier providing excellent background, Jobin sings *O Paradise* from *L'Africaine* in the *Invocation to Nature* from Berlioz's *Dannation of Faust*; *Ah, Leve-Toi Soleil* from *Romeo and Juliet*, and three Massenet arias. Operatic figures add to the title page attraction with photo of the Metropolitan Opera tenor and notes on the selections for the inside page.

**GLAZOUNOFF: RAYMONDA**—Boston "Pops" Orchestra—Arthur Fiedler (Victor DM-1133)

The first domestic recording of Glazounoff's costume ballet, *Raymonda*, Arthur Fiedler conducting the Boston "Pops" symphony, gives an excellent and delightful interpretation of the warm and charming classical dance melodies. The 19th century romantic ballet music, one of the most popular on the boards, tells the story of the unwelcome knight seeking the hand of a castle lady already betrothed. Fiedler selects 16 movements of the ballet score for the four 12-inch records in the set. Photo of the Ballet Russe de Monte Carlo on the cover page with notes on the music for the inside page.

(Continued on page 117)

## Exhibits Seek Mills For ASCAP Fight

NEW YORK, Sept. 6.—The American Theaters Association (ATA) and the Motion Picture Theater Owners of America (MPTOA) have jointly invited E. C. Mills, former general manager of the American Society of Composers, Authors and Publishers (ASCAP), to attend their meeting in Washington September 19-20. It is understood the two orgs at the meeting will discuss a proposal whereby Mills would be named to lead the ATA and MPTOA fight against ASCAP's hiked music fees. Mills, who has been spending most of his time in the country, was unavailable for comment.

On another front, reps of 300 theaters in Michigan met and set up a \$25,000 fund to fight the ASCAP 300 per cent tax increase. (See complete story in General News section.)

## Columbia Signs Two More Longhair Names

NEW YORK, Sept. 6.—Columbia diskery's masterworks division this week inked the duo piano team of Virginia Morley and Livingston Gearhart and organist E. Power Biggs.

The piano team already has cut an album of pop faves, while Biggs will cut a Bach album for his initial Columbia wax.

## Signature Records Adds 4 Independent Distributors

NEW YORK, Sept. 6.—Signature Records for the first time added independent distributors this week to its far-flung General Electric Supply outlets. Despite the 110 G-E outlets at the diskery's command, Prexy Bob Thiele found that a few areas were not being adequately supplied thru the network and added four new distributors to cover South Carolina, Alabama, up-State New York and the area around Harrisburg, Pa.

New distributors are Record Sales, Monroe, N. C.; Steel City Supply, Birmingham; Ed Walker for the Albany-Syracuse area in New York, and Bud Haliwell for Harrisburg. Latter two are factory agents working on a commission basis.

## On the Stand

### Orrin Tucker

(Reviewed at Hotel Roosevelt, New York, September 2. Booked by Music Corporation of America.)

TRUMPETS: Carl Erca, Doug Wood, Teddy Boggsrud.

SAXES: Pete Schandelmeyer, Rex Sittig, Johnny Lewis, Albie Beig.

VIOLINS: Leo Zorn, Carl Phillips, Bart Stegel.

RHYTHM: Jimmy Preshaw (piano), Herman Garst (bass), Smoky Stover (Drums).

VOCALIST: Scottee Marsh.

ARRANGERS: Everett Ralston, Walter Coats.

LEADER (VOCALS AND SAX): Orrin Tucker.

Enthusiasm would be fatuous, but it's not too bad a mickey band that Orrin Tucker shows off at the Roosevelt Grill. Obsequious arrangements, buckets on the trumpets, fiddles for melody, these fit the mood of a room that rarely attracts younger terps. And Orrin still draws out a rhythm tune in pleasant fashion—he shouldn't sing ballads—while fem piper Scottee Marsh, never straining hard herself, keeps the chirping unspectacular but contented.

For the Roosevelt and the Mark Hopkins on the Coast (Tucker's next stop) and similar locations, Tucker's okay, but where he goes from there depends on him. The ork needs records (the maestro is trying to get himself set) and some really bright material should be sought and slipped in among the relaxed "merely satisfying" musicking. Maybe, too, a gimmick is called for. Not necessarily another Bonnie Baker, but something to give the band a shove or an identity. As is, the ork strives to be cute but doesn't quite hit it.

Remembering that Tucker has had to rebuild and relearn since coming out of the service, chances are that with the breaks evenly divided he'll do better and better as time goes by.

Joe Carlton.

## Ice Show Boom Seen for Britain

(Continued from page 3)

firms owning ice rinks in and out of London are negotiating with Arnold and other promoters for the production of ice shows on a large scale next winter. The big Earls Court Hall in London probably will take the lead by staging a super show in December. Prospects also look good in such places as Blackpool, Manchester and the London suburbs.

An indication of the trend is seen in the boffo response to Gerald Palmer's *Hello, Ice*, which has been doing good business at Brighton's sport stadium for three years and is still drawing big crowds. The show, financed by Tom Arnold, features some of the best British and Swiss blade stars and plays on a top rink. Palmer formerly was a producer for Arnold and got plenty of credit for his part in producing last winter's big icer at the vast Stoll Theater in London. *Hello, Ice* is directed by C. Roston Bourke, who is connected with the highly rated Blackpool Icedrome, built in 1938, where the show probably will go later this year.

Before the war, top icers were produced on the excellent Manchester and Glasgow rinks, but in the last couple of years bankrollers couldn't be found. Rink ops who were operating until recently showed little inclination to return to pre-war show policies and were content to devote their publicity to trying to draw pleasure skaters. The seven-odd London rinks have been offering much the same attractions as dance halls—two orks alternating and big refreshment bars. The success of the Brighton show, however, despite some short-comings in production and performance, has perked up interest again in productions.

Promoters nevertheless don't face an easy time of it inasmuch as the winter fuel crisis and electricity cuts will hamper operations. The electricity restriction especially will hurt since it will interfere with the formation and maintenance of the ice surfaces.

Despite this, promoters see a big demand for the available rinks this season, and Tom Arnold is planning to send one of his assistants over to the United States later this year to hunt star talent for the British bladers.

## Norman Granz Ork Tees Off Sept. 24

NEW YORK, Sept. 6.—Norman Granz's *Jazz at the Philharmonic* tees off its fifth tour September 24 at the Brooklyn Academy of Music, hopping from there to Baltimore (25), the Philadelphia Academy of Music (26), the Newark Mosque Theater (27) and a midnight concert at New York's Carnegie Hall the same night. Granz plans to hit more than 50 cities on this tour.

Among the sidemen accompanying him are jazz acers Coleman Hawkins, Bill Harris, Flip Phillips, Howard McGhee and Ray Brown, plus vocalist Helen Humes. Granz has just released his sixth album of *Jazz at the Philharmonic* on his new Clef label.

## ICE CAPEDES OF 1948

(Continued from page 4)

eye-appealing is *Dutch Treat*, with practically the entire company taking part. The number closes the first act. Close to it are the finale, *Mexicana*, the humorous *Rodeo Daze*, *Rhapsodie Royale* and *Skating Prom*.

There is a new easy charm about this edition that seems to have come from experience and mellowing of eight years. Everything about it bulges out of the top drawer and it should be enthusiastically received in the 20 cities on its itinerary.

Len Litman.



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## Midwest Swing Biz Booms But Brings Jazzmanpower Shortage

CHICAGO, Sept. 6.—The trend toward swing names in Chicago and Milwaukee cocktail lounges is beginning to reach the proportions of cut-throat competition, with ops in both cities battling each other in an attempt to gain available names for their estaminets. Indications are that someone will have to drop out soon, for there doesn't seem to be enough good units and singles around to supply the demand. Newest contender for swing talent popped up this week when Lou Peritz, op of the Rag Doll, Northwest side lounge which has been using top-salaried comedy units and singles, switched to a Dixieland policy, bringing in Louis Armstrong's All-Stars, with Jack Teagarden and Sid Catlett for a four-weeker, teeing off September 16. Peritz intends to continue with the jazz policy if he can come up with a suitable follow-up to Armstrong.

Pete Johnen, op of Jumpdown, the South Side bistro which started the swing ball rolling, is undecided about his future policy. Johnen, who is currently faced with shortage of top names, is bringing in Hank Trevison's Trio and local radio singer Vivian Martin September 9, with no immediate prospects of his next name unit's start. The Silhouette, which is near the Rag Doll, has inked Skippy Williams' combo to back Sarah Vaughn, who starts a six-week stay September 9.

### Milwaukee Trend

The battle of swing combos continues in Milwaukee, where the Continental Lounge is competing with the Stage Door for top talent, with several other lounges looking for semi-name swing talent. The Stage Door has extended Herbie Fields' Sextet to October 20, while Red Norvo moves into the Continental September 22 with a six-piecer for three weeks. The Bill Harris-Flip Phillips combo, which has been working the Milwaukee - Chicago swing chain for the past seven weeks, will be lost for the swing market after the Continental closing, for both the ex-Woody Herman instrumentalists are set for the Norman Grant jazz concert troupe.

Jimmy Fazio, op of the Town Room, Milwaukee, is looking for lower-budget name talent, while the Eastown, mid-town spot, is currently using Leonard Ware's Eastern Trio, while the Elbow Room is also seeking a swing name with minor allure.

## Pops Jr., Jahns, New WM Orks

NEW YORK, Sept. 6.—William Morris Agency this week added two new orks to its band roster—Paul Whiteman Jr. and Al Jahns. Young Whiteman joins his father in the Morris clan, while Jahns will leave the Fredericks Brothers' Agency to join WM.

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## Cap's Red Label Pacts 3 Artists

HOLLYWOOD, Sept. 6.—Capitol's Americana (red) label last week signed three new artists, including thrush Kay Starr, sax man-batoner Joe Lutcher (brother of Cap's jazz songstress, Nellie Lutcher) and Western warbler Eddie Kirt.

Setting of Kay Starr with a major diskery comes after her hassle with Ted Yerxa, who formerly held her contract and used her on his Lamp-lighter deal. (Yerxa's pact has since been voided by the courts.) The former Charlie Barnet chirp had also waxed for Jewel Records, which recently merged with Black & White.

## E. Lackow Sues Selznick, Others On "Spellbound"

NEW YORK, Sept. 6.—Emanuel Lackow, author and composer of *Silver Caravans*, thru Alfred Sobol, has filed a copyright infringement suit against Chappell, American Society of Composers, Authors and Publishers (ASCAP); Vanguard Films, David O. Selznick, Selznick Releasing Organization, Selznick International Pictures, Inc.; Miklos Rozsa, Loew's, Inc.; Biow Company and the Bulova Corporation. The complaint charges that the music of the tune *Spellbound* by Miklos Rozsa with lyrics by Mack David, and the song *Spellbound Concerto*, composed by Rozsa, were lifted from Lackow's unpublished copyright.

According to the complaint Lackow claims he wrote *Silver Caravan* prior to September 28, 1938, and that the defendants without the consent or knowledge of the plaintiff infringed on his original work, using the songs in the motion picture, *Spellbound*.

Lackow asks for the usual injunction, accounting, damages and costs.

## Another Indie Record Label Launched by Philly Firm

PHILADELPHIA, Sept. 6.—Still another local independent record label in addition to the dozen already on the record marts was introduced this week. Called PRL Records, label is the offering of newly-formed Philadelphia Recording Laboratories.

Using local talent, first release will introduce Jimmy Thomas, singer at Ciro's, midtown cocktailerie, with Charlie Mohacey's Men of Note, instrumental unit also featured at Ciro's, for *Can It Be True?* and *You're Mine, You*. In addition to disks, new recording firm will also make commercial transcriptions for local advertising agencies.

## London Pits Get Hike

LONDON, Sept. 6.—Pit musicians in theaters and music halls have been awarded new salary increases. They will be graded A, B and C, and salaries will range from about \$20.50 to \$23.50. Leaders will get \$2 extra.

## Passis To Expand Disk Sales Program Via More Air Shots

CHICAGO, Sept. 6.—First local attempt by an independent platter distributor to utilize commercial air time to promote disk sales has passed its 60-day test and will be expanded by Monroe Passis, prexy of Chord Distributors, which handles approximately 10 independent labels. Passis started his sponsored show campaign with a once-a-week 15-minute shot by Negro disk jockey Jack L. Cooper over WIBC, later adding another once-a-week 15-minute ainer over WGES by Negro jock Al Benson. Resultant impetus it gave sales of the platters which he distributed and which were featured on the show caused Passis to expand his air campaign to a full hour weekly.

Passis started the air series to plug Chord Distributors, but starting in two weeks, the programs will not mention Chord, but will mention the names of outstanding retailers with whom he does biz in Chi. Thus far, the show is not on a co-operative basis with the record labels with which Passis is doing business, but plans are under way to work out a co-operative financing deal. Present radio budget for Chord runs \$325 per week.

## Kenton N. Y. Stand Nov. 25, Commodore

NEW YORK, Sept. 6.—Stan Kenton's ork, currently in the throes of reorganization, this week was booked into the Hotel Commodore here for a four-week date beginning November 25. Booking came as a surprise to the trade since most had assumed that Kenton's local hotel work would be at the Pennsylvania.

Kenton's booking, effected thru Willard Alexander (the hotel's booker) for General Artists Corporation, fills in the major gap between the opening ork, Vaughn Monroe, and Eddy Howard's 10-week date which begins January 2. Only a couple of unfulfilled weeks are left for the hotel's Century Room, which will reopen early in October, thru mid-March.

## WPEN Disk Turn For Sammy Price

PHILADELPHIA, Sept. 6.—Sammy Price, Texas-born Negro jazz pianist who's been heard on Decca and King record labels and who is founder and director of the Jazz Festival Society staging jam sessions in local concert halls, will do a disk jock turn for the first time with a show of his own on WPEN. Price kicks off September 14 with a weekly *Sunday Night With Sammy Price* show for an hour until midnight.

## United Artists Adds Bell to Disk Stable

HOLLYWOOD, Sept. 6.—United Artists Records, independent combine, last week extended its distribution to the Pacific isles when it welcomed Bell Records into its fold. Bell diskery, headquartered in Honolulu, sticks exclusively to native Hawaiian and South Sea Island music. The UAR combine now consists of six independent diskeries.

## New Fla. Booking Office

ST. PETERSBURG, Fla., Sept. 6.—Joe Miller, saxman with Rudy Vallee since 1928, and Dayt Saltsman have formed Sunshine Music here. The firm will book musical talent and other entertainers.

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# Music—As Written

## New York:

Smilin' Eddie Hill, Apollo diskier, is doing a disk jockey stint over WMPS, Memphis. . . Maralyn Marsh, former chirper with Tommy Reynolds and Reggie Childs, took over Patti Regan's spot with Lee Pieper's ork. . . Erskine Hawkins tees off his West Coast series of one-nighters in Oakland this week, then for the rest of the month tours thru California, Oregon and Washington, returning to New York in October. . . Thelma Carpenter into the Copacabana, Omaha, Tuesday (3) for two weeks. . . George Gilbert switches from George Simon to Bourne Music September 15.

Davis Toff and his wife (he's from Southern Music of England) are shopping in America for tune deals. . . Robbins Music is to publish the score of *Music in My Heart*, Franz Steininger's musical play on the life of Tchaikovsky, which opens at the Adelphia Theater here September 28.

Tony Pastor's ork broke the all-time Saturday night record at the Cavalier Beach Club, Virginia Beach, last week. . . Marvin Frank left the William Morris flackery this week to go into his own personal management and publicity biz. . . Louis Jordan will start a Southern tour September 7. . . Ella Fitzgerald will be the featured singer September 29 at the Carnegie Hall concert which will star Dizzy Gillespie's ork. . . Joey Sasso has been named publicity mentor for Sterling Records.

Sarah Vaughan into Chicago's Club Silhouette Tuesday (9). . . King Guion's double rhythm ork and the new Georgie Auld nine-piecer both were signed to General Artists Corporation management papers last week. . . Chirp Anita O'Day due into the Club Troubadour beginning September 15. . . Ray Heatherton adding a fem foursome to his ork after his closing at the Biltmore Hotel September 16. . . David Rose's ork will supply musical backgrounds for Red Skelton's air series commencing September 9.

Herb Levine returned to New York after a business trip to the Coast. . . Bobby Doyle gets the Clark chewing gum commercial on the American Broadcasting Company (ABC) web which starts in six weeks. . . Modernaires cut their first album for Columbia. . . Ray Anthony's short, released by Columbia Pictures, going into first-run houses in New York, Chicago and Cincinnati. . . The Song Spinners into the Paramount next month. . . Pelham Heath Inn opens its new Pan American Room Tuesday (9).

Phil Kahl returns to the West Coast for Redd Evans's Jefferson Music. . . Lee Shearin is new chirp with Henry Busse's ork. . . Marshall Young's ork set to return to Post Lodge to follow current tenant, Hal McIntyre, for an indefinite run. . . Newly established labor consultant, William Feinberg, is now located in the Fisk Building. . . Musicraft diskery will release a George Paxton pairing this month taken from masters which the orkster cut for Guild Records several years ago.

## Chicago:

Duke Ellington set for the Lookout House, Covington, Ky., for two weeks, starting November 24 and a campus dance at the Texas Christian University, October 11. . . Cress Courtney in town to confer with Billy McDonald, William Morris one-night booker for the Midwest, over the possibility that McDonald will return to the West Coast, where he worked for Frederick Bros. for three years, to take over the post which Jack Archer vacated when he joined Milt Deutsch last week. . . Lang Thompson has returned to Frederick Bros.' Chi office as location booker. . . Earl Hines set for a six-week string of Negro theater dates. . . Casa Loma Ballroom, St. Louis, upping its budget to bring in Charlie Spivak September 23 for a two-weeker. . . Ray Heatherton making his Chi bow September 18 for indefinite stay at the Edgewater Beach Hotel. . . Cletus Wickens, Chi business man, readying first releases by Jimmy Blade, radio keyboarder, for his new Sullivan label.

Eddy Howard playing his forthcoming dates at the Aragon, Chi. for a reported \$3,500 weekly, with his new Shaeffer Pen series netting him \$4,000 a broadcast. . . The Chi and Cleveland chapters of the National Association of Disk Jockeys hold their formation meetings September 11. NADJ Prexy Barry Gray expected to attend the Chi meeting to outline the group's plans. . . Browley Guy has joined Miracle Records as a vocalist. . . Eddie Gilmartin, summer manager at Lake Lawn, Delevan, Wis., dancery and veteran manager of many Midwest spots, including those of the Tom Archer chain, is new manager of Tommy Dorsey's Casino Gardens, Santa Monica, Calif. . . Dale Harrison, columnist for *The Chicago Sun*, subbing for Ernie Simon, while the WJJD disk jock takes a two-week vacation. . . Jack McDonald, of Majestic's Record distributing staff at Elgin, has left the plattery to join Grant Advertising's Chi office.

## West Coast:

Calvin Jackson, ex-Metro-Goldwyn-Mayer musical director, will soon be offered for concert tours by Personal Manager Martin Wagner and bookery William Morris. . . Abe Lyman is postponing plans for a projected theater tour with a newly organized ork due to the sudden illness of his restaurateur brother, Mike Lyman. While latter is hospitalized, Abe is at his bedside and supervising his biz enterprises. . . William Morris booker Pat Robbins is absorbing Jack Archer's duties at WM's Coast band department. Latter resigned last week to join Milt Deutsch in forming a new booking house, Continental Artists. . . Lawrence Welk is reportedly breaking all existing records at Ocean Park's Aragon, ringing up 16,000 paid admissions last week-end.

Eddy Howard has inked Lew Quadling as chief arranger for his new Shaeffer air show, which kicks off September 14 via the National Broadcasting Company chain. Quadling will get a helping hand from four staff clefters in scoring for the program. . . Tom Shiels, Modernaires' personal manager, in from New York. . . Gene Norman's next jazz concert at the Pasadena Civic Auditorium will feature Louis Armstrong, Jack Teagarden, Barney Bigard, Sid Catlett, Eddie Miller, Morty Corb and Nellie Lutchter. . . Benny Carter reportedly will form a new band and will be handled by the newly born Continental Artists booking house.

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## Ops Tiptoeing On Taft-H Ban On Stand-Bys

### AFM Leaves It Up to Locals

NEW YORK, Sept. 6.—The problem of stand-by bands is still up in the air, despite the full effect of the Taft-Hartley Act. Operators, faced with what are apparently local interpretations of the law, are stepping gingerly, wondering where they stand.

The situation is particularly acute because houses opening for the fall have bought name bands, and their dickers with local reps of the American Federation of Musicians (AFM) hasn't gotten them off the hot spot. Right now Doc Harris is doing a lot of talking with the Hartford AFM-er. Harris says "talks are very pleasant and will no doubt prove satisfactory." It is known, however, that he was told that the national office of AFM didn't have jurisdiction and that the local insisted local bands would not give up their bread and butter for traveling bands. Their playing the town was merely a courtesy.

### New York Shows Way

Big houses in New York last week were the first to take any action. They held back their stand-by dough after hearing nothing further from New York Local 802. So far no additional developments have occurred, but insiders feel that this is a lull before the storm. One well-informed theater source said that 802, while accepting the no-more-stand-by rule, will try to get around it by telling Stem managers that name bands will play only their own spots. If there are acts on the bill (not part of the band package) the house will have to get a pit band to play their music.

This possibility has at least one house all prepared to pull the entire stage if it materializes. Its reasoning is two-fold. With the British tax cutting into picture takes, the Coast biggies are already doing a burn about high operating costs. If these are increased, "there is no question about our dropping the stage shows," said the theater man. "We are not fooling, either," he added.

### AGVA May Act

The American Guild of Variety Artists (AGVA) also is getting ready to enter the picture if the AFM "interferes with our members," an AGVA spokesman said. "Our people," he said, "have to have music on stage. They're not going to be thrown out of work if we can help it. Besides, we are fed up being tossed around by AFM."

But while all this is in the realm of possibility, the fact is that in many other cities the stand-by rule is still in effect, despite the Taft-Hartley Act. Practically all the RKO houses, Boston, Cleveland, Columbus and San Francisco are still paying locals stand-by fees whenever an outside band plays the house.

The Warner chain, on the other hand, has taken the power of individual action out of its managers' hands. The chain has sent a memo to managers of all houses where flesh is used, ordering them to stop payments.

National AFM has so far not issued any over-all ruling. In absence of such a ruling, locals exercise their regional autonomy to make their own decisions. Union spokesmen, none of whom want to be quoted directly, said that if the national issued any ruling it would be a tacit admission that the Taft-Hartley Law effected inter-State dealings. By permitting the locals to make their own decisions in deals affecting their own territories, the T-H Law was not violated.

## S'Martin-Ed Up

NEW YORK, Sept. 6.—Dean Martin hit the wire services and local papers last week when his agent, Abby Greshler, reported him as missing. The fact that Martin was due to open at the Riviera, Greshler said, had nothing to do with it. Martin was asked about it. "Disappearance? What disappearance? I just wanted to get away from my crazy manager for a couple of days."

## Biz Steps Up After Bad Dip In Pittsburgh

PITTSBURGH, Sept. 6.—Niterly biz in this area is showing a rise after a brutal summer that saw three of the top spots fold and others hold on only by shrewd operating and careful buying of attractions. Jackie Heller's Carousel and Bill Green's showed to good advantage all summer and are currently putting up the velvet rope with two top-drawer attractions. Green is packing them in every night with the Three Suns, and Heller is turning them away by the hundreds because of the strong appeal of comic Joey Bishop. Unknown in Pittsburgh a year ago, Bishop is unquestionably the best draw the town has seen in years.

The Belvedere, built at a cost of \$350,000, is up for sale at practically any price, while the Beverly Hills, with \$150,000 sunk into it, has been converted into a roadside restaurant. The Club LuMarba has shuttered and its reopening is still a matter of conjecture.

### Lounges Lick Lull

Two of the town's leading cocktail lounges, Hollywood Show Bar and Mercur's Music Bar, licked the business lull by putting in live entertainment. The Show Bar is using traveling units and singles and is being booked by Joe Hiller. Mercur's has put in pianist Erroll Garner and former Glenn Miller singer Skip Nelson as house fixtures and is using one traveling act.

The third top lounge in the area is the Carnival, strictly a jazz spot. Four Pittsburgh sidemen who were with top name bands have formed a group they call the Deuces Wild. The combo, which plays nothing but modern jazz, has built up a fanatical following here. Name sidemen are brought in occasionally to supplement the group. Current is Roy Eldridge.

## Dick Jones in More AGVA Hot Water

PHILADELPHIA, Sept. 6.—The case of the car, which Dick Jones said American Guild of Variety Artists' (AGVA) lawyer Arthur Cowan, took away from him improperly, fell apart (the case not the car) when, first of all, the magistrate refused to issue a warrant for Cowan, and secondly, it was shown by court records that Jones did owe Matt Shelvey, AGVA topper, some \$300.

But that wasn't all. Last Saturday (30) Jones was picked up on a charge of withholding celeb dough from AGVA's death benefit fund and was put into Moyamensing prison and held on \$3,500 bail. Case came up before Common Pleas Judge Ma-whinney, who refused to release him. Later AGVA agreed to a reduction in bail to \$1,275 and Jones was released after spending five days in jail.

## Vaude Hopes Rising Again; Deal On for Dow Units To Play Shubert Theaters

### Skouras Circuit Also Interested in Adding Flesh

NEW YORK, Sept. 6.—The question of whether or not vaude, or a reasonable facsimile of same, is any closer took another hopeful turn last week after preliminary conversations between Al Dow and his new backer, Al Gottesman, owner of the Grand Hotel, Highmont, N. Y.

Deal involves units to play the Shubert houses all over the country. The stumbling blocks were the money and kind of dough the packages could bring in. At first the idea was to play them at \$1 top, 15 shows a week. Later the idea was amended to a \$2.40 top. With a 1,200-seat house, playing to capacity it is figured that the take could be \$32,000. This would call for 700 seats at \$2.40 and 500 seats at \$1.50. But even at a buck top the take could reach \$12,000. Of this figure the Shuberts' 25 per cent cut would be \$3,600, and if the

package cost doesn't exceed \$6,000 (which is the tentative budget) the profit would still be \$2,400.

### 10 Acts Plus Line

Package idea calls for 10 acts and a line of girls. First name probably will be Smith and Dale, tho that is still being dickered.

The second entry, also on the slow burner for many weeks, are the Skouras houses, with the Academy of Music as flagship. Latter was all ready to start with a name band all lined up some time this month. But the hassle about the interpretation of the stand-by provision of the Taft-Hartley Law put a stop to it. However, the plans have again begun forming and call for full week stands using top names, tho date is still up in the air.

### Flesh for Skouras Houses

Skouras, however, intends to put flesh into many of its local houses already equipped for stage shows, using them to hypo bad pictures. It was pointed out that there is little likelihood of Skouras giving acts a route if, as and when flesh is brought back. Reason is that many houses play pictures day-and-date, so when one house has a stinkeroo and wants something for a shot in the arm, all the other houses need it at the same time.

RKO will reopen its New York Jefferson September 13, with small budget acts every night and three shows on Saturday and Sunday. Booking will be by Dave Stern. Chain also will put flesh into its Trenton House September 17, tho stageshows here will be strictly of the showing class where acts go to break in their routines prior to a big job.

## Rio Cabana To Bow With All-Girl Show

CHICAGO, Sept. 6.—The Rio Cabana, near-the-Loop brightly operated by Chuck and Bert Jacobson, will re-open after a two-month dim-out, October 1 with a top-salaried girl show. Labeled the *Folies Bergere* revue, the talent will include approximately seven acts, only one of which, the emcee, will be male, according to present plans. The ops intend to use major strips if they are available. Spot is cutting out food and will run on straight drink policy. There will be a small minimum, perhaps \$1 and \$1.50 week-ends.

Current plans call for top names among gal strippers, and it's planned to put the Rio gal show in a class way above the North Clark and West Madison strip joints. There may be a line of six girls. No producer has been selected as yet. Spot previously utilized a major name policy for four years and up to four months before its closing, was trying a well-rounded lower budget variety show.

### Hartford Spot Adds Show

HARTFORD, Conn., Sept. 6.—Club Ferdinando, which has a band policy last year, will open Wednesday (1), earlier than usual, with shows four nights a week, Wednesday thru Saturday. The spot will have a line, dance team, comic and rumba ork alternating with Johnny Morris's band. The club will have the same budget (\$1,600) as last year.

## AGVA Fines Maxies \$500

NEW YORK, Sept. 6.—The two Maxies, Baer and Rosenbloom, got hit with a \$500 fine by an arbitration board of American Guild of Variety Artists (AGVA) Thursday (4) on charges of failing to obey an AGVA rule.

The amusing part of the preliminary decision was the fact that board found the two guys guilty but asked them to determine the penalty. The full board heard the decision and blew its top. The \$500 bite followed.

The argument arose out of their working a Saratoga club which hadn't put up a cash bond. Later when an AGVA rep called to pick up the bond, the op said he had already paid the show. AGVA insisted on the bond, so the op told the two Maxies to turn the money back. Baer refused. Rosenbloom no longer had his. So AGVA labeled the club unfair. When the boys worked anyway, disciplinary action followed.

## Niterly Biz Picks Up In 3 Southern Cities

WASHINGTON, Sept. 6.—Night club business in Houston, Dallas and New Orleans picked up slightly in July, the Commerce Department reported this week. Dallas led, with business for eating and drinking places up about 5 per cent over June. Houston showed a gain of 2 per cent, New Orleans 1 per cent.

Houston niteries, during the first seven months of the year, showed a gain of 9 per cent over the same period for 1946. On the other hand, Dallas business dropped 5 per cent and New Orleans lost 7 per cent.

## D. C. Delmonico's Folds, Turns Into Pic House

WASHINGTON, Sept. 6.—A reconverted bank building in downtown Washington that housed a succession of night clubs has given up the ghost and will become a "quality" movie house, it was announced this week.

First after-dark spot in the building was Herb Sachs' Del Rio. Sachs later switched the name to Duet Club and finally sold out to a syndicate, which renamed the spot Delmonico's. Club's fixtures recently went on the auction block.



## Loew's State, New York

(Thursday, September 4)

Capacity, 3,500 seats. Prices, 50 cents to \$1.10. Four shows a day; five Saturday. House booker, Sidney Piermont. Show played by Louis Basil's house ork on the stage.

Heavyweight attractions in all departments pace the hour-long show for one of the finest vaude bills seen lately on the Stem. The champ Harvest Mooners brought on by Emsee Ed Sullivan were received like relatives. Monica Lewis, making her Stem theater preem, was big league caliber. Ventro Paul Winchell got yocks all the way, and hep Sullivan kept the ball rolling coming on and going off with every act.

Miss Lewis' errorless warbling of *Sometimes I'm Happy*, ballading *That's My Desire*, yodeling the cowboy tome *The Shootinest Girl in Town* and swinging the novelty *Silly No, Silly Yes* won show-stopping ovations. The versatile, deep-throated throber with poise aplenty delivered with gestures and pleasant grimaces, but she sold with her rich voice. Tip-off on her quality was when she stopped the show with her opening number after a big build-up by Sullivan. Her Gershwin encore had clamoring-for-more customers refusing to accept her beg-off. She exited with the promise to chirp *Shine On Harvest Moon* in the finale, which she did admirably.

## Dance Teams Score

The dance contest winning teams did three minutes each for healthy returns. These kids making their first

## VAUDEVILLE REVIEWS

## Oriental, Chicago

(Thursday, September 4)

Capacity: 3,200. Prices: 95 cents straight. Five shows daily, six on week-ends. House booker, Charley Hogan. Show played Carl Sands's house ork.

Current bill is a short and snappy affair in the low-budget class and, tho it lacks real marquee-draw, it's good entertainment. Flicker is *That's My Man*.

Carl Sands's house ork does a reverse on the usual set-up, presenting his overture at the end of the stage show. The medley of Jolson tunes, spotting drummer Smith Howard on vocals, was strong item, especially the strobe mask and mitts on Smith as he did the *Mammy*-singer mimicry, but it fell flat after climax of headliner Harold Russell's work.

Russell, the G.I. who lost both his hands and was featured in *The Best Years of Our Lives*, clicks immediately with a natural smile and vocal delivery. His routine, which is a bit overweight on the patriotic side for vaude, is welded around his movie role. Audience gave him rapt attention for the 10 minutes he worked. The hero's work was applauded several times during his act and he won a call-back with his keyboarding, during which Sands played the chords while Russell picked out the treble part. His beg-off speech about "wanting tolerance" is too much a milker and should be changed to something with less flag-waving, as his work was topnotch and he didn't need it to reap a big hand.

Jackie Gleason utilized several excellent routines which hit so hard that he didn't even have to try an ad lib to work up laughs. Started with several lengthy situation gags, later going into a caustic radio satire that got yocks. His next bit, a series of unrelated apings, was low ebb of the act despite his smart timing, but he closed to nifty mitt with an extra zany S. J. Perlman-ish bit based on the tune *Laura*. The rotund comic also did good assist bit with Russell inserting a solid bit of humor toward the end of Russell's turn.

Emerald Sisters, blond duo, got the ball rolling with their fast-moving slapstick tumbling and balancing turn. Gals mix up hokey bits and pratfalls, with enough straight tumbling to keep interest at a peak thru-out. The Chords, male duo, are one of the top units in the mimicry field from a technical standpoint, their musical instrument imitation rating tops for realism. Run the gamut, including James, Busse, Lombardo, plus several longer numbers, such as *Flight of the Bumble Bee*, and their closer, Spike Jones's *Cocktail for Two*, which netted a terrific salvo. Boys utilize plenty of animation in selling their work. *Johnny Sippel*.

## Million Dollar, Los Angeles

(Wednesday, September 3)

Capacity 2,400. Prices, 55-98 cents. Four shows daily. House booker, Bill McElwain.

Gene Krupa hits the entertainment bell with a resounding smack for this week's stager. Band performs crisply and makes a definite effort to sell to the eye as well as the ear. Best in the Krupa book is a syncopation of Jan Sibelius's *Valse Triste*. Arrangement builds for dramatic results, starting off with Krupa's toned-down drums setting the rhythmic pattern and pyramiding to full ork proportions. Following his usual stage show format, Krupa uses his *Drum Boogie* as the walk-off selection. Stage is blacked-out, with only two baby spots playing on the tubber-ace, resulting in twin shadows of Krupa on the backdrop curtain as he goes thru his mad-frantic skin-beating solo routines.

Reminiscent of his old Benny Goodman days, Krupa offers a jazz

## Strand, New York

(Friday, September 5)

Capacity: 2,700. Price range, 75 cents-\$1.50. Four shows daily, five Saturdays. House bookers, Harry Mayer-Milton Berger. Show played by Victor Lombardo ork.

House has a nice bright show on tap to back the flicker, *Dark Passage*. Formula is conventional, a name band, hooper, semi-name novelty and a comic team. But if the layout is run of the mill, the results, to judge from audience reaction, were way on top.

Victor Lombardo in his first theater date came in with a pleasant band. Instrumentation consists of four sax, six brass and two rhythm plus a boy singer, Mark Carter, and a canary, Patty Dale. Numbers were well mixed between novelties, standards and pops, with the ork's biggest being the *Beguine*. Best returns, however, came from *Cubi and Feudin' and Fussin'*, in which Patty Dale did a fine job. The gal is pretty and sells with a surprising skill. Her main fault was a tendency to over-mug, probably due to over-anxiety. Boy singer, Mark Carter, displayed a competent bary on his only number, *That's My Desire*. The show got added heft from a vocal trio, Carter, Dale and a lad out of the sax section, who blended voices pleasantly.

## Marshall Brothers

Marshall Brothers have jumped forward by leaps and bounds since last caught at the Roxy. The two kids' routine, consisting of a hodge-podge with comic take-offs of standard flicker names, soap operas, spiced with knockabout, got returns right from their Sinatra-Crosby opening. They wound up with a Peter Lorre bit for howls and forced back for more, finishing with a beg-off.

Borrah Minevitch Rascals, with Johnny Puleo as the same little fall guy, had them howling out front. As usual, the group's Hohner-izing is secondary to Puleo's gee-gimme-a-break-fellas-acting. The group wound up with a terrific mitt.

Dorothy Keller, petite brunet hooper, held her spot deftly with some cute heel-and-toe stuff. She finished with a nice comedy routine, starting from a Latin beat, breaking into a nice chatter and winding up with a jitter thing, going off to a fine hand.

Bill Smith.

trio version of *Stompin' at the Savoy*, surrounding his drums with Charlie Kennedy on alto sax and Buddy Eanellie on the Steinway. Vocals are pleasingly handled by Dolores Hawkins and Buddy Hughes, ex-Claude Thornhill warbler. Best here is latter's slurring of Bobby Worth's *Please Don't Play No. 6 Tonight*. Gagsters West and D'Arco provide the necessary rib-tickling touch with their routines of two-a-day vintage.

Sara Vaughn, bill's "added attraction," leaves the ticket buyers cold. Singing such faves as *September Song*, *I Cover the Waterfront*, and *You're Not the Kind of a Boy for a Girl Like Me*, she tends to over-stylize to a point where well-known melodies become meaningless to the average listener. While her modulations from key to key and injection of intervals into the melody line has musical merit, when over-done it tends to detract from her selections' melodic appeal.

Biz, good. Pic, *Wife Wanted*.  
Lee Zhito.

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—Billboard, Aug. 30, 1947.



"In Paramount's 'Variety Girl' film, Pearl Bailey walks off with the solo honors with her vocalizing of 'Tired.'"

—Don Craig, Washington, D. C., Times-Herald.

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STRAND THEATER

NEW YORK

RADIO CITY MUSIC HALL, NEW YORK, TO FOLLOW

**Chicago, Chicago**

(Friday, September 5)

Capacity, 3,900. Price, 95 cents straight. Five shows daily, six over the week-ends. House booker, Nate Platt. Shows by Lou Breese's house ork.

This week's cast is top-heavy on comedy, but overbalanced humor adds rather than detracts from show interest, even tho each of three laugh-getters use an entirely different approach. Whole revue correlates nicely with the pic, *Mother Wore Tights*, which gets pew-sitters in a nice mood to see a stage bill.

Lewis and Van, only non-comedy act, did swell job of opening the show with their variety clefting. Male duo offers something different in its precision cleft opener in which it works on 28-inch pedestals, with small steps running down either side. Guys do some fast stepping on the pedestals that got mitts frequently. Close doing a carving session between them that generated a big salvo.

Mimic Arthur Blake convulsed from his first impression on. Guy did the same set of apings—Louella Parsons, Hildegard, Charles Laughton, Betty Davis and Katherine Hepburn—but each bit has been refurbished with new patter and the animation has been burnished plenty. His subtle, caustic imitations won him two call-backs, unusual response for this house.

The Wiere Brothers in sharp morning suits, started slowly with their hard-to-discern starter, with their facial expressions the major part of their first four minutes. For those outside the first 15 rows, it's hard to make out what they're doing and the trio would do well to work out more evident opener. After they bring out their violins, they are a sure click and all their zany offerings reaped yocks. Their derby closer, in which they use old gimmick of getting wrong-sized hats belong-

**New York:**

**Roxy Gets 120G as Stem Inches Up; MH 132, Para 93**

NEW YORK, Sept. 6.—The American Legion's visit to the Big Town didn't help the niteries, but despite moans the six Stem vaude-pic houses picked up sufficiently after the lads left town to get a strong \$492,500, or \$9,500 over the previous chukker. Biggest gain was the Roxy's 3G jump from a big \$117,000 opener and the State's \$5,400 hike over the previous chapter. The Capitol's opener at \$54,100 proved a disappointment compared to other Capitol preem weeks.

Roxy (6,000 seats; average, \$85,000) soared to a solid \$120,000 for the second week of Jack Haley, Ella Logan, Jerry Murad's Harmonicats, Victoria Cordova and *Mother Wore Tights*.

Loew's State (3,500 seats; average, \$25,000) knocked out \$33,400 for Max

ing to other guy in the troupe, won yocks despite its antiquity, being so well staged. Bow-off bit, in which they get confused trying to make an exit, sent them off to a huge hand.

Virginia O'Brien wisely confines her stint to four numbers, for gal's work would be monotonous after that point, while up to four numbers, her frozen-faced delivery is highly digestible. A vet legit performer before her screen work, she showed plenty of footlight know-how, maintaining her dead-pan thruout, except for a smile between numbers. Gal has enough ability that she doesn't have to resort to the "it's so nice to be here" and then go into a Hollywood routine to please. Got good response thruout. *Johnny Sippel*.

Baer and Maxie Rosenbloom, Adrienne, Georgie Kaye, the D'Ivons, Eddy Manson, Dod Dodson and *The Hucksters*. New show (reviewed this issue) has Ed Sullivan, the Harvest Moon Dance Winners, Monica Lewis, Paul Winchell, the Roberts Sisters and *White and Black Gold*.

Paramount (3,654 seats; average, \$85,000) equaled its third stanza's \$93,000 to chalk up \$401,000 in the four periods so far with Carmen Cavallaro and ork, Paul and Eva Reyes and Nelson, Film, *Welcome, Stranger*.

Strand (2,700 seats; average, \$40,000) hit the gong for nearly \$60,000 to total \$130,000 for the two weeks of Count Basie's band, Pearl Bailey, Lewis and White, the Edwards Sisters and *Deep Valley*. New show (reviewed this issue) has Victor Lombardo and ork, Borrah Minevitch, the Marshall Brothers, Dorothy Keller and *Dark Passage*.

Capitol (4,627 seats; average, \$72,000) followed a record low for the last week of its previous bill with a slim \$54,100 for the preem week of Bill Robinson, Lew Parker, Art Mooney and his ork, Beverly Tyler and *Song of the Thin Man*.

Radio City Music Hall (6,200 seats; average, \$100,000) held on well with \$132,000 for the sixth chapter, registering an \$872,500 total gross for Paul Haakon, Marjorie Williamson, Earl Covert, Ken Davidson and Frank Paris, with *The Bachelor and the Bobby-Soxer* on screen.

**Warden Duffy's**

SAN FRANCISCO, Sept. 6.—Now it's Warden Duffy's Tavern!

Warden Clinton T. Duffy, of San Quentin Penitentiary, has bought an interest in a cocktail lounge on the peninsula. His associates are Louis Saroni and Merrill Stock.

The warden said his business venture will have no effect on his post at San Quentin.

**Prima Pulls Solid 36G at the Boston**

BOSTON, Sept. 6.—The good break in the weather did a lot to lessen the Labor Day week-end headaches in the Hub. The Boston Theater ended the week Wednesday (3) with a solid \$36,000, slightly above average for the house since the return of stage shows. Heading the bill was Louis Prima's band, with Frank Marlowe and the Roberts Sisters and White in support. Pic, *The Crimson Key*.

Current show, which got off to a good start, is headed by Maxie Rosenbloom and Max Baer, with the Merry Macs. Pic, *Kiss of Death*.

**Krupa Okay 28G at Mil \$**

LOS ANGELES, Sept. 6.—Gene Krupa is expected to ring up an okay \$20,000 b.o. gross this week at the Million Dollar (2,400 seats, 55-98 cents). He shares stage with Sara Vaughn and West and D'Arco comedy duo. Pic, *Wife Wanted*. Miguelito Valdes last week drew a poor \$18,600.

On the same bill were Johnny Moore's Three Blazers, Jack Marshall and the Garcias. Pic, *Kilroy Was Here*.

**NOTICE TO AGVA MEMBERS**

In order to receive a ballot to vote for the delegates nominated at the membership meetings, your dues must be paid up to and including the quarter ended July 31, 1947.

**NOTE CHANGE IN SCHEDULE OF AGVA MEMBERSHIP MEETINGS:**

**NEW YORK CITY MEMBERSHIP MEETING, Thursday, Sept. 18, 1947**

**CHICAGO, ILL., MEMBERSHIP MEETING, Wednesday, Sept. 17, 1947**

**ADD TO MEMBERSHIP MEETING SCHEDULE THE FOLLOWING JURISDICTIONAL AREAS:**

- WORCESTER, MASS. . . . . Sept. 19th**
- INDIANAPOLIS, IND. . . . . Sept. 16th**
- READING, PA. . . . . Sept. 16th**
- DENVER, COLO. . . . . Sept. 18th**

The deadline date for paying your dues is October 1, 1947. The ballots showing the delegates nominated for each area throughout the country will be mailed shortly thereafter.

Pay up your dues by October 1 so that you can have a voice in selecting the delegates to represent you at the coming convention.

*Madeline*

**National Administrative Director  
American Guild Variety Artists**

**DON'T FAIL TO EXERCISE YOUR PREROGATIVE  
AS A MEMBER OF AGVA TO ATTEND  
THE MEETING—NOMINATE—VOTE.**



**Latin Quarter, Chicago**  
(Friday, September 5)

Capacity: 500. Price policy, \$3.50 minimum. Floorshows at 9:30, 12 and 2. Operator, Ralph Berger; production, Selma Marlowe; publicity, Miller and Hixon. Booking policy, non-exclusive. Estimated budget this show, \$5,500. Estimated budget last show, \$4,300.

Due to some extra hard work on the part of headliner Buddy Lester, who opened the show, emceed and even did a couple of semi-blackout bits with tapster Steve Condos, this 70-minute show should be the click that Ralph Berger needs to get well back into the black. This package is medium priced and has plenty of draw value, especially with Lester spearheading the proceedings.

Buddy Lester has almost completely divorced himself from the material which he shared with his brother, Jerry. All that remains of their once very similar material is an occasional Lester mannerism, such as their crazy whistle and some very funny facial grimaces. The present Buddy Lester is well equipped with material of his own, and it's extremely meaty stuff. His parody on his brother's life and how they came to use the same material; his Alaska bit, and his familiar vaudeville-is-gone bit had him batting 1,000 consistently in the laugh league. Lester made a good try at something unusual, cracking two poor jokes as lights were dimmed just before show time. Effect was good, for it stopped all talk immediately and got diners in the mood for entertainment, but he'll have to work out two smarter gags to really arrest attention.

Show opened with the Rossilianos, ballroom team, who didn't elicit much interest until their final number, a peppery polka. Team's first two numbers were in the hackneyed class. Pair needs something unusual, especially in the opening number. Drew fair response.

Nicole Valerie, formerly of the Valerie Sisters, French-Canadian threesome, is doing a vocal single and, judging from two callbacks she earned, her future looks promising. A diminutive brunette with a marked French accent, she sold a sextet of numbers, all with a Parisian tinge. Gal's weakest bit is a series of imitations of top French stars, which failed to go over here because Lucienne Boyer and John Sablon are just names and have never worked Chicago.

Steven Condos, in next to wind-up spot, added greatly to smooth running of the show, working expertly in his own tap spot and, in

**NIGHT CLUB REVIEWS**

**Persian Room, Hotel Plaza, New York**

(Tuesday, September 2)

Capacity, 275. Prices, cover \$1.50 after 9:30; \$2 Saturdays. Shows at 9:30 and 12:15. Owner-operator, Hilton chain. Booking, non-exclusive; publicity, Dorothy King. Estimated budget current show, \$2,000; previous show, \$1,500.

Jimmy Savo's first Stem date with his artificial gam was everything the diminutive comic probably wanted and hoped it would be. His walk-on was greeted with an ovation including a couple of shrill whistles that must have startled the carriage trade no end. One walrus-mustached gent, a Colonel Blimp character, bellowed out, "Jimmeh!—Jimmeh, m'boy! God bless you!" which is a nice greeting for any performer to come on to.

Savo never makes any reference to his infirmity, working about the same as usual. His standards like *One Meat Ball*, *Black Magic*, etc., got boff responses from a mob which jammed every corner of the room. Savo was on for 45 minutes during which he gave with everything including a couple of newies, *Sliding Down the Bannister* and one about a lad who longed for a new suit. As a voice comic, Savo is good. There's no doubt of it. But it is in his panto bits, which takes advantage of his coy, whimsical appearance, that he shines. Whether Savo is strong enough to do business with the cover tariff remains to be seen.

Emil Petti does a fine job in playing Savo's mood music plus his vocal backing. Mark Monte's Continentals, the so-called relief band, manages to get quite a lot of music out of its limited instrumentation.

Bill Smith.

addition, playing good straight for some Lester clowning. The curly-haired rhythm tapster, working to be-bop arrangements, did slick and showmanly job of selling two tap numbers to hefty mitt, both during numbers and after, and followed that with a cute bit with Lester playing simple trumpet accompaniment to another fine rhythm tap.

Producer Selma Marlowe went thru the song catalogs, coming up with a pair of old but not off-heard tunes, upon which to base good production bits, best of which was her *In Old Chicago*.

Johnny Sippel.

**Lookout House, Covington, Kentucky**

(Tuesday, September 2)

Capacity, 600. House policy, \$2.50 minimum. Shows at 8:30 and 12:30. Operator, Lookout House, Inc. Manager, Clay A. Rambau. Booking policy, Frank Sennes, exclusive. Publicity, Betty Kapp. Estimated budget this show, \$6,000. Estimated budget last show, \$2,000.

Martha Raye has this spot rocking with a contagious hilarity, and jammed houses have been the rule since the opening Monday (1).

With a newly applied platinum coiffure and attired in a creamy-hued gown that points up all her physical aspects, the bombastic film filbert loses little time winning plaudits. Working with enthusiasm and speed, she had patrons clamoring for more even after her initial *I've Got the Sun in the Morning* vocal, which appeared much louder than it was good, but which scored because of the sock showmanship displayed. Zany antics combined with an improved canarying on *Tampico* kept payees in stitches. For good measure she gave with her stylized *Mr. Paganini*, good enough to bring the house down.

On the recall, la Raye hits the high spots with ace assists from the Ben Yost Guards (5) in a travesty on *Glory to the Sword*. Attired in grotesque uniform, Miss Raye sets up numerous comedy situations, perfectly timed, which fit in beautifully with the burlesque pattern of the Guards' exhortations. Her schizophrenic bit as master of the sword knocked table sitters cold.

Resuming their dignity, the Yost Royal Guards, who know their way around a song, dished up lusty voicings on *Lover Come Back to Me*, *Laugh Clown Laugh*, a well arranged *Ole Man River* and other Yost standards. Encored with a medley of college songs. Lads could have remained on longer.

Mitzi Bruggen's Lucky Girls (8), attractive and talented, work with assurance and speed. Open festivities with a well-routined and seductive cancan, which called for a warm mitt. Their *Dance of the Dolls*, accomplished in easy elegance, proved as cute as the brief costumes they wore. Best of the lot was their closer, a speedily executed round of pyramid-building stunts, interspersed with cartwheels, one-arm stands and spins, and single and double somersaults that earned them bows.

Bob Snyder, whose ork continues its hep show and dance music job, represents an able emcee.

Bob Doepler.

**Spivy's Roof, New York**

(Wednesday, September 3)

Capacity, 75. Prices, \$1.50-\$2.50 minimum. Shows at 11, 1 and 2. Owner, Spivy. Booking, non-exclusive; publicity, Betty Lee Hunt. Estimated budget, \$500.

In the years that we have been looking at them, we have caught Shelia Barrett scores of times. We have caught her when she was on top and when she wasn't doing so good. Here at Spivy's topside joint, Barrett was as good as we have ever seen her. Her mimicry was wonderful. Her dramatic bits packed a Joe Louis wallop. Her ad libs (she used them to cut up a heckler—and did he bleed!) were masterpieces. Yes, she was the same old Barrett tho at times she seemed to lack confidence.

Her dramatic bits need better lighting. A sharp spot to get immediate attention would help. Her *Death in the Afternoon*, a thing about daytime soap operas, calls for a lot of mugging. Apparently radio audiences don't see facial grimaces, so routine takes a lot of believing. If she could intro it with a statement that that's the way they look to the control man, it would be more plausible.

Rico Sarroga sold his voice and

**Bill Miller's Riviera, Fort Lee, N. J.**

(Thursday, August 4)

Capacity, 1,025. Prices, \$3.50-\$4.50 minimum. Shows at 8:30 and 12:30. Operator, Bill Miller. Booking policy, non-exclusive; publicity, Howie Horwitz. Estimated budget current show, \$12,000.

If this one gets the proper press and ad build-up, it will be a natural to do business. The name value isn't particularly strong, but the show value is there. Enough word-of-mouth stuff can bring it lots of business.

Headliners are Dean Martin and Jerry Lewis, and they were never better. This reviewer has caught them time and again. He saw them when they did singles and watched them when they teamed up. As caught here, the kids had everything: timing, double takes, salesmanship and routines which raised gut-quakes. Martin is still a top singer with a warm delivery that hits right where it does the most good. Lewis has developed some double takes that also built beautifully. Together they had them right in the palms of their paws.

**Maureen Cannon Opens**

Maureen Cannon opened with a big *If This Isn't Love* and finished with *New York's My Town*, doing two other numbers in between. It was obvious that gal wasn't selling. Voice seemed strained and crowd wasn't listening. It was her *New York* tune that pulled her out for a hand.

Greb and Lober, when they first played New York, were the freshest young dance team around. Their novelty terps, appearance and delivery had a youthful verve difficult to resist. This time around they seemed to have lost their original enthusiasm. Maybe it was on account of too many rehearsals or the music. Whatever it was, they didn't have it. Routines need changing to get them out of the monotonous groove they seem to have slipped into.

**La Velle Stops Show**

Show stopper was Miriam La Velle. Since last caught (she's a holdover) she has picked up her timing and her selling so now her fall-aways and flying walk-overs got terrific hands. Gal was forced to encore with a boogie number that opened slow and easy and picked up to red-hot pace.

Production numbers by the line were basically the same. Boy production singer, Tony Bavaar, was competent in his slot.

Pupi Campo's rumbas had that floor jammed with the swivel-hipped customers for practically each set.

Joel Herron's band cut the show adequately.

Bill Smith.

guitar like top performer. His opening was in a dark house with the only light hitting his pan from a chest-attached flash light. Eerie effect was almost instantaneous. Later used house spots to show a colorful West Indian costume. Work is an odd combo of calypso, voodoo and Brazilian songs, accompanying himself on a guitar. Voice isn't anything to rave about but his selling is top drawer.

Sam Hamilton and Vin Hall did the piano work, relieving each other.

Bill Smith.

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**Billingsley's Bocage, Hollywood**

(Wednesday, September 3)

Capacity, 200. Prices: \$1 cover. Shows continuous from 9 to 2. Owner, Glenn Billingsley. Manager, Leonard Vannerson. Publicity, Gene Howard. Booking policy, non-exclusive. Estimated budget this show, \$1,650. Estimated budget last show, \$1,250.

When Jane Harvey made her bow at Ciro's last year, things began to happen fast. She was inked to a Victor pact, was being screen-tested and from the looks of things, this talented young lady was skipping a few rungs in her rapid climb on the ladder of success. Combination of youth and rapid success too often becomes an unbearable burden for its possessor.

Today, Miss Harvey is back in the film city. Still as talented and easy on the eyes as before, the singing lady has added a year's wisdom to her accomplishments. Those working with her now find her surprisingly co-operative. This change in attitude will undoubtedly serve to make her ladder climbing sure-footed and considerably easier than in the past. Vocal charmer woos and wins her audience from the start. Styling her selections with sincerity, she meaningfully interprets each song in a manner that makes the ringsiders beg for more. Lass does not rely on voice alone to put across the tunes, but makes full use of facial expression to help create the moods.

Ernie Felice Quartet, consisting of Felice on accordion and surrounded by clarinet, guitar and bass, proves itself highly capable, both as featured combo and in lending instrumental backing to Miss Harvey. Lads perform in a crisp and clean-cut manner. Most of their offerings are wholly instrumental, but occasionally go in for a whispered vocal, similar to the style of the Page Cavanaugh Trio.

Calvin Jackson, the ex-Metro-Goldwyn-Mayer musical director, who will soon go on concert tour, proves a show stopper when he wraps himself around the Steinway. Sticking mostly to originals and improvisations, Jackson's accomplished piano style has him playing encore after encore.

Show marks the debut of Derry Falligant, who softly warbles ballad faves to the accompaniment of his own guitar. Youthful troubador has a warm and appealing sincerity in his intimate stylings that make him click. His best offering is *Mam'selle* which he sings with full romantic expression.

Lee Zhito.

**New Youngstown Spot Opening September 30**

NEW YORK, Sept. 6.—The Merry-Go-Round, a new cafe, in Youngstown, O., is due to preem September 30. Spot, operated by Nick Constantino and booked by Jerry Rosen, plans to spend \$7,000-\$7,500. Rosen is now shopping for the Ritz Brothers or attractions of similar caliber.

Room is a 450-seater and will operate with two bands.

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**IN SHORT**

**New York:**

Flack Flashes: Doris Lilly is now a Frank law associate. . . . Dorothy Gulman and Eddie (Leon and Eddie's) Davis have parted. . . . Partners Mike Hall and Frances Stillman will make with the "I do" business sometime in October.

Vera Niva booked into the Old Roumanian Cafe until October. . . . Captain Stubby and the Buccaneers renewed at the Village Barn until September 25. . . . Stan Fisher goes into the Roxy, September 10.

Continental Restaurant will open the Cardinal Room this fall, featuring intimate entertainment. . . . Leon Newman, of Marc Leddy's office, is on a booking and scouting trip to Pittsburgh, Cleveland and Cincinnati. . . . Ed Wilcox and Joe Thomas carrying on with the late Jimmy Lunceford's band played an Apollo Theater date for the opener. . . . Ella Fitzgerald will make her first concert appearance when she opens at Carnegie Hall September 28 with Dizzy Gillespie. . . . Carmen Jones star, Laverne Hutchinson, goes into the Apollo Theater October 10. . . . Peter Van Spall held over at the Penthouse. . . . Charlie Potter opens Byrnes, Brooklyn, September 8. . . . Cleon, of Cleon and Joe, retiring from showbiz to have a baby. . . . New song and dance team of Richard and Thomas consists of Al Richard, of the Al and Billy Richard act, and the male Smiles, of the Smiles and Smiles duo.

**St. Louis:**

Beatrice Kay currently at Chase Club, with Pryde and Day and Buddy Moreno and his orchestra. . . . Doc Marcus held over in Zodiac Cocktail lounge. . . . Rose Murphy and Ace Goodrich alternating in the Merry-Go-Round of the Park Plaza, while Nancy Donovan, George Moore and Carmen LeFave's ork share honors in the same hotel's Crystal Terrace. . . . Tune Town opening September 9 for fall season with Anita O'Day, the Treble-Aires Trio and Bob Gordon's

**Only Two-Week Run For N.Y. Capitol Bill**

NEW YORK, Sept. 6.—The Capitol will wind up its booking of *Song of the Thin Man* on Wednesday (10) after just a two-week stand. Bill consisting of Art Mooney, Lew Parker and Bill Robinson came in for two weeks and options, but options were dependent on the strength of the flicker. With the first week's take down to a poor \$54,000, the picture and show were yanked.

New bill will have Georgie Price, Luba Malina, Enric Madriguera and the Arnaut Brothers.

**Cardy Hotel Chain Shows Shift to Friday Openings**

NEW YORK, Sept. 6.—A Cardy Hotel survey resulted in a complete change of policy for the Canadian chain's rooms using live shows. After September 12, opening nights for new shows will be on Fridays, to have the reviews hit the week-end newspapers. This eliminates two and three-day lay-offs which many acts had to suffer by the old Monday opening date. Also, all supper shows hit the boards a half hour sooner with 11:30 curtain calls.

Ugo Martinelli and Norman Harris's ork come in under the new set-up when they open the Vanity Fair, Toronto, September 12. The Duran Brothers, with Helene and Howard and the Buddy Clark band, open on the same date at the Normandie Roof, Montreal.

ork. . . 400 Club, which opens September 19 with Connee Boswell, Cy Reeves, Jimmy Ray, Winnie Hoveler Girls and Nick LaBanic's ork, has set its second show of the season, to be headed by comic Ben Blue.

Cliff Winehill opened a limited engagement September 8 at Top o' the Town. . . . Hotel Jefferson's Club Continental opened Friday (5), with Barney Ruhl's orchestra, Gil Robinson, Georges and Jo Ann, Bob Josias and the Virginia Ascher Girls. . . . Ted Smith and Peanuts Butler held over at the Main Line Cocktail. . . . Art Licata's band playing an engagement on Mosenstein Island. . . . Carleen Davis now doing vocals with the Johnny Polzin orchestra aboard the steamer Admiral. . . . Blue Barron opened the season at Casa-Loma Ballroom, September 5.

**San Francisco:**

Sarita and Carlos, flamenco dancers at the Sinaloa, have just finished two musicals at FKO studios. Frankie Laine, who a few months ago was making \$75 a week in Hollywood, is getting \$2,250 for a 10-day run at Harry Greenbach's Burma Club. . . . Miguelito Valdes, vocalist on most of Xavier Cugat's hit records, opens with his own ork at the Fairmont's Venetian Room September 16. . . . Skipper Kent, of Oakland's Zombie Village, came in fourth with his "White Cloud" in the Trans-Pacific race to Honolulu. . . . The Tune Mixers have been held over thru September 30 at Tommy and Eddie's Agua Caliente Springs Hotel in Sonoma.

**Here and There:**

Hal Thornton's initial date under his new management contract with (See IN SHORT on page 45)

**Eatery-Nitery Biz Still 400% of '35-'39**

WASHINGTON, Sept. 6.—Despite a drop in business of eatery-niteries, their dollar volume is running nearly four times the average for the years 1935-'39, latest statistics from the Commerce Department reveal.

During June, eating and drinking places did an estimated business of \$996,000,000, a drop of some \$40,000,000 from May sales. June sales, however, are well above those for February, which represents the low for the past 12 months. February business is estimated by Commerce at only \$860,000,000.

High figures for the past 12 months was reached in August, 1946 when sales of eating and drinking places ran to \$1,073,000,000.

**Two Nashville Niteries**

**Featuring Name Bands**  
NASHVILLE, Sept. 6.—With Hy Waxmann's Brentwood Club on the site of the old Palms recently opening to give competition to Pearl Davenport's Club Plantation, this strictly week-end town now has two \$1.50 cover niteries featuring name bands. Waxmann's spot opened with Sonny Dunham, Estrelita and Her Rumbas, Bobby Baxter and Pann Merri-man, with Andy Rice doing the emceeing. Plantation has Harry Cool's band, Carlos and Linda, Frank Payne and Marvin Hughes.

**Providence Room Reopens**

PROVIDENCE, Sept. 6.—With the padlock placed on the Mardi Gras Room of the Crown Hotel here earlier this month removed August 26 by Collector of Internal Revenue Farrell D. Coyle, the nitery was reopened the next day by the management, El Chico, Inc. Coyle's office reported the corporation had paid \$2,154.11 to complete settlement of \$2,439 in liens.

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## Good Season Expected for Legit in Stix

### 150 Dates Set by Woolf

NEW YORK, Sept. 6.—With 150 dates already set for this season, Stanley Woolf, the tank town impresario, looks forward to a very prosperous year on the road. Woolf's Civic Drama Guild opens September 16 in Midland, Mich., with *Dream Girl* and is booked until after Easter.

The legit producer offers three shows to his sponsors for a subscription of \$6 including tax. His next two shows will be *Kiss and Tell* and *Made In Heaven*. Woolf now troupes by bus and expects to extend his activities to California before the year is ended.

During this summer, the manager has had seven companies working in the borsh circuit and reports his most successful season. For from \$150 to \$250 a performance he services 35 hotels. This year Woolf even started sending legit to bungalow colonies, where the take was even better.

## St. Louis Season Slightly Under '46

ST. LOUIS, Sept. 6.—Attendance during the 86 nights of the 29th annual St. Louis Municipal Opera season, which closed Sunday night (31) with the last showing of *Show Boat*, was slightly under 1946's record-breaking season. This season's total 843,279, or 23,684 below the 1946 figure.

Paul Beismann, general manager of Municipal Theater Association, attributes this year's decrease in attendance to the streetcar strike and numerous days of adverse weather in June.

*Babes in Toyland*, 10th production of the series, established a new weekly attendance record with 78,485, shattering a four-year figure of 78,158 held by *The Great Waltz*. *Show Boat*, which closed the season following a two-week run, attracted the largest attendance for this production in the five seasons it has been presented by Municipal Opera.

Total attendance by productions this summer, including 1,700 free seats at the top of the theater each night, were: *Dancing Years*, 81,329; *Nina Rosa*, 56,602; *No, No, Nanette*, 64,667; *Rose Marie*, 65,246; *Apple Blossoms*, 71,823; *Die Fledermaus*, 61,161; *Sally*, 73,279; *Chimes of Normandy*, 64,208; *Naughty Marietta*, 73,609; *Babes in Toyland*, 78,485; *Show Boat* (first week), 75,180.

## Nijinski Leaves Seclusion, Starts Wild Rumors in Paris

PARIS, Sept. 6.—Nijinski is in town. The fabulous ballet dancer whose fame became legend some 30 years ago has come out of seclusion in Switzerland and has been seen twice at the ballet given at the Paris Opera.

Some wild rumors are current. One is that the 60-year-old dancer will go to London, where Sir Alexander Korda wants him to supervise a film on the Russian ballet. Another is that he will direct a graduate international school of the dance. Another is that America, with Rockefeller money, wants him to direct a theater.

Paris, always jealous of her artists, hopes he'll stay right here. But whether he does anything is still anybody's guess.



## BROADWAY SHOWLOG

Performances Thru September 6, 1947

### Dramas

	Opened	Perfs.
A Young Man's Fancy... (Plymouth)	4-29, '47	151
All My Sons..... (Coronet)	1-29, '47	254
Born Yesterday..... (Lyceum)	2-4, '46	672
Happy Birthday..... (Broadhurst)	10-22, '46	352
Harvey..... (48th Street)	11-1, '44	1,206
John Loves Mary..... (Music Box)	2-4, '47	247
State of the Union..... (Hudson)	11-15, '45	757
Voice of the Turtle, The..... (Morosco)	12-3, '43	1,423

### DRAMA REVIVALS

Burlesque..... (Belasco)	12-25, '46	294
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### Musicals

Annie, Get Your Gun... (Imperial)	5-16, '46	548
Brigadoon..... (Ziegfeld)	3-13, '47	204
Call Me Mister..... (National)	4-18, '46	583
Finian's Rainbow..... (46th Street Theater)	1-10, '47	275
Oklahoma..... (St. James)	3-13, '43	1,890
The Telephone and The Medium..... (Barrymore)	8-2, '47	147

### MUSICAL REVIVALS

Sweethearts..... (Shubert)	1-21, '47	264
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### ICE SHOWS

Ice-time of 1948..... (Center)	5-23, '47	134
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### OPENED

Magic Touch, The..... (International)	9-3, '47	5
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## 'Command' Angels See Profit Via Pix Sale Before Preem

NEW YORK, Sept. 6.—Investors in *Command*, the new Kermit Bloomgarten show skedded to open October 1, are sitting pretty, the play costs about 60G to produce and already Merto-Goldwyn-Mayer has paid Bloomgarten \$100,000 on a pre-production deal.

If the show is a success, the production can get up to 300G from its movie deal. Of the 100G already in the till, according to an agreement with the Dramatists Guild, \$40,000 goes to the producer.

## Detroit Stage Preps For Winter Season

DETROIT, Sept. 6.—Closing of *Golden Boy* on Sunday (31) wound up the summer season for Detroit Stage, Inc., at the Music Hall. The Merrill-Charlton team will go ahead with a winter series of eight productions, however, each running two weeks, with two weeks dark in between, when the house will be used for the Detroit Symphony Orchestra and other attractions.

## Scenic Artist Union Renews Pacts With 2 Tele Stations

NEW YORK, Sept. 6.—The Scenic Artists' Union has just renewed its agreement with tele stations WABD and WBNT extending until August 21, 1948. Designers and set painters are getting the same rates as before, running about 10 per cent less than legit rates. At present, head painters get \$131.25 a week, journeymen \$90 a week, and extra scenic artists used temporarily \$20 for a seven-hour day.

## Paul Green Drama As Annual Offering In Williamsburg, Va.

WILLIAMSBURG, Va., Sept. 6.—The *Common Glory*, Paul Green's symphony-drama which will conclude its first season here September 14, will be an annual affair hereafter, it was announced by its sponsors, Jamestown Corporation and the Virginia Conservation Commission.

The show has played to over 60,000 in its first 40 performances, being rained out only once while one other performance was cut short by showers. It is credited with bringing the biggest crop of tourists to Williamsburg and Jamestown this August than in any previous month in past 15 years.

Robert Dale Martin, the narrator, has been succeeded by Ronald King, who formerly played the Earl of Cornwallis.

## Hollyw'd Lab Sets "Volpone" for Stem

HOLLYWOOD, Sept. 6.—Hollywood's Actors' Lab has closed a deal to bring its most noted production, *Volpone*, to Broadway early in November, marking the first Stem bow of a Lab offering. Broadway cast will include as many of original cast as can be spared from film commitments. Definitely set for title role is J. Edward Bromberg, who has done the part in three previous Lab showings of the Ben Johnson classic.

Other Lab stars skedded to trek eastward will include Lief Ericson, Lloyd Bridges, Houseley Stevenson, Morris Carnovsky and Al Ryder. Hugo Haas and Norman Lloyd are also likely to join the Broadway cast. Carnovsky will direct and stage the play, with Mordecai Gorelik signed to do sets and costumes.

Broadway production has been given top budget of \$40,000, with all profits to be earmarked for Lab's permanent building fund. Lab group also plans special matinee performances of favorite one-acters presented by legiters during the past several years. Leo Rose, named general manager of the Broadway production, heads for New York soon to line up a theater and set details. Play will probably do a short break in run in San Francisco directly before moving on to Broadway.

## Frank Fay in "Harvey" Gets 17G in Three K. C. Shows

KANSAS CITY, Sept. 6.—Frank Fay's version of *Harvey* racked up a net of \$17,000 on three performance (Aug. 29 and 30) to set a new record for legit shows here. All performances, two evenings and a matinee Saturday, were sellouts with heavy turnout.

"We turned away enough to fill another house easily, and I'll bet we could have hit \$40,000 if we could have held him a week," Johnny Nixon, A. and N. Presentation, commented. Fay's box-office tally was only \$1,400 under that of the Joe E. Brown company on four performances in spite of the fact that Kansas City has been plagued by one of its longest and hottest heat waves this summer. Just before showtime Saturday, the thermometer here hit 107 for a new all-time record.

## "Harvest of Years" for Stem

NEW YORK, Sept. 6.—*Harvest of Years*, the DeWitt Bodeen script which was tried out in stock at Falmouth, Mass., is slated for production on Broadway this season by Arthur J. Beckhard. The Shuberts saw the tryout of the show and may be financially interested in the play when it hits the Stem.

## "Hotel Universe," "No Exit" Offered By New Group

NEW YORK, Sept. 6.—The National Theater Conference opened its first annual tryout studio Tuesday (2) to a packed house of the legit trade in the Hunter College auditorium. The thespians who are making the transition from drama schools and colleges to Broadway presented two shows, *Hotel Universe* and *No Exit*, in their initial program.

In spite of the fact that *Universe* is a script which has a number of equally good roles for actors and actresses it is a bad choice for showcasing talent. The play is confused and mystical, which makes it rough digesting for an audience and hardly appreciative of even the thespian. Group was also rehearsing *Lilium* at the same time it was practicing this show. This factor was shown in some of the actors' work, which could have been considerably sharpened. Hearing in the auditorium was made difficult because of the fact that the set did not have a roof and the sound went straight up. Even with these handicaps, good performances were turned in by Richard Hawkins, Charles Avery, Mahlon Naill, Sally Carmichael and Claire Frontman.

### "No Exit" Hits Stride

But it was in the production of *No Exit* that the group struck its stride. In this script everything was Grade A. The direction by Joanna Roos had the three leads really stepping and making all the violent and difficult mood changes that are necessary to sell the show. Acting laurels here were equally divided between Leonard Valenta, Muriel Mansell and Jane Lloyd Jones. Later in the week *Lilium*, *Music By Night* and *Daughters of Atreus* are skedded.

The NTC tryout studio is another good idea which deserves the support of everyone who realizes the importance of new legit talent to the trade.

Leon Morse.

## Norfolk Auditorium Setting Up Bookings

NEW YORK, Sept. 6.—C. H. Dalby, Norfolk's Director of Public Safety, and E. M. French, acting manager of Norfolk's Municipal Theater and Auditorium, since the death of Leon Leighton on August 25, were here during the week to arrange winter bookings.

While Norfolk's MTA provides spectacle facilities with arena capacity of 4,200, the management is more concerned with the legit angle of lighting the auditorium's theater, a 1,842-seated gaited to drama and big musicals.

Dalby says the MTA offers prime facilities for a legit showcase in a profitable but neglected area and believes that spot is a natural for pre-Stem tryouts and road shows.

## Van Druten Play Retitled; Rehearsals Start Sept. 10

NEW YORK, Sept. 6.—The new John Van Druten script, formerly called *Professor White*, has now been retitled *The Druid Walk* and goes into rehearsal Wednesday (10), with a Boston opening skedded for October.

Boyd Crawford, who will be replaced by Harvey Stephens in *The Voice of the Turtle* starting tomorrow, now gets a lead in the new play.

Louisa Horton is going on vacation and Phyllis Ryder will sub for her in *Turtle*.

# OUT-OF-TOWN OPENINGS

## THE STARS WEEP

(Opened Monday, September 1, 1947)

### WILBUR THEATER, BOSTON

Fantasy by Harry Segal. Directed by Paul Stewart. Production designed and lighted by Frederick Fox. Company manager, Harold Kusell. Press representative, Fred Spooner. Stage manager, Ruth Mitchell. Presented by Louis Schonheit.

Robert..... Clifford Carpenter  
 Barbara..... Patricia Wheel  
 Sawyer..... Maurice Ellis  
 Stacy..... Donald Randolph  
 Lydia..... Edith Meiser  
 Margaret..... Iris Mann  
 Little Girl..... Jane Earle  
 Van..... Thomas Coley  
 Daphne..... Vicki Cummings  
 Gilbert..... Vincent Donahue  
 Jean..... Eileen Heckart

Harry Segal is a playwright with courage and ideas, for he is not afraid to tackle fantastical and metaphysical matters. Were his thinking as clear as his inspirations, and his writing more pointed, his new play, *The Stars Weep*, might have been an unusual and fascinating thing. But *Stars* has all the earmarks of tepid dreaming and half-hearted writing, and will not do in its present form.

Segal, who has turned out such sprightly fantasies as the film script for *Here Comes Mr. Jordan*, is again occupied with the supernatural in *Stars*. He muses that if humans have both spiritual and physical bodies, perhaps the former can live independently of the latter; that unborn children, for instance, people the world and are as unhappy as their potential parents because they are only half alive. At least that is what Segal seems to be saying.

### Two Casts

In *Stars* he offers two separate casts, one composed of a fabulously successful play producer and his actress wife, plus a marine flyer, a Hollywood blonde who writes scripts and discards husbands, and other worldly characters. The second cast includes three youngsters, a young man, a girl of 18 or so, and a child of eight, the spiritual embodiments of the children the producer and his wife never had. These children stand around helplessly, bemoaning their fate, their inability to help their parents (as they might had they been born). The "parents" first scrap, because the actress wants to retire and learn to live, while her husband votes for just one more show. Toward the end they fight bitterly, then, when the "spiritual children" leave because their lot is hopeless, the "parents" feel a sudden chill and fall into each other's arms. In the meantime, the "spiritual" girl has fallen in love with the marine captain, and even he has felt some of the glow of it. But the carnivorous script writer finally carries him off, rather against his will.

Somewhere, in the first act, *Stars Weep* seems about to sprout into high comedy. But it never quite breaks thru. There's no denying Segal's warm feeling for his subject, his sensitiveness and imagination. But his play dawdles along in a welter of sentiment and never quite comes to grips with any of its possibilities.

The players seem as confused as their vehicle. Edith Meiser gives a fair illusion of a star in her role as the actress. But she looks almost comical at times in the hideous costumes in which she has been clothed. Donald Randolph snarls and snaps and tries like hell to be funny and light as the producer. Patricia Wheel is lovely and even convincing as the "spiritual" girl, and little Iris Mann receives deserved applause for her acting of the child. Thomas Coley's marine captain is wholly upright and believable. Vicki Cummings tries hard to be a bright scriptress-tigress.

The dramaturgical problems Segal set himself in *Stars* are just too much. With his feet planted firmly on the ground he may do better next time.

Bill Riley.

## ALLEGRO

(Opened Wednesday, September 3, 1947)

### SHUBERT, NEW HAVEN, CONN.

A new musical play. Music, Richard Rodgers. Book and lyrics, Oscar Hammerstein II. Dances, musical numbers and production, Agnes De Mille. Settings and lighting, Jo Mielzinger. Costumes, Lucinda Ballard. Orchestrations, Russell Bennett. Orchestra director, Salvatore Del'Isola. Choral director, Crane Calder. Director of speaking chorus, Josephine Callan. Company manager, Max Meyer. General press representative, Joseph Heidt. Stage manager, Jerome Whyte. Production supervision, Lawrence Langner and Theresa Helburn. Presented by the Theater Guild.

Marjorie Taylor..... Annamary Dickey  
 Dr. Joseph Taylor..... William Ching  
 Mayor..... Edward Platt  
 Grandma Taylor..... Muriel O'Malley  
 Boys on Roller Skates..... Ray Harrison,  
 Frank Westbrook

Jennie Brinker..... Roberta Jonay  
 Principal..... Robert Byrn  
 Mabel..... Annabelle Lyon  
 Georgie..... Harrison Muller  
 Hazel..... Kathryn Lee  
 Charlie Townsend..... John Conte  
 Joseph Taylor Jr..... John Battles  
 Miss Lipscomb..... Susan Svetlik  
 Coach..... Wilson Smith  
 Ned Brinker..... Paul Parks  
 English Professor..... David Collyer  
 Chemistry Professor..... William McCulley  
 Greek Professor..... Raymond Keast  
 Biology Professor..... Robert Byrn  
 Philosophy Professor..... Blake Ritter  
 Shakespeare Student..... Annabelle Lyon  
 Bertram Woolhaven..... Ray Harrison  
 Molly..... Katrina Van Oss  
 Beulah..... Gloria Willis  
 Minister..... Edward Platt  
 Addie..... Julie Humphries  
 Millie..... Charlotte Howard  
 Dot..... Patricia Bybell  
 Vincent Reilly..... Stanley Simmons  
 Dr. Bigby Denby..... Lawrence Fletcher  
 Mrs. Mulhouse..... Virginia Poe  
 Mrs. Lansdale..... Lily Paget  
 Jarman, a Butler..... Bill Bradley  
 Maid..... Jean Houloose  
 Emily..... Lisa Kirk  
 Doorman..... Tom Perkins  
 Brook Lansdale..... Stephen Chase  
 Buckley..... Wilson Smith

SINGERS: M. O'Fallon, Charlotte Howard, Lily Padgett, Helen Hunter, Sylvia Karlton, Priscilla Hathaway, Gay Lawrance, Josephine Lambert, Julie Humphries, Patricia Bybell, Yolanda Renee, Davida Dittman, Nanette Vezina, Mia Stenn, L. Udovick, Glen Scander, Gene Tobin, Walter Kelvin, Bernard Green, David Collyer, Joseph Caruso, Tommy Barrigan, Victor Clarke, Edward Platt, Robert Reeves, Wilson Smith, Tom Perkins, James Jewell, David Poleri, Robert Neukum, Raymond Keast, Wesley Swails, Clarence Hall, Blake Ritter, Ralph Patterson, Robert Byrn, William McCulley and Robert Arnold.

DANCERS: Jean Tachau, Evelyn Taylor, Mariane Oliphant, Patricia Gianinoto, Andrea Downing, Jean Houloose, Therese Miele, Virginia Poe, Susan Svetlik, Ruth Ostender, William Bradley, Daniel Buberniak, Bob Herget, John Laverty, Ralph Linn, Harrison Muller, Stanley Simmons, Charles Tate, Frank Westbrook and Ralph Williams.

The long-heralded Theater Guild production of *Allegro* made its bow at New Haven's Shubert Theater and while showing every cent of the reported \$350,000 that was spent on its production, sent most of the first-nighters to the street shaking their heads. It was lavish, it was massive, it was beautifully costumed, it was gorgeously lighted, its musical scoring was extremely impressing, and its dancing and singing left absolutely nothing to be desired. But it is still far from reaching the general audience appeal of the Guild's *Carousel* and *Oklahoma*, audiences will enjoy its eye and ear beauty, but it is hard to imagine anyone returning time after time to see it as they did its two predecessors.

The title *Allegro* (borrowed from the musical term) is intended to show the fast, lilting pace of life in general, as it traces the career of a doctor from his birth to his 36th year, but from its opening night pace (over 3½ hours) it is feared that *Allegro* has gone decidedly andante. Much, very much, has yet to be done, particularly with the story, before a main Stem audience will accept this in a class with the other Rogers-Hammerstein-Theater Guild musicals. There seems to be just too much of everything.

### Well Staged

Agnes DeMille, who staged the production, has done a remarkable job in molding the large singing, (See *ALLEGRO* on page 45)

## I GOTTA GET OUT

PLAYHOUSE, WILMINGTON, DEL.  
 (Opened Thursday, September 4, 1947)

A comedy by Joseph Fields and Ben Sher. Staged by Fields. Settings, Raymond Sovey. General Manager, Chandos Sweet. Press Representative, Richard Maney. General Stage Manager, Paul Porter. Presented by Herbert H. Harris and Lester Meyer.

Jake, a shipping clerk..... Don Grusso  
 Angie, a packer..... Kenneth Forbes  
 Steve, another packer..... Cliff Evans  
 Hymie, another packer..... Joseph Olney  
 Stoddard, a Wall Street broker..... Charles Rondeau  
 Tome Wright, another Wall Street broker..... Robert Gallagher  
 Gussie, a manicurist..... Peggy Maley  
 Frances, another manicurist..... Eileen Larsen  
 Timmie, a young man..... John Hudson  
 Mary, a girl..... Shelia Stephens  
 Hogen, a detective..... Mickey Cochran  
 Broderick, another detective..... Dan Evans  
 Dr. Perrin, a physician..... Edward Whitner  
 Dr. Flugelman, a psychoanalyst..... E. A. Krummschmidt  
 Constantin, a hospital patient..... Richard Shankland

Nurse..... Vici Raaf  
 Swiftly, a bookmaker..... Reed Brown Jr.  
 Bernie, a bookmaker..... David Burns  
 Radike, a bookmaker..... Hal Neiman  
 Mrs. Clark, Mary's Aunt Cynthia..... Hazel Dawn  
 A Taxicab Driver..... Ralph Smiley  
 Larry, a telephone man..... Ted Erwin  
 A Player..... Robert Gallagher  
 A Ticket Seller..... Charles F. O'Connor  
 Jerry, a bartender..... Ralph Simone  
 A Woman Player..... Barbara Thorsen  
 A Second Woman Player..... Ruth Saville  
 A Third Woman Player..... Vici Raaf  
 Tom Hill, a horse breeder..... Donald Foster  
 A Waiter..... William Ayers

*I Gotta Get Out*—theme song of the horse players who have lost on six straight races—may be echoed by the producers of this race track comedy.

Elaborately and expensively staged with a large cast, *I Gotta Get Out* has a slow getaway, falters in the backstretch and requires no photo to determine its Broadway chances. There will have to be a great deal of revamping and rewriting to step up the odds on this long shot. If and when it reaches Broadway, it will bear little resemblance to the opus which inaugurated Wilmington's theater season.

The production's big lack is plot development. The story of repeated losses on the nags wears a bit thin, despite some amusing situations, some wisecracking lines and a couple of swell character studies.

Peggy Maley is outstanding as the hardboiled manicurist Gussie, who plays the races and aspires to wear mink, by fair means or foul. Reed Brown Jr. (Swiftly), David Burns (Bernie) and Hal Neiman (Radtkie) give realistic portrayals as three bookies. In the love interest department, John Hudson makes an appealing Timmie, but Shelia Stephens (Mary) fails to click. Hazel Dawn, emerging from a 16-year retirement, seems unsure of herself and miscast as Mary's Aunt Cynthia.

The play is cluttered with an unnecessary number of minor characters who contribute nothing to what little plot there is. Opening night cues in general and scene changes in particular were slow and performers seemed off the pace.

A salvo of applause greeted the second act Belmont Park set showing several of the mutual windows and vistas of the track.

But more than one shot of ephedrin will be needed to keep this entry in the running.

Henry Sholly.

## ROUTES

Dramatic and Musical

*Allegro* (Colonial) Boston.  
*Benchwarmer* (Shubert Lafayette) Detroit.  
*Blackstone* (His Majesty's) Montreal.  
*Born Yesterday* (Erlanger) Chicago.  
*Call Me Mister* (Blackstone) Chicago.  
*Carousel* (Shubert) Chicago.  
*Harvey* (Cass) Detroit.  
*How I Wonder* (Shubert) New Haven, Conn., 11-13.  
*I Got to Get Out* (Walnut) Philadelphia.  
*I Remember Mama* (Biltmore) Los Angeles.  
*Lady Windermere's Fan* (Playhouse) Wilmington, Del., 11-13.  
*Oklahoma* (Lyric) Bridgeport, Conn.  
*Private Lives*, with Tallulah Bankhead (Har-ris) Chicago.  
*Red Mill* (Shubert) Philadelphia.  
*Stars Weep* (Wilbur) Boston.  
*Voices of the Turtle* (National) Washington.

## Broadway Opening

### THE MAGIC TOUCH

(Opened Wednesday, September 3, 1947)

#### INTERNATIONAL THEATER

A comedy by Charles Raddock and Charles Sherman. Staged by Herman Rotsten. Setting by Louis Kennell. General Manager, Edwin Wyle. Stage Manager, Perry Bruskin. Press Representatives, Marjorie Barkentin and Michael O'Shea. Presented by John Morris Chanin.

Cathy Turner..... Sara Anderson  
 Jeff Turner..... William Terry  
 Eddie Mitchell..... Sid Melton  
 J. L. Thompson..... Howard Smith  
 Amy Thompson..... Frances Comstock  
 Baker..... Le Roi Operti  
 Flossie Claypool..... Hope Emerson  
 Ken White..... Burke McHugh  
 Larry Masters..... Carleton Carpenter  
 Wilbur Grisby..... Norman Tokar  
 Phil Parks..... Henry Lasco  
 Frank Sarroni..... Richard Karlan

A reporter would usually like to be able to say something good about the first fall opening of a Stem season. It gets legit matters Broadwaywise off to a good start. However, the naked truth is that the Charles Raddock-Charles Sherman so-called comedy, which John Morris Chanin brings into the International, lives up to the critical drubbings it received during its road break-in. There is no magic in *The Magic Touch*.

*Touch* suffers from too much plot—or rather too many manufactured digressions. Perhaps abler scripting hands could have made something of this nonsense about a pair of youngsters exploited by a not-too-ethical publisher on the basis of their ability to live on \$28.50 a week and what would happen to them when their domestic economies were aired nationally. Matters start off rightly

The crit really had a field day with this one. When the noses were counted, the score was nine to zero in their favor. No: Brooks Atkinson, "Times"; Howard Barnes, "Herald Tribune"; Robert Coleman, "Mirror"; John Chapman, "News"; Richard Watts Jr., "Post"; Ward Moorehouse, "Sun"; Robert Garland, "Journal-American"; William Hawkins, "World-Telegram"; Louis Kronenberger, "PM."

enough, with the kids just looking for a raise from the boss. But from there on, Raddock and Sherman have literally reached in the grab bag for anything that will make a situation—and mostly the situations don't come off. Characters are dragged in by the half-dozen, presumably to put gayety into the proceedings. But the authors have scripted next to nothing for them to say and do. In fact, seldom has it seemed that so many words were said with so little effect on a stage in recent years.

### Actors Take Mauling

Several good actors take somewhat of a mauling via the Raddock-Sherman fancies. Howard Smith does all he can with the loosely written role of the publisher. Ditto Frances Comstock as his wife. Le Roi Operti's and Hope Emerson's comedy talents are practically wasted. Operti plays a crackpot spiritualist who means little or nothing to the plot, and Miss Emerson's fem photographer is one of the most dismal chores ever handed to her. Young Sara Anderson is likewise bogged down by her assignment to incredible situations, but continues to show flashes of ingenu talent in spite of them. William Terry does creditably by his stint as the young \$28.50-a-weeker. The rest of a cast of a dozen make what little they are able to out of less. Herman Rotsten's staging is adequate, if not brilliant, and Louis Kennell's set is serviceable.

This comedy stew needed the magic touch of a master hand in the seasoning, something the authors obviously lack. They've tossed in the whole cook-book until there's no flavor left. *Touch* has the distinction of being the first fall opener. It will likely be the first fall folder.

Bob Francis.



## Burlesque

By UNO

**G**AYETY, Norfolk, reopens as a burly house September 15, this time with a stock policy under the management of Eddie Madden and Frankie Blue. Part of starting cast includes Walter Budd, producing-straight; Ned Crane, stage manager; Smoky Burns, comic, and Roberta Lee, strip. . . . Bob LaVerne and his magic novelty act will return to burly September 22 at the Casino, Pittsburgh, thru Jack Beck. . . . Tirza and her Wine Bath has been set by Mickey Owens to open September 22 at Nipmuc Park, Mendon, Mass., and September 29 at the Gayety, Montreal. . . . Mickey Taylor and the Muriel Asche Girls are permanent at the Embassy, Rochester. . . . Avenue, Detroit, has Charles (Bimbo) Davis, returning to burly after several years in niteries and a short illness, replacing Lee Murray; Inez Claire, featured, coming from the President, Los Angeles, and Lucie Parks, daughter of Frances Parks, producer. Lucia is to be featured woman in Bob Ferguson's road unit. . . . Eddie (Nuts) Kaplan is opening a booking office on September 15 in Philadelphia to handle and produce units and girl groups. Bobby King of King, King and King, dancers, will produce the line girls.

**S**ALLIE KEITH returns for her seventh consecutive season at the Crawford House, Boston. . . . Embassy, Rochester, is now definitely a Midwest circuit spoke. Principals will travel from the Casino, Boston, to Rochester and thence to Buffalo. . . . Bonnie Boyia left Gayety, Columbus to return to Detroit where she is booked for 10 days in the grandstand show at the Michigan State Fair. . . . Empire, Newark, on the Hirst wheel ushered in the season

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## Harry Hines Forms Own Unit in England

**LONDON, Sept. 9.**—Harry Hines ("Dr. Crock and his Crackpots"), one of the most popular radio acts in England, has severed his connection with producer-band leader Maurice Winnick and the *Ignorance Is Bliss* show.

The lawsuit recently brought by Hines against Winnick to prove that former alone was entitled to call himself Dr. Crock has caused a stir in the biz here. Having won the case, it was up to Hines to decide if he would continue with *Ignorance Is Bliss*, of which he and his act have been the main attractions, or start a show on his own. He has chosen the latter course and the *Crackpots* have been expanded to include a 14-piece band, a number of comedians and vocalists. Hines will take to the road with this new outfit and has dates until Christmas.

Hines managed to get some of Winnick's best vocalists, among them is Helen Ward, said to draw one of the highest salaries among band vocalists. Agent for Hines will be Harry Blue, who at one time acted also for Winnick.

August 22 with Evelyn Taylor, featured; Marion Lee, Chloe, Mandy Kaye, Jack Edwards, Charlie Harris, Louise Shannon, Gilbert and Jackson and house singer Dexter Maitland. . . . Jean Gordon, former burly ace, is a recent graduate from a Broadway Beauty School. . . . Dolly Dawson and Helen Colby, strip features, have deserted the road to join the army of Manhattan stay-at-homes to do club work and sundry nitery week stands. Others in this category are Ann Powell, Bubbles Yvonne, Sunny Slane, Leona Thurston, Barbara Doane and Lily Dawn. . . . Harry Wald, concessionaire at the Grand, St. Louis, and his wife hosted party of friends at a house warming of their new home last week. Meyer Saffron was chief entertainer. Guests included Dick Zeisler, Murray Briscoe, Jack LeMont, Evelyn Knight, Marlane, Gladys Lane, Mr. and Mrs. Walter Collins, Mr. and Mrs. Ralph Lia, Hans Bernstein, Frank Rebholz, Mr. and Mrs. Kantor, Mr. and Mrs. Doss, Tom Cammeriata, Mr. and Mrs. Sparky Sanders, Mr. and Mrs. Claude Schenk and Abie (Step-and-a-half) Morris.

## Smallens Shakes Music Hall Ork

**NEW YORK, Sept. 6.**—The Radio City Music Hall Symphony Orchestra has been getting a complete overhauling since Alexander Smallens took over as conductor August 11. The contracts of 16 musicians were not renewed and the remainder of the ork's complement, which numbers 50, had to audition for Smallens.

The conductor has brought in musicians from the New York Philharmonic and Leonard Bernstein's City Center Symphony to replace dropped musickers, and the City Center Symph concertmaster has come over to take the same job with the Music Hall ork. Anton Coppola and Jules Silver will continue as assistant conductors.

In addition to shaking up the ork, Smallens has ruled that musicians no longer may double on other jobs. From now on, he has decided, they will have to make their Music Hall job their sole working interest because he feels that this attitude will improve the quality of the ork.

**"Made in Heaven" for Chi**  
**NEW YORK, Sept. 6.**—Stanley Wolf is contemplating a road production of *Made in Heaven* to go into Chicago. The Hagar Wilde script ran briefly on Broadway last season.

## Magic

By Bill Sachs

**HAL HAVILAND** writes from New York to answer Gene Pronk's recent statement here concerning the earnings of John Calvert, magician and spook expert. "Couldn't help noting Pronk's remark about Calvert making \$200,000 last year," type-writes Haviland. "Well, as a former employee of the internal revenue department, this interested me no end, so I conducted a little investigation. As you know, all the income reports are open to public surveillance. This is to stop cheating, no doubt. Also, I was rather interested to find out if we had any magicians in the \$200,000 class, as Mr. Pronk alleges. Well, I am sorry to say that we haven't. Oh, Mr. Pronk! Really, \$200,000? Pardon me while I laugh." . . . Recent issue of *The Baltimore Sun's* rotogravure magazine devoted a page and four photos to Milbourne Christopher's advice on how to be the life of the party. Magic was, of course, the answer. Photos showed Mil putting his head thru a playing card and with thumbs encased in thumb cuffs. . . . L. E. (Roba) Collins, after completing his outdoor season, has returned to his home in Patterson, Mo., to prep his school show for a September 20 opening in Missouri. He will be assisted by Junior Hunter, with Dotha Myers, formerly of Triangle Productions, serving as agent. . . . Lucille and Eddie Roberts closed September 3 at El Rancho Vegas, Las Vegas, Nev. . . . Earl Morgan is presenting his *Fantasy in Smoke* at Curley's, Minneapolis theater-cafe. . . . Bruce Elliott's new book on magic is in the hands of the publisher, Harper. It'll bear a \$4 price tag. . . . Alex Gordon, on holiday from England, is in New York greeting old magic friends and prowling the magic haunts. . . . Benny Doss is opening an auditorium show in Arkansas late in September, sporting an assortment of new illusions and a flashy line of paper.

**BLACKSTONE** opened Monday (8) at His Majesty's Theater, Montreal, for a week's stand, with ducats scaled at \$2.65 top. . . . Around New York with their magic at the moment are Frakson, Tung Pin Soo (Al Wheatley), Fred Keating and Dr. Sidney Ross, the last named doing close-up tricks at the Waldorf-Astoria. Dr. Jaks is carded to open soon at another New York hotel with his table magic. . . . Harold M. Laughon, of Judith Johnson and Company, mental turn, has had his new unit, *Fun Frolic Revue*, on one and two-day stands in Southern theaters since June 10 and reports that business, while satisfactory, is not as good as that of a year ago. In the act, besides Judith Johnson, are the Stardusters, girl band; Marie Cozan, dancer; Jack Burns, blackface comic; the Darlene Girls, and Wanda Hilliard, dancer. Unit is set until October 1. . . . Paul Hubbard, in a visit to the Magic Desk last Thursday (4), advised that his school season opens in Northern Kentucky, opposite Cincinnati, September 24. He is resting in Cincinnati after winding up his outdoor show season. . . . Al DeLage and Shirley closed Saturday (6) at the Latin Casino, Philadelphia. . . . Bob Nelson, of the Nelson Enterprises, Columbus, O., has just concluded a five-day stand with his talking tea-kettle for *The Pittsburgh Press* at the Allegheny Free Fair, Pittsburgh, the engagement netting him a whale of a lot of publicity, including a daily front-page yarn in *The Press*. Success of the date is attested by the fact that a fence running along the area where Bob worked was knocked down four times in as many days. Finally, a fence built of 2 by 4's and braced from the ceiling, held the crushing mob. Over 100,000 miniature copies of *The Press* and the story of the talking tea-ket-

## N. J. Theater Owners Favor Gambling Ban

**WEST END, N. J., Sept. 6.**—Allied Theater Owners of New Jersey, Inc., at a meeting here recently passed a resolution urging the State Constitutional Convention to retain the provisions of the present constitution dealing with gambling. Any change in the present restrictions, the resolution stated, would bring back wide-open gambling, increase juvenile delinquency and seriously harm business in the State.

The action of the theater owners' group follows similar protests by other organizations against the constitutional convention's recommendation that the gambling issue be submitted to a referendum this fall.

## Building Curbs Eased on Some Types of Projects

**WASHINGTON, Sept. 6.**—Federal restrictions on some types of amusement and recreational facilities building were eased this week by housing expediter Frank R. Creedon, but show-business operators didn't get much of a break. The controls were lifted from such types of construction as swim pools operated by municipalities, seasonal camps, non-profit rodeos, dude ranches and entertainment structures operated by educational institutions or churches, including assembly halls, athletic field houses, gyms, indoor stadia, theaters, amphitheaters, bleachers and grandstands.

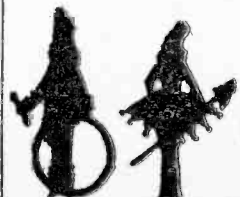
However, Creedon at the same time issued a list of structures specifically requiring permits, including dance floors and stands for dance orks in restaurants and other establishments, night clubs including those which do not serve alcoholic beverages, outdoor dance floors, outdoor skating rinks, "service" bars in restaurants and similar places and buildings used in connection with fraternal organizations and lodges. The housing expediter also said that multi-purpose construction is exempt from control where the primary purpose is not recreation or amusement, but that an application for a permit is required if the cost of that part of the multi-purpose building which comes under the controls exceeds \$2,500.

tle were given away during the run of the fair. . . . U. F. Grant, now of Columbus, O., will put on a demonstration of cards, coin and mental magic at Hotel Lincoln, New York, October 10-12, and at the Palmer House, Chicago, October 17-19, afternoons and evenings. Featured will be his new one-man mental act.

**LEW  
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## THE FINAL CURTAIN

**BEACH**—Emmett, 54, author and playwright, September 3 at Point Lookout, Mich. He wrote the novel and the dramatization of *The Goose Hangs High*, produced on Broadway in 1924 and selected as one of the 10 best plays of the season. He also wrote a one-act play, *The Cloud*, used in vaude by Sarah Paden. Other plays he wrote were *The Square Peg*, *Mary Andrew* and *Ann Broome*.

**BRASCH**—Mrs. Violet Hutchinson, 62, wife of Otto Brasch, musician in the Cincinnati Symphony Orchestra and mother of Dr. Irving W. Brasch, Cincinnati psychologist, September 3 in a Chicago hospital. She also leaves two sisters, Mrs. Jennie Schutte and Mrs. Daisy Fisher, both of Chicago.

**BURNS**—Mrs. Cora, mother of Cliff Burns, widely known Cincinnati musician, August 27 in Ft. Lauderdale, Fla. Other survivors include three sisters and two brothers. Services and burial in Cincinnati September 1.

**CLEMONS**—Charles D., 73, former showman and father of Bernyce Nevel, of the piano and Hammond organ duo, Nik and Bernyce, August 30 in St. Mary's Hospital, Cincinnati, of post-operative pneumonia and a heart attack. Clemons, who started in show business when 15, had appeared with tent rep shows and showboats as well as in dramatic stock and vaude. He had been a member of the National Players at the Shubert Theater, Cincinnati, years ago. He and his wife, Edith, who died in 1940, appeared in vaude in the act known as Clemons and Clemons. He had also been heard over WLW, Cincinnati, in transcribed shows. He last worked in films in Hollywood. Besides his daughter and son-in-law, he leaves a granddaughter, Donna Jean Nevel, a singer, all of Hollywood. Burial in Spring Grove Cemetery, Cincinnati, September 3.

**EVANS**—Mrs. Jay I., 40, concert violinist and music critic, September 1 in Buffalo. She became a critic for *The Buffalo Courier* in 1936 after a career that included radio, concert appearances and teaching.

**FINNEY**—Peter Sloan, 66, musician, August 25 in Toronto. He played with the first pit orchestra at the Royal Alexandra Theater, Romanelli's orchestra and the theater orchestra at Loew's and Shea's, Toronto, for vaude. He was a member of the Toronto Symphony. His widow, parents and two daughters survive.

**GOREN**—Oscar, 39, Yiddish radio announcer and news commentator on Station WEVD, September 4 in New York. He was formerly with WPEN, Philadelphia. Survived by his widow, Channah; his mother, a brother and three sisters.

Among the 15 other plays he wrote were *Guns*, one of Broadway's first gangster plays, and *Midwest*. As an actor Hagan toured England in the 1920's. Early in his career he appeared in Shakespearean plays featuring E. H. Sothern and Julie Marlow. This summer he had directed stock at Deer Lake, Pa. He also leaves his wife, Sadie, of Richmond. Services and burial in Richmond.

**KIRBY**—Grace H., 64, former soprano and since 1910 associated with her husband, Alvin, in the operation of Kirby's Novelty Sensation, recently at her home in Indianapolis. She also leaves two sisters and a brother. Burial in Fairview Cemetery, Elmore, Ind.

**KLITZ**—William M., 66, dance band leader, at his home in Aberdeen, S. D., recently.

**In Memory of**  
**Harry (Pat) Kling**  
Sept. 15, 1942  
**Bill and Peg Kling**

**LAMB**—William E., manager of the Scioto Valley Shows, August 20 in Greenfield, Ind., of a heart attack.

**LEMOIND**—Estelle, 62, accordionist and wife of Frank LeMoind, juggler and novelty slack-wire performer, in Adair, Ia., recently of a heart attack while en route from Salina, Kan., to Toronto, Ia., for an engagement. She also leaves a son, Stanton. Burial in Sunny Hill Cemetery, Adair.

**MEKVOLD**—Mernt, 80, former chairman of the Minnehaha County Fair Board, at his home in Renner, S. D., recently.

**NELSON**—John A. (Jack), 75, concessionaire for 60 years, August 29 at his home in Glen Carbon, Ill. Survived by a son, a brother and a niece, Bessie Nelson, with whom he resided. Burial in Fulton, Mo.

**REEVES**—Harry B., concessionaire on the Happy Attractions, August 31 in Columbus, O., of a heart attack.

### WE WISH TO THANK

All persons for their kind messages and wires of sympathy during our recent bereavement of our dear husband, father and co-worker

**LLOYD RELLIM**  
MRS. GRACE RELLIM  
JOYCE LO NEIL  
RUTH & BOB MCCREA

**ROBINSON**—Peter, 73, veteran circus and vaude performer, August 30 in Mercy Hospital, Agawam, Mass. He trouped with the Barnum & Bailey Circus more than 25 years and later appeared on the Loew Circuit in vaude. Survived by a brother, Frederick, Springfield, Mass.; three sisters, Mrs. Charles Slight and Mrs. Earl Randall, both of Agawam, and Mrs. Ida Messier, Springfield. Burial in Center Cemetery, Agawam, August 31.

**ROVEKAMP**—Ralph (Speed), billboard poster for several years with the Ringling circus, August 31 in Chillicothe, O. Burial in Chillicothe.

**SANDERS**—Chester L., 55, side show worker and painter with the Ziegler Shows, August 23 in Chehalis, Wash., while the shows were playing the South Western Washington Fair there. Sanders had also been with the Levitt, Brown & Huggins; American United, West Coast and Douglas Greater shows. Survived by his father and a sister, of Seattle.

**SINTON**—Albert James, 62, former musician and radio sound effects man, August 24 at Whitehouse Station,

N. Y. Formerly a drummer with theater orchestras in Schenectady, N. Y., he became a sound effects man with NBC and CBS and a free-lancer for World Broadcasting Company.

**WASON**—Mitchell J., 55, owner-manager of Wason Amusements, August 28 of a cerebral hemorrhage. He was a member of the Showmen's League of America. Survived by his widow, Helen, and son, Edward. Services and burial in Culpeper, Va.

**WATEROUS**—Herbert L., 78, heavy and light opera basso, August 29 in Woodstock, N. Y. In 1908-1909 he was leading basso with the Metropolitan Opera Company, but was best known for his appearances with Gilbert and Sullivan companies for over 30 years. Especially famous were his performances of Poo Bah in *The Mikado* and Richard in *The Pirates of Penzance*. He appeared with such stars as De Wolf Hopper, William Danforth and Frank Moulan in operettas, including *Robin Hood*, *Lady Fingers*, *Naughty Marietta* and *The Student Prince*. Survived by his widow, Elizabeth, and two sons, Allan and Donald.

**WILLIAMS**—Frank, 54, saxophonist and ork leader, at Mitchell, S. D., recently of a heart attack.

## Marriages

**CASSEL-McGUIRE**—Wally Cassell, film actor, and Marcie McGuire, film actress, in Toluca Lake, Calif., August 30.

**CROMWELL - NELSON**—John Cromwell, film director, and Ruth Nelson, actress, at Santa Barbara, Calif., recently.

**GOTTLIEB-HARRIS**—Herb Gottlieb and Elsa Harris, vaude and radio singer known as Yvette, recently in New York.

**KAIN-CROLEY**—Allan Kain, photographer for *The Cincinnati Enquirer*, and Blanche Croley, traffic manager for Station WSAI, Cincinnati, August 29 in Hollywood.

**MARCELLI-KIRK**—Roland Marcelli, of the Marcelli Bros.' wire act, and Eloise Kirk, of the Cycling Kirks, in Boston August 23.

**O'NEILL - ACEVEDO**—James O'Neill and Betty Acevedo, performers with Mills Bros.' Circus, in Sioux City, Ia., August 23.

**PEARSON-CARLIN**—Capt. James Wellington Pearson, nonpro, and Jean Carlin, film actress, in Dallas August 30.

**SAMIER-PAGE**—Dale Samier, concessionaire, and Dorothy Lee Page, daughter of J. J. Page, of the shows bearing his name, August 25.

**TSANTIS - MURPHY**—Alex Tsantis and Margaret Murphy, formerly manager of Metro Theater Service, Detroit, August 31 in that city.

The marriage of Estella Butler to Jackie Andrews, reported to *The Billboard* and printed in the September 6 issue, is denied by Miss Butler.

## Births

A son, Kirk Huntley, to Mr. and Mrs. Vince Francis in Oakland, Calif., August 27. Father is ABC network sales representative in San Francisco.

A son to Mr. and Mrs. Arky Bradford at Fargo, N. D., August 28. Father is trainmaster of the Wonder Shows of America.

A daughter to Mr. and Mrs. Robert Bruce in Los Angeles August 9. Father is a film actor.

A daughter to Mr. and Mrs. Buddy Adler at Cedars of Lebanon Hospital, Los Angeles August 9. Mother is Anita Louise, screen star. Father is a film producer.

A son to Mr. and Mrs. Eddie Nichols August 28 in Boston. Father is a musician; mother, Diane Moore, is a comedienne.

A son to Mr. and Mrs. W. D. Jones, of the Royal Crown Shows, August 23 in Detroit.

A son to Mr. and Mrs. Gene Graves

## ALLEGRO

(Continued from page 43)

dancing and acting groups into as compact a unit as the show now has. While there are no stage sets in the conventional manner, the opus employs a series of graduated stagings, and with the use of both treadmill and revolving stages manages to keep the 60 or so episodes moving fairly well. A Greek chorus of 40 young, exceptionally well-trained voices tells the story of "Joe Taylor Jr.," in song, with remarkable clarity, and all these young ladies and gentlemen deserve a special bow for their fine work.

Miss DeMille's dances are exceedingly outstanding and follow the DeMille tradition of beauty, grace and the unusual to the highest degree. Exceptionally noteworthy (in addition to the breath-taking *Allegro* number, which was by far the most impressive number in the show) was a novelty bit in which a group of college kids did a typical awkward dance of the period, and while the offstage chorus told you "this is how they imagine they look," right before your eyes, the dancers shifted to evening gowns and evening dress and completed a graceful ballroom routine.

### Excellent Score

The Hammerstein-Rogers score is excellent, and while most of the songs are ballad type there are several bright and novel numbers that are destined to catch on, notably *A Fellow Needs a Girl*, *The Gentleman Is a Dope*, *Money Isn't Everything* and *We Have Nothing to Remember*. On the more serious side, *You Are Never Away* and *Sitting on the Porch in the Moonlight* can very easily become favorites with the radio public.

John Battles does an excellent job in the juvenile lead, and he and Roberta Jonay make a most appealing couple. William Ching and Annamary Dickey, playing the mother and father, are exceptionally happily cast and Muriel O'Malley makes a very pleasant grandma. Liza Kirk, who offered *The Gentleman Is a Dope*, stopped the show, taking the only extra bow that the Guild allowed all evening.

Jo Mielziner's sets and lighting were truly a fine job.

*Allegro* is basically a good evening's entertainment. At present it drags almost beyond endurance, but there is no doubt that Broadway will see a much tighter production. However, with what was shown in the debut, the crystal ball fails to reveal that it will live to the ripe old age enjoyed by its two sisters.

Sidney Golly.

## IN SHORT

(Continued from page 41)

Musical Entertainment Agency is four weeks at the Lookout House, Cincinnati, beginning September 8. . . . Thelma Carpenter will wind up her current tour in Omaha and then to London and Paris for some foreign dates. . . . Dolly Reckless current at the Club Norman, Toronto.

August 25 in Philadelphia. Father is singing emcee of Station KYW's *Lunchtimers* show.

A son, Jack Edward, to Mr. and Mrs. E. D. Steele August 25 in Mountain Grove, Mo. Father has the *Motordrome* on Paul's Amusement Company.

A son to Mr. and Mrs. Arky Bradford August 28 in Fargo, N. D. Father is trainmaster on the Wonder Shows of America.

A daughter to Mr. and Mrs. Robert Revolt August 21. Father is with Stenson Carnival Supplies.

## Divorces

John M. Kirkland, playwright, from Haila Stoddard, actress, September 2 in Doylestown, Pa.

### In Loving Memory of My Mother, "Mother Hunter"

PASSED AWAY SEPT. 7, 1940

Just a memory fond and true. Just a token of days gone by when we stood side by side till death parted us. Now I stand alone and miss you more and more each day.

DAUGHTER—BABE HUNTER  
SON—OREL M. KIMBLE

**HAGAN**—James P., 59, actor, playwright and screen and radio scripter, of Richmond, Va., September 1 in Cincinnati, at the home of his son, Douglas, whom he was visiting. He was best known for his play, *One Sunday Afternoon*, a Broadway hit and runner-up for the Pulitzer Prize in 1933. The play was recently made into the movie, *Strawberry Blonde*. Hagan began his writing career as a reporter in St. Louis but turned to the stage first as a juvenile actor and later as stage manager for Arthur Hopkins and for Jules J. Leventhal.



Communications to 155 No. Clark St., Chicago 1, Ill.

## Showmen Eye Ohio Cities On Tax Laws

### Munies To Cut \$ Melon

AKRON, Sept. 6.—Northern Ohio showmen, both outdoor and indoor, are wondering what Ohio municipalities will throw at them in the way of admission taxes.

Ohio, bowing to the demands of local governments, is vacating the amusement tax field October 1 and leaving the \$3,000,000 melon for the cities to whack up among themselves.

And Ohio city solicitors thruout the State are checking their books and looking with an appraising eye at the owners of theaters, ball parks, circuses, carnivals and every other form of amusement.

R. O. Perrott, chief of the State sales and excise tax division, reported that so far two cities, Jackson and Bucyrus, had given ordinances levying their own amusement taxes at least one reading.

### Much Interest Shown

In addition, he said, the division has received inquiries indicating various degrees of interest from nearly a score of other cities and villages.

The expiring State tax was a 3 per cent levy on the gross receipts of any amusement except those sponsored by schools, but Perrott said the division was suggesting eliminating all exemptions in its advice to the cities.

"Our suggestions," he wrote Lynn E. Richards, Conneaut city solicitor, "would be to follow as closely as possible the federal tax requirements. Eliminate exemptions because there is where you have the headache.

### Urges Bracket System

"If you can arrange an ordinance that would cover the taxing for admission upon a bracket system similar to what the sales tax has; that is, admissions under 9 cents, no tax; 9 to 41 cents, 1-cent tax; 41 to 70 cents, 2 cents tax; and 71 cents to \$1.08, 3 cents, it would be a similar method of calculation."

Perrott also suggested that setting up an amusement tax on this basis actually would give a city better than 3 per cent because Ohio's 3 per cent sales tax actually produces 10 per cent on a dime sale. A city might average as much as 4 per cent, he said.

## Ideal Weather Aids Va. Spots

VIRGINIA BEACH, Va., Sept. 6.—Hot, sunny weather over the Labor Day week-end was the ideal recipe for a grand rush to this resort and other near-by beach spots in Tidewater, Va. It enabled operators to end their season well in the black.

While most of the clubs and amusement parks closed after Labor Day, there is a growing tendency here to keep the wheels turning beyond the traditional closing date. Ops point out that the weather usually remains favorable thru September, and more and more spots remain open longer from year to year. At Ocean View, the entire amusement park will operate this year for an indeterminate period following the holiday.

### Poking Around in Canada—

## Success of Skating Vanities May Press Production Trend

By Pat Purcell

TORONTO, Sept. 6.—For many years the State Fair of Texas has featured a Broadway show, a name band show or *Ice Capades* in buildings, the *Ice Capades* running concurrently in the one-time rodeo arena in recent years while top tootlers blared away in the theater on the other side of the grounds.

These shows have met with financial success in Dallas in bad times as well as good, and the question has been raised many times as to why executives of other major annuals did not follow suit. They always have countered there is only one Dallas, and the success of their night grandstands and presentations was evidence that was what their people wanted.

### All Make Money

The first eight days of the Canadian National Exhibition Ole Olsen and Chic Johnson led their zanies thru their paces in the Coliseum and they rolled up a gross in excess of \$80,000. All concerned made some money, even though the profit was not sensational. It is believed that a reduced admission scale would have meant a gross of more than \$100,000, and the veterans, Olsen and Johnson, told Elwood A. Hughes, general manager, before they left for their current engagement at the Michigan State Fair they, too, would have been better satisfied to have played to capacity (8,000) houses, both artistically and financially.

Tomorrow night Harold Steinman's *Skating Vanities of 1948* will conclude a 10-night run in the Coliseum at

Exposition Provinciale, Quebec City, with a nifty \$60,000 gross assured, and Emery Boucher, general manager of the annual, not only has the profit for his org, but also the knowledge his customers were more than pleased with the spectacle.

It is entirely possible the success of these ventures will impress the managers and directors of other annuals in shaping their future policies. At such annuals as Minnesota, Wisconsin, Iowa, Illinois, Indiana, Topeka, Lincoln, Hutchinson, Oklahoma City, Birmingham and Shreveport in the Midwest, and Springfield, Brockton, Bloomsburg, Reading, Trenton, Raleigh and Charlotte in the East, the grandstand productions offered by the Barnes-Carruthers Theatrical Enterprises, Chicago, and George A. Hamid, Inc., New York, in their respective territories, have improved

(See Poking Around on page 68)

## Salt Lake Expo Feels Age; Gate For Wk. 25,000

SALT LAKE CITY, Sept. 6.—Utah Centennial will survive its remaining days until September 20, but it is dying of old age. In its 14th week, with perfect weather, it could muster only a scant estimated 25,000 for the week, and of that number less than 2,000 per day were front gate customers who paid to see the exhibits. The remainder clicked thru the turnstiles only to see the grandstand show, a Barnes-Carruthers production labeled locally, *A Trip to Wonderland*.

The B-C show skedded two weeks, met with only mild favor. It turned up with a high act missing, but was to be bolstered for the final week of the exposition. The current show suffered in comparison with Sam Snyder's *Water Follies of 1947*, which closed a sensational run, in which it built from practically nothing to sell-out houses.

## Fernandez Scouts Circus Acts Here

LOS ANGELES, Sept. 6.—E. K. Fernandez, Honolulu showman, disclosed here he will stage a large circus in the Hawaiian Islands starting in December. Following the initial engagement in Honolulu, the circus will play two months in the islands.

Fernandez said the show will open under the auspices of a local organization and will be held under canvas. He plans to use 130 round top and three 50's, eliminating two of the center poles by using a cantilever rigging. Tent will have a capacity of about 7,000.

On his present trip to the mainland, Fernandez has been scouting for circus acts to play this engagement. He leaves here September 8 with the Boris Petroff *Hollywood on Ice* show, which will open in Honolulu September 15 for 14 days under Shrine auspices.

Fair dates to be played by the Fernandez Shows, managed by Fred Crosby, include Maui, October 9-12; Hilo, October 16-30, under the aus-

## Carroll's Spot In New Record

Perfect weather helps Mass. funspot set new attendance and gross marks

AGAWAM, Mass., Sept. 6.—Edward J. Carroll's Riverside Park here set an all-time record for attendance and grosses during the holiday week-end. Favored with perfect weather and several promotions, the midway was jammed day and night for the three days. Carroll reported the gross up 35 per cent over 1946, and while there is no actual check on attendance (Riverside has no pay gate), conservative estimates run to between 60,000 and 70,000 for the week-end.

The Sunday matinee gave the park the greatest crowd in its history. The two-day national outboard racing championships, with ideal weather prevailing, and with coverage in all New England and metropolitan New York papers helped bring the customers. Added attractions included three acts, namely, Sharkey, the seal; Louis and Oliver Sisters and the Great Eugene. Fireworks were used Labor Day night.

Park's midway is scheduled to close Sunday night (7), winding up a great season. Off to a slow start in April and May because of bad weather, business picked up strong and will finish in grand style, bringing the total seasonal business over 1946 figures. The bowling alleys, roller rink and Parkview Restaurant will be kept open the year round.

## Jersey Concess Ops Enjoy Big Season

ASBURY PARK, N. J., Sept. 6.—Concessionaires at Jersey Shore spots are baling up this week the last major take of what many admit was the finest season in history. While per capita spending was down, due perhaps to the absence of lush war-time dough, larger crowds accounted for heavier grosses.

Unfavorable weather during the early part of the season was supplanted last month by a series of heat waves, which along with accompanying humidity, were ideal to send hordes of people to the shore. Most operators of the larger hotels said that business this year was far greater than any pre-war season.

## Cyse O'Dell, High Wire, Suffers Back Injury

KANSAS CITY, Mo., Sept. 6.—Cyse O'Dell, high wire worker who appears as LaDell, Queen of the Air, was reported to have suffered a back injury while playing a date at Lebanon, Kan., according to Milo Finley, who heads the fair department of the McConkey Agency here. Finley said Miss O'Dell was scheduled to play the fair at Beloit, Kan., September 3-5, but had to cancel because of the injury.

Acts at the Beloit show included Joe Page, novelty teeterboarder and roper; Glenn Cargile, ventriloquist, and Jean Roberts, specialty dancer who headed the line of girls.

pices of the American Legion, and Kauai, November 8-11. The Kauai fair is the first since 1941.

The *Hollywood on Ice* show has a cast of 50 people and uses a tank 44 by 62 feet. Show will return to the mainland in time for dates in the Northwest.

## Peoria Outlets Air Fund-Raiser For Amuse. Center

PEORIA, Ill., Sept. 6.—A campaign to help finance the building of Exposition Gardens, a proposed major center for entertainment, sports, industrial and agricultural activities here, was given a boost recently when Peoria radio stations pooled facilities for an hour-long outdoor broadcast. Participating stations were WEEK, WMBD, WMMJ and WWXL here and WSIV in Pekin.

Talent included Herman Hampy, Pepper Hawthorne, Walt Williams, Bill Barker and Martin Bouhan, of WEEK; Ozzie Osborne and his ork, the Ray Sisters, Mary Jane and Bob Careleton, of WMBD; the Kings of Harmony, Joan Dietrick, Cary Roberts and Berne Enterline, of WMMJ; Jan Mohr, Chuck McBride, Dick Weber and Myles Foland, of WWXL. Mayor Carl O. Triebel was a special guest. Show was written by Charles Barnhart, of WMBD, and directed by Charles Cremeens, WWXL.

## Driver, Electrician Killed at Ord, Neb.

ORD, Neb., Sept. 6.—Two fatalities were recorded at the Loup Valley County Fair here.

Waldo Barnett, 42, auto race driver, was fatally injured in one of the races, and James Kinney, 42, Omaha, was electrocuted when he came in contact with a high tension wire while working on a Ferris Wheel.

# IT WAS A GLORIOUS HOLIDAY

## Pickets Resume Palisades Pacing

NEW YORK, Sept. 6.—Picketing of Palisades Amusement Park, Cliffside, N. J., was resumed Sunday (31) by a large group of persons, backed by the Committee of Racial Equality and the New Jersey CIO Anti-Discrimination Committee, protesting against the park management's refusal to admit Negroes to the park's pool, which is operated as a club.

Cliffside police placed the demonstrators on busses bound for New York, but the pickets returned and 20 were arrested on charges of disorderly conduct. Nine other demonstrators were arrested by New York police for demonstrating at the New York entrance to the 125th Street ferry, which serves the park. All but four of those arrested at the park were released on bail.

On Thursday (4) five men and two women were brought before Police Recorder I. W. Aronsohn, of Fort Lee, N. J., who imposed fines of \$25 each on the men and \$10 each on the women, but said the defendants could appeal the decision.

Recently a suit for \$270,000 damages against the owners of the park was filed in the Newark Federal District Court by 10 persons arrested for similar demonstrations at the park.

## Celoron Holiday Biz Tops 1946

JAMESTOWN, N. Y., Sept. 6.—Business at Celoron Park here, owned by Harry A. Illions, for Labor Day and the two days preceding the holiday, was better this year than a year ago, despite the fact the park was rained out Saturday night (30), at 8:30 p.m. Weather Sunday (31) and Labor Day, however, was ideal and the crowds big.

Celoron was host to national Wheaties Day Sunday and over 25,000 persons were on the grounds. Monday was tabbed Union Day at the park and members of 56 unions in the Jamestown area were on hand, in addition to other persons. Day's attendance was placed at 20,000. The three-day attendance figure was placed at around 50,000 by Illions, who said: "Labor Day this year was better than last and the week-end also topped a year ago. I believe our figures this year will be as good as they were last year, if not better."

Speakers at the park Labor Day were Russell Nixon, representative of the UEW; Robert Schrank, president of the New York State Council of Machinists, and Raymond Erickson, president of the Jamestown Labor Council.

## New Dade County, Fla., Funspot Nears Completion

MIAMI, Sept. 6.—Dade County's new \$6,000,000 Rickenbacker causeway and \$11,000,000 Crandon Park will be opened officially November 9 with the three-day Tequesta Festival. Park embraces more than two miles of ocean bathing beach and 1,600 acres of landscaped picnic and recreation grounds.

A. D. Barnes, superintendent of Dade County Parks, estimates the park will accommodate 150,000 persons at a single splashing-sunning. Concessions will be operated by the Dade County Parks Department.

## Portland Biz For Holiday Best in Years

### Spots Get Weather Break

PORTLAND, Ore., Sept. 6.—The three parks in the Portland area had the best Labor Day business in three years. The weather, which had gone against the parks all summer with only four previous dry Sundays during the season, came thru with a hot sunny day.

Picnics proved to be the big factor that carried the parks thru the three-day holiday. An estimated 2,000 picnickers flocked to Jantzen Beach Labor Day, said General Manager Roy Carpenter. He attributed the heavy attendance also to the free fireworks display and to motorcycle racing. Swimming business also was heavy at Jantzen, about 3,000 buying tickets Labor Day. The Dipper and the Buzzer continued to be the big drawing cards among the rides at the beach.

All three parks, however, reported the season to be off about 25 per cent from a year ago, owing to the weather breaks.

### To Operate Week-Ends

Jantzen will continue operations week-ends as long as the weather justifies, Carpenter said, and midget racing will continue Thursdays and motorcycle racing Tuesdays for a brief time.

At the Oaks, General Manager Robert E. Bollinger estimated 5,000 picnickers Sunday and 4,000 Labor Day. Operations will continue daily



E. E. FOEHL, manager of Philadelphia's Willow Grove Park, congratulates Arthur Schofield (right), promotion manager of KYW, Philadelphia, on the success of the radio station's third annual outing which attracted thousands of listeners to the park recently. Schofield is holding one of the 500 prizes distributed to those attending the outing.

for as long as weather warrants. Bollinger sent five rides to Salem for the Oregon State Fair, which opened Labor Day for one week and has 10 rides at Puyallup, Wash., for the fair opening Saturday (13). This will leave nine rides at the Oaks.

### Blue Lake Doubles

At Blue Lake Park, Manager-Owner N. B. Welsh reported a Labor Day gate of 3,000, twice the attendance of a year ago, when rain hit the business hard. Park will remain open until Sunday (14), with some curtailment of staff. No more orchestras. (See Portland Holiday Biz, page 49)

## Sitting 'Round the Table

*(Editor's Note: The discussion on a free and pay gate continues but is about running out. If you haven't voiced your opinion on this subject as yet you better do it right away because we are about to start a new question. This one is, "Do You Believe the Expense of a First Aid Department in Your Park Is Financially Worthwhile?" This is an important question for all park owners and operators to discuss and we ask you to send in your views to The Outdoor Editor, The Billboard, 155 North Clark Street, Chicago 1, Ill., and they will be printed here. Let's have your views on the new subject now. In the meantime, we continue with the pay-free gate question.)*

### Free To Get In

At Glen Echo Park we have a free gate as there are no free acts, fireworks, etc. My theory is it doesn't cost anything to enter but in terms of aggregate spending it costs an average of \$8 per person to get out.—LEONARD B. SCHLOSS, vice-president and general manager, Glen Echo Park, Md.

### Likes Free Gate

I do not favor any gate charge to my park, in fact, I am sure that if I wanted to lose half my business all I would have to do would be to put a charge on the entrance. Why charge or try to charge your customer to come in and look at what you have to sell.—W. T. WILLIAMS, Stony Point Park, Watertown, S. D.

### A Vote for Pay

By all means a pay gate should be used in all parks. I am not in that branch of show business, but from my 25 years in show business, both indoor and outdoor, I say emphatically a pay gate.

First it keeps an element out of

your park that are troublemakers and secondly, if a person can't afford a small fee to enter a park then what good are they to the operator or concessionaire? A pay gate helps the operator provide a good free act or band concert for the patrons.

Carnivals now use a pay gate so why not parks?—HARRY GOLDMAN.

### Tried Both Ways

We have tried both ways and have found that by having a free gate we get more people into the park and our concessions make more money.—F. J. KOBES, manager, Tuxedo Park, Crete, Neb.

### Another Pay Vote

I believe in a pay gate. The admission should be according to the attraction offered. I believe as Mr. Bok, of the Bok tower in Florida, that anything can be given away free and anything without an admission charge is not appreciated by the public.—CLARENCE BIGELOW, owner of Bigelow Field and Stadium, Grand Rapids, Mich.

## Funspots Set New Counts

### New York's Coney Island sets pace in attendance figures—West holds own

By Hank Hurley

CHICAGO, Sept. 6.—Amusement parks thruout the country, for the most part, enjoyed a highly profitable Labor Day week-end, many beating last year's attendance marks, which, in some cases, was a delightful surprise. True, there were some parks that lagged in attendance this year, as compared to last, but these were in the minority and as a whole, operators and owners were well satisfied with the holiday take.

As usual, the Eastern spots—Coney Island and Rockaway Beach, to mention only two—set the attendance pace. Coney Island got a running start on its holiday week-end, getting a bigger than usual crowd starting August 29, due, mainly to the fact New York was host to the national American Legion convention. Saturday was big, sure enough, but along came Sunday with an attendance of near one million and as if that wasn't enough, the throng Labor Day hit 1,100,000, biggest Labor Day turnout in the resort's history.

### Others Keep Pace

Most other Eastern spots kept pace in that crowds were larger than a year ago and grosses up over '46. There were some dissenters, however. For instance, Harry Della Russo, president of Revere Beach, Revere, Mass., said total attendance at his spot for the three days was an estimated 850,000, with 350,000 of those coming Labor Day. "Business was off 10 per cent compared to last year," he wired. Another dissenter, from the attendance standpoint, was David W. Price, manager of Gwynne Oak Park, Baltimore. He reported his Labor Day crowd wasn't as big as last year, but, he added, "more money was spent."

At Riverside Park, Agawam, Mass., Owner Edward J. Carroll announced an all-time record for attendance and grosses was chalked up during the holiday week-end. "Favored by perfect weather and several promotions, our midway was jammed day and night over the long week-end," Carroll wired *The Billboard*. He said the gross was up 35 per cent over a year ago, "and while no gate permits an attendance check, conservative estimates run between 60,000 and 70,000 over the week-end."

Harry A. Illions, owner-manager of Celoron Park, Jamestown, N. Y., came thru with raves over business at his spot over the holiday week-end. Illions had two special days—National Wheaties Day Sunday (31), and Union Day on Labor Day—and that helped swell his attendance.

### Schloss' Biz Up

Leonard B. Schloss, Glen Echo Park, Glen Echo, Md., reported business 14 per cent ahead of last year, which was a great wind-up to the spot's season. N. S. Alexander, Woodside Park, Philadelphia, said his week-end business about equaled last year; Richard Guinan, Lake-wood Park, Mahanoy, Pa., called it the biggest Labor Day week-end in the park's history; A. B. McSwigan reported his Kennywood Park topped

(See Funspots' Chalk on page 50)



# PENNSY SPOTS TUCK IT AWAY

## '47 Biz Tops Last Year's Record Marks

### Spangler Elected Assn. Prez

HERSHEY, Pa., Sept. 6.—More than 100 members and guests of the Pennsylvania Parks Association rejoiced here Thursday (4) at their annual meeting, happy in the knowledge that most operators had tucked away another lucrative season. With few exceptions operators reported business on a par with, and in some instances as much as 30 per cent ahead, of the all-time records set last year. July and August accounted for the bulk of the gross and the terrific business done during these two months was large enough to wipe out the mediocre play experienced by many parks during the early season. Representatives of other sections reported equally good seasons.

R. M. Spangler, owner-operator of Rolling Green Park, Sunbury, was elected president. He succeeds J. B. Sollenberger, manager of Hershey Park. E. E. Freeland, of Conneaut Lake Park, was elected vice-president. Charles L. (Chuck) Beares Jr., of West View Park, Pittsburgh, was re-elected secretary-treasurer.

### Plarr on Board

Elected to the board of directors for one-year terms were Robert L. Plarr, of Dorney Park, Allentown; N. S. Alexander, of Woodside Park, Philadelphia, and R. L. Spangler and E. E. Freeland.

The business session followed a luncheon at the Hershey Country Club. A. B. McSwigan, president of the National Association of Amusement Parks, Pools and Beaches, (NAAPPB) said several good years for parks were in the offing.

Paul Huedepohl, secretary of the national body, reported that exhibit space for the annual trade show was sold out. He urged member parkmen to solicit other operators within the State to join the national group. John L. Campbell, insurance consultant, stumped for a concerted effort to boost membership.

### Emblem and Slogan

It was decided to adopt an emblem and a slogan for use by members beginning next season. The movement was instigated by Spangler, who submitted numerous tentative designs.

Only a few were able to go on a scheduled tour of the community, because the luncheon and business meeting did not wind up until late afternoon.

A dinner dance was held in the Hotel Hershey, convention headquarters. Speakers included Charles F. Ziegler, president of Hershey Estates, operators of Hershey Park and numerous other enterprises; Henry Bowen, Whalom Park, Fitchburg, Mass., a member of the board of directors of the NAAPPB; Dave Perry, secretary to the governor; Ernest G. Rossi, humorist and Elmer Foehl, Willow Grove Park.

The next meeting will be held at Rolling Green Park, September 9, 1948.

### Members Present

Many of the members attended Hershey Park Wednesday night (3). Attending members and guests included: Mr. and Mrs. R. M. Spangler and daughter, Rita, Rolling Green, Sunbury; Mrs. Nellie Barr and Mr. and Mrs. John D. Cannon, Sans Souci. (See Pa. Spots Garner, opposite page)

### Strolling Thru the Park:

## If You Visit Arnold Gurtler You'll Be Invited to 'G' Room

When Arnold Gurtler, owner of Elitch Gardens, Denver, was in the hospital last spring, his two sons, Jack and Bud, figured he ought to have a spot, a sort of private recreation room, where he could take his visiting friends for an uninterrupted conversation and some refreshments. So they fixed such a spot for him and named it the "G" Room. Gurtler's health is improved and altho he says he's taking things easy, he still is plenty active around Elitch Gardens.

T. A. Fuzzell, formerly owner of Fuzzell's United Shows and now proprietor of Fair Park in Little Rock, reports business at his spot is 20 per cent ahead of last year. He says weather, for the most part, has been ideal all season. Fuzzell says his Century Flyer continues to top all rides and he plans on adding more rides next season.

W. W. Morrison, owner of Doling Park, Springfield, Mo., made a hurried trip to Kansas City recently to meet his wife who was returning from a trip to California. En route, he took time out to visit his uncle and aunt, Bob and Kate Ingersoll, owners of Lake Contrary Park in St. Joseph, Mo.

Joe Malck, owner of P & E Park in Omaha, reports his ballroom has been operating to capacity crowds this season.

Bob Freed and Ranch Kimball, who lease Lagoon Park in Salt Lake City from Julien Bamberger, are making many improvements in the spot. They have put new fronts on nearly every concession building, rebuilt a number of stands and have instituted an ambitious program of landscaping. Julien Bamberger still operates the Coaster and has remodeled the cars and entrance. In addition to operating

Lagoon Park, Reed and Kimball also operate the Century Flyer and the concessions at Hotel Zoo on the edge of Salt Lake City.

Eldo Benit of Arnolds Park, Ia., has purchased a Century Flyer and will install more than 2,000 feet of track and many scenic attractions.

Lincoln Park, North Dartmouth, Mass., was the scene of part of the festivities staged August 20 honoring Joe Martin, Speaker of the House of Representatives, and second in line for the Presidency. Group including many of New England's best known public figures, consumed 1,500 lobsters and 70 bushels of clams, prepared and served under the direction of Manager John Collins, Roland Gamache and Paul Haney, of the park.

Jones Beach, Long Island's swanky, State-operated resort, was given nearly a full-page spread of photos and text in *The New York Sun* August 16, and a flattering editorial, with a plug for Robert Moses, head of the Long Island State Park Commission, in *The Long Island Press* August 18.

Harry A. Browne, superintendent of Edgewater Park, Detroit, was the subject of a recent human interest story by George W. Stark, *Detroit News* columnist. Stark described Browne's career in the park business and also interviewed Charles S. Rose, park owner.

R. M. Spangler has taken a set of movies of his Rolling Green Park at Sunbury, Pa., to show at the NAAPPB convention in Chicago in December.

Bill Schmidt, of Riverview Park, Chicago, is back in the Windy City after a business trip to Cincinnati, New York, Toronto and other points.

## Coney Island, New York

By UNO

Labor Day three-day week-ender, topped by a legionnaires night August 29, really made it, four days of big holiday business all wrapped up in ideal weather to give concessionaires just another lucky break financially in the 1947 season and just a few days ahead of a potentially lucrative Mardi Gras week.

Selected at random from among a Boardwalk throng by C. J. Hilbert, carnival company prexy, for queen of the Mardi Gras was Dorothy Dunne, a blond Brooklynite. This procedure was proposed by the carnie committee as a novelty stunt. Assistant to Grand Marshal I. H. Klein is Charles Marowitz, whom Coney friends called "The Governor of the Island."

Connie Boyle, who started on the Island last year doing business via a large parking lot (150 capacity) opposite the old Culver (now trolley) Depot, has, this year, taken over the bar and grill in Stubbmann's Hotel on the other end of the block. Boyle formerly operated the Bell Buoy on the Boardwalk and another bar in Brooklyn. Ken Schwint manages the lot and Dad Fred Schwint,

the Stubbmann bar, where assistant drink dispensers are John Schwint Jr., brother of Ken; Jack Walker and Al Lake. Frank McCann, old-timer in the culinary art, supervises the Stubbman grill for Boyle.

Jean Gordon, an Islander for many years, continues to cater to kiddies at her Scooter Speedway on Surf. Sister Mazie, who dilates about Manhattan's Bowery over WOR, is a week-end assistant cashier and manager. Elizabeth Phillips is another cashier. Ticket sellers are Ralph Polette, Giuseppe Christanza and Giuseppe O'Neill.

### Arcade Ops Organize

Shorts: Organization has been formed by all local Arcade ops and owners. Officers are Sam Holtzman, president; Louis Fox, vice-president, and Bernard Katz, treasurer. . . . Harold Kirsch, nephew of the eatery Kirschs, and Ruth Abrams have a date with the minister November 4. . . . Featured among Lane's Irish House singing waiters is Joe Morris, 68, who sang in Perry's Glass Pavilion 49 years ago, and has been in (See Coney Island on page 77)

## Good Weather Gives Eastern Spots Big Wk.

### Coney Island Sets Record

NEW YORK, Sept. 6.—Beach resorts and amusement parks in the New York area are getting ready to shutter for the season after one of the biggest Labor Day week-ends in history. Ideal weather brought peak attendances and business to practically all outdoor spots within commuting distance of New York.

Coney Island drew a bigger than usual crowd Friday, August 29, which was set aside as American Legion Day. Surf Avenue, the Bowery and other streets were decked out in flags, Legion banners and all the pennants and streamers which will serve for next week's Mardi Gras celebration. At night the crowd also was given a preview of the elaborate lighting display on Surf Avenue and the Bowery for the season's finale, and a special fireworks display was presented off the Boardwalk. While only a comparatively small number of Legionnaires turned out, the Boardwalk and amusement area were crowded and business good.

### Labor Day Sets Record

Coney Island really hit its stride Saturday, August 30, with a big turnout, which slightly upped Sunday, with a crowd of 1,000,000, which in turn was topped by the Labor Day attendance of 1,100,000, biggest Labor Day turnout in the resort's history.

Rockaway Beach drew a total attendance of 2,050,000 for the three-day week-end, with 800,000 visitors Sunday and 650,000 Labor Day. At both Coney Island and Rockaway a much larger than usual proportion of the crowds actually went in bathing and patronized rides, attractions and concessions. Estimates of Labor Day attendance at Rockaway appear on the conservative side as parking space, which is plentiful, was at a premium long before noon and all the better eateries were jammed before 11 a.m.

Rockaway's Playland and Dramboun's Seaside Park played to good business Sunday and Monday but found things slow Friday and Saturday. According to the Rockaway Beach Chamber of Commerce, total attendance for the season, thru Labor Day, was 37,470,000, more than 1,000,000 above the record season high of 1944. Jacob Riis Park, adjoining Rockaway Park, drew 50,000 bathers Labor Day, with its big (pay) auto park well filled before noon.

### N. J. Spots Do Okay

Over on the New Jersey side of the Hudson, Palisades at Cliffside, and Olympic Park, Irvington, both drew satisfactory crowds Friday, Saturday and Sunday, topped by exceedingly large crowds Labor Day (1). Olympic Park, in addition to its regular free circus and band concerts, presented a fireworks display which held the crowd until near midnight. Palisades offered its usual free show, featuring the Zacchini human cannon ball act, and dancing.

Jones Beach, on Long Island, reported attendance of 84,000 Sunday and 67,000 Monday, while figures for Orchard Beach, in the Bronx, were (See East Gets Dough, opposite page)

## Holiday Crowd At Fairyland Best in 21 Yrs.

KANSAS CITY, Mo., Sept. 6.—Fairyland Park here wound up its 1947 season with the biggest Labor Day crowd in its history to finish the season with an "exceptionally good summer" in spite of devastating fire, Harry Duncan, manager, reported.

Estimating the Labor Day turnout at nearly 25,000 persons, Duncan said it was the biggest Labor Day he had seen in nearly 21 years' association with the park, owned by Mario Brancato.

"In spite of the fire which knocked out our swim pool and part of our dance hall for the entire season and the Roller Coaster, beer garden and shooting gallery for several weeks, we have no kicks," Duncan said.

C. G. Laube, of B. & L. Concessions, which operates the beer garden, cafeteria and other concessions at the park, confirmed this view and reported the big Labor Day crowd also was a free spending crowd. He estimated it was at least triple last year's crowd when bad weather marred the holiday.

"It was a pretty fair season for us altho we did have our beer garden out for nearly six weeks while we built a new building after the fire," Laube said. He also reported a good season at Wildwood Lakes Park which he and George Bush operate here, but he said they plan to keep their park open until October 10 to catch picnics which were postponed because of the long heat wave this summer.

Brancato, Fairyland owner, announced he will leave this week-end for a tour of swim pools and amusement parks thru the Midwest and East seeking ideas to use in rebuilding his pool and dance hall. He said he expects to spend between \$80,000 and \$100,000 in restoring the dance pavilion and the pool for next season. He plans to be gone four or five weeks, then start rebuilding as soon as he returns.

## Rockaway Playland Extends Its Season With Special Events

NEW YORK, Sept. 6.—Rockaway's Playland is running two full weeks of post-season special events, to end next Saturday (13). Festivities started off Monday (1) night with a Sweater Girl contest, with close to 5,000 sweater fans in the park. Tuesday (2) was Police Athletic League Day, with 2,100 boys and girls in attendance as guests of Owner A. Joseph Geist. An early evening fire on the Long Island Railroad trestle Tuesday (2) disrupted rail service to Rockaway Beach and caused a general tie-up of all traffic to and from the resort for several hours, which cut attendance at Playland for Tuesday night's finals in the Sweater Girl contest.

Wednesday night's feature was a fireworks display sponsored by Pepsi-Cola; Thursday's, Square Dancing; Friday's, Barber Shop Quartet Contest, and Saturday's, Cavalcade of Clowns.

Program for the final week offers: Treasure Hunt, Monday and Tuesday nights; Pepsi-Cola fireworks display, Wednesday Night; Square Dancing, Thursday; Barber Shop Quartets, Friday, and Street Masquerades, Saturday.

The Rob Cimse Company, aerial thrill act, is the free attraction for the two final weeks.

## Riverview Notes

By Hank Hurley

CHICAGO, Sept. 6.—With the schools starting this week, afternoon business dropped at Riverview and the concessionaires had plenty of time to sit around and talk about their plans for the future after the spot closes for the season Sunday (7).

Here's a run down on the plans of some of the boys and gals: Fred Schoenfeld, who works a penny pitch, plans to take to the road for various fairs. . . . Hi and Margaret Prill, duck hoop-la and guess your weight, respectively, will head for the fair at Birmingham. . . . Agnes Burke, guess your weight, will go first to the Springfield, Mass., Fair and will make others. . . . Dave Ferguson, of the pitch game, says he'll stick around Chicago for a spell with his immediate plans indefinite. . . . Tony Frazier and Bill Runge, balloon game, plan to make the Memphis annual first on their list. . . . Ben Wolfson, also of the balloon game, has his itinerary all set. First he'll make the Memphis and Birmingham fairs and then winter in Tampa and Miami. His wife, Rae, will accompany him.

Eastern fairs are on the docket for Mr. and Mrs. Jack Davis, who work the Motordrome and guess your age here. Jack says he has Allentown, York, Reading and Bloomsburg, Pa.; Trenton, N. J., and Danbury, Conn., on the list so far. . . . The Davises will be accompanied on the Eastern fair jaunt by George Haley, talker at the Motordrome here. But Johnny Peluso plans to head for his home in Wichita, Kan. . . . Mrs. C. Meyers, fishpond, says she and her husband will take a vacation but doesn't know exactly where they'll go. . . . Gloria May, coke bottle game, had planned to take to the road but has been advised by her physician that she should undergo an operation. So Gloria will stay in the Windy City and undergo the knife.

## PA. SPOTS GARNER MOOLA

(Continued from opposite page)

Wilkes-Barre; Mr. and Mrs. J. B. Sollenberger, C. F. Ziegler, George Bartels, Floyd Whistler and Lloyd Blinco, Hershey Park; Mr. and Mrs. Orlo Jenkinson, Point Pleasant, N. J.; John V. Gibney and John A. Smith, Lenape Park, West Chester; H. C. Bultin and son, Globe Ticket Co.; R. W. Marquet, Philadelphia Tobacco Co.; Mr. and Mrs. Theo W. Gibbs, Mr. and Mrs. Edgar B. Gibbs and E. Pierson, Clementon Lake (N. J.) Park; Mr. and Mrs. William de L'horbe, National Amusement Device Co.; David W. Price and Rudolph Poth, Gwyn Oak Park, Baltimore; Joseph L. Barnes, Willow Grove; Mr. and Mrs. Noel F. Jaunatta, Philadelphia Toboggan Co.; Richard and Larry Guinan and Leo Smith, Lakewood Park, Mahanoy City.

Mr. and Mrs. H. D. Stover, G. J. Birchan and Taylor E. Wynn, Willow Mill, Mechanicsburg; O. N. Horton, Mr. and Mrs. D. F. Newman, Harry Kodinsky and Mr. and Mrs. H. A. Bergstrom, West View, Pittsburgh; Mr. and Mrs. William Miron, Mr. and Mrs. James Miller, Evelyn Walsh, Ruth Calvin, James Donavan, J. S. and Lottie V. Hart, Roseland Park, Canandaigua, N. Y.; C. C. McDonald and Victor Barnhart, Idlewild, Ligonier; Alice R. Ridyard and Dorothy Gerhart, Philadelphia Toboggan Co.; N. S. Alexander and Elmer F. Strunk, Woodside Park, Philadelphia; John L. Campbell, Baltimore; Raymond Lusse, Lusse Brothers; Jim McHugh, The Billboard; Henry G. Bowen, Whalom Park, Fitchburg, Mass.; Mr. and Mrs. Paul Huedepohl, Chicago; Mr. and Mrs. W. St. C. Jones, William Berry Co., Boston; Mr. and Mrs. Harry A. Ackley, Sewickley; E. E. Chambers, Beaver Falls; Mr. and Mrs. Herb Schmeck, Philadelphia Toboggan Co.; Mr. and Mrs. A. B. McSwigan, Kennywood, Pittsburgh; F. W. A. Moeller, Waldameer Beach, Erie; E. E. Fochl, Willow Grove, Philadelphia; E. E. Freeland, Conneaut Lake; John P. Hickey, West View, Pittsburgh; Joseph Corrado, Oakland Beach, N. J.; R. N. Anderson, Glen Echo; C. F. Bearson Jr., Conneaut Lake; Tom and Thelma Brownlee, Rocky Glen; John Collins and Harry Price, Lincoln Park, North Dartmouth, Mass.

## EAST GETS DOUGH

(Continued from opposite page)

53,000 Sunday and 45,000 Monday. Palisades shutters for the season Sunday (7), while Olympic Park and Rockaway's Playland remain open an additional week. Coney Island is holding its Mardi Gras closing festivities this week (8-14) and ride operators and concessionaires will continue to operate week-ends so long as weather permits.

## Weather Again Hits Riverview On Labor Day

CHICAGO, Sept. 6.—For the second successive year the weather failed to co-operate on Labor Day and as a result attendance at Riverview wasn't up to expectations. Attendance this year was 30,000, which was better than the 28,000 a year ago, but was far from satisfactory. A year ago unseasonably cold weather held down the crowd and this year rain in the afternoon hurt. Night attendance, officials said, was okay but the afternoon attendance, due to the rain, was way off.

Altho the park doesn't close for the season until tomorrow night, when the Mardi Gras officially ends, Riverview officials said attendance this year was off about 6 per cent compared to last. They figure this is very good in the light of things.

"Many park owners felt tough times were closing in because attendance at their parks this year didn't keep up with last year and the war years," one said. "We don't feel that way. Nobody expected to do the business this year that we did in wartime and the fact our attendance was down only 6 per cent over a year ago speaks well, I believe," the Riverview official said.

As late as August 24, attendance was off 10 per cent at Riverview, but in the last weeks, with cooler weather, it picked up noticeably and climbed to a point only 6 per cent off. If weather is favorable today and Sunday it is not unreasonable that the park may even last year's attendance figures or at least climb to 4 per cent off instead of 6.

Larry Stone, of Paragon Park, Boston, was in New York Wednesday (3) to look over parks in the metropolitan area including Palisades (N. J.) Amusement Park, and Olympic Park, Irvington, N. J.

## Portland Holiday Biz Best in Years

(Continued from page 47)

tras will be engaged this season for dancing, Welsh said.

The season, however, was the poorest of the 13 years Welsh has operated the park, a fact he attributed to the unfavorable weather. Attendance has been about 112,000, compared with 143,000 last year. May was off about 8 per cent, then business fell off 20 per cent for the rest of the season. Per capita spending has been less, too, Welsh said. Welsh says another factor in the slump has been lack of his personal contact in soliciting picnics, he relying on bus and signboard advertising.

Dancing has been a headache all season, Welsh continued, due partly to less spending money in the hands of the younger set and to the higher cost of music. He said orchestras cost more than during the war period, a fact that may induce him to rely entirely on recorded music next season.

### Kids May Be Free

Welsh said he is considering admitting children under 12 free next season. Gate charge this year was 35 cents for adults, 20 cents for children, with swimming free. He explained that the park operates under unusual conditions leading to no charge for swimming. Boardwalk on piling incloses 58,000 square feet of swimming area, which is chlorinated and patrolled by life guards. Were a fee required for swimming, bathers would turn to the outside, unpatrolled areas, with accidents that would reflect on the good name of the park without the park being responsible for their safety. Welsh believes he has a unique operation in that he chlorinates a fresh water lake for the benefit of bathers using only a section of it.

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# Funspots Chalk New Marks Over Labor Day Week-End

(Continued from page 47)

Labor Day of '46, with receipts up 16 per cent over a year ago.

Idlewild Park, Ligonier, Pa., drew nearly 30,000 people over the Labor Day week-end. About 12,000 turned out Monday to form the largest crowd. Sunday drew about 9,000 while nearly 4,000 attended Saturday. Those were just a few of the Eastern funspots reporting better 1946 Labor Day marks.

From parks reporting in the Midwest the story was the same, one of record bettering and business being on the up over 1946 Labor Day marks. Probably the most glowing report came from Ed Schott, owner of Coney Island, Cincinnati. In part, Schott wired: "Attendance Saturday, Sunday and Monday was 77,864, with Monday's attendance at 21,946, an increase of 16.4 per cent over a year ago." Schott also said the Sunday before Labor Day was the largest in the park's history with attendance clocked at 36,000.

### Chi Riverview Up

Riverview Park, Chicago, came up with only 30,000 Labor Day, G. G. Botts, comptroller and secretary, reported. Rain in the afternoon held down the daytime crowd. It cleared at night, however, and attendance was good. The small afternoon crowd, however, accounted for the slim 30,000. This marks the second successive year that the Chicago amusement center has been hit by weather on Labor Day. Last year unseasonably cold weather held the crowd to 28,000.

The one real "blue" note from the Midwest came from Jack Dickstein, Edgewater Park, Detroit, who wired that his spot was rained out Saturday and Monday. Sunday's attendance was only fair, he said.

### No Definite Pattern

Reports from the South didn't follow a definite pattern, some spots reporting larger crowds than a year ago, others saying it was about even with '46 and still others telling of lower attendance and gross figures. In several spots the low attendance was accounted for by rain. Frank D. Shean, Casino Park, Virginia Beach, Va., wired: "Weather perfect Labor Day, business off 40 per cent in receipts of last year in bad weather. Plenty of people but less spending."

As if to balance that account, W. H. Hitzelberger, State Fair Park, Dallas, reported an attendance of 75,000 for the three days, 50,000 of which came on Labor Day. Hitzelberger said figures represented an increase of 30 per cent over last year.

### West Holds Own

In the West, most reports showed business and attendance about the same as a year ago. Extreme heat in at least one California sector was given as the reason for no up in figures this year as compared with last.

Two spots in Canada, Belmont Park in Montreal, and Happyland, in Vancouver, B. C., reported good business, with Rex D. Billings, Belmont Park, reporting this year topped 1946, despite some threatening weather. Marion Ross, manager at Happyland, said it was the biggest year at the spot in history.

Here are quotes on the Labor Day week-end business as reported by the various amusement parks and received in the Chicago office of *The Billboard* in time for publication:

### East

**CARLINS PARK**, Baltimore, Marlon Berry, manager: "Thirty-five acres of amusements crowded to capacity. . . . 25 per cent over last year for Labor Day week-end. . . . Four free attractions including television show. . . . Weather ideal, with spending off 30 per cent on concessions, rides and speed derby. . . . Increase on food, drinks and swim pool."  
**ROLLING GREEN PARK**, Sunbury, Pa., R.

M. Spangler, owner: "Labor Day week-end 75 per cent better than '46. . . . Rain Saturday, with ideal weather Sunday and Monday. . . . Saturday attendance, 2,000; Sunday, 18,000; Monday, 14,000. Season's business off about 15 per cent from '46. . . . August weather helped pull gross up. . . . Open week-ends in September."

**CAMDEN PARK**, Huntington, W. Va., H. J. Malloy: "Combined attendance Labor Day week-end, 25,000. . . . Labor Day attendance, 13,000. . . . Gross up 25 per cent over '46. . . . Weather clear and hot. . . . Special events included Huntington Junior Chamber of Commerce's Annual Turtle Derby and fireworks."

**MARSHALL HALL PARK**, Washington, A. C. Addison, manager: "Saturday business 50 per cent better than last year. . . . Sunday 20 per cent ahead and Monday 10 per cent. . . . Boat passengers 25 per cent better than last year. . . . Tournament day crowd biggest year. . . . Season's ending about eight per cent below last year."

**HERSHEY PARK**, Hershey, Pa., J. B. Soltenberger, manager: "Labor Day week-end well over last year. . . . Receipts up 10 per cent for week-end. . . . Business for entire season nearly 10 per cent increase over last year."

**WILLOW MILLS PARK**, Mechanicsburg, Pa., Harry D. Stoner, manager: "Saturday, Sunday and Monday, 12,000 persons, with 3,000 Labor Day. . . . Figures 200 per cent ahead of last year, due to Dixie Blandy on flag pole for 72d continuous day."

**WALDAMFER PARK**, Erie, Pa.: "Receipts for Labor Day up 5 per cent. . . . Business over week-end very good. . . . Would estimate Labor Day crowd at about 20,000."

**FORREST PARK**, Chalfont, Pa., Richard F. Lusse, manager: "Labor Day week was satisfactory with approximate attendance for three days being 11,000. . . . Labor Day itself never very large with us. . . . Our big day was our final picnic with 30,000 people, the biggest day in the park's history. . . . More than 5,000 cars were reported in addition to large train movements. . . . Season as a whole 30 per cent over 1946."

**SALISBURY BEACH PARK**, Salisbury Beach, Mass.: "Not possible to report attendance figures, however, because of excellent weather, attendance on Saturday, Sunday and Monday comparable with same period a year ago. . . . Spending slightly less than last year."

**LAKE COMPOUNCE PARK**, Bristol, Conn., Julian Norton, manager: "Business Labor Day week-end excellent. . . . Saturday and Monday about the same as last year. . . . Sunday, however, 37 per cent better. . . . Tex Beneke band featured Sunday night in repeat engagement, and drew 2,100 at \$1.80. . . . Free concert Sunday afternoon and dancing with local orchestra Saturday and Monday nights. . . . Fireworks Labor Day."

**CONNEAUT LAKE PARK**, Conneaut Lake, Pa., J. E. Hanks, assistant manager: "Week-end attendance approximately 35,000. . . . Labor Day attendance, 15,000, which is about the same as last year. . . . Entire season ahead of last year by approximately 10 per cent."

**KENNYWOOD PARK**, Pittsburgh, A. E. McSwigan, owner: "Eleased to report Labor Day week-end was better than 1946. . . . Saturday, with a large picnic (Western Pennsylvania Creation Day) and with last night of a six-day fireworks watercade (an excellent fireworks show produced by the Thearle-Duffield Fireworks Company, of Chicago), our attendance was about 35,000, with Sunday about 25,000. . . . Labor Day we awarded a fully equipped 1947 Nash sedan and drew a crowd of around 35,000. . . . Labor Day receipts up about 16 per cent. . . . Tommy Tucker's orchestra played our dance pavilion August 25-September 1 and gave free concert Sunday."

**LAKEWOOD PARK**, Mahanoy City, Pa., Richard Guinan: "Biggest Labor Day week-end business ever with over 35,000 visitors during the week-end. . . . Don Wood, balloon ascension man, was featured as the free act Sunday and Monday and Freddy Martin's orchestra drew a big crowd to Lakewood for the Labor Day dance. . . . Other orchestras booked include Tex Beneke, September 11, and Phil Spitalny, September 19."

**WOODSIDE PARK**, Philadelphia, N. S. Alexander: "Labor Day week-end very satisfactory. . . . Saturday and Sunday slightly under 1946. . . . Monday somewhat off because of heavy seashore business but still good. . . . August total equal to last year."

**GLEN ECHO PARK**, Glen Echo, Md., Leonard B. Schloss: "Saturday, Sunday and Monday combined attendance 48,000. . . . Labor Day attendance was 16,000. . . . Business 14 per cent ahead of last year. . . . Season terminated Labor Day night."

**CELORON PARK**, Jamestown, N. Y., Harry A. Illions, owner: "Saturday attendance small due to rain and forced to close at 8:30 p.m. . . . Sunday was National Wheaties Day and attendance estimated at over 25,000. . . . More cars parked in our four parking lots than ever before. . . . Total for three days estimated at over 50,000. . . . Labor Day far better this year than last and the entire week-end was way above last year. . . . Notwithstanding rain all summer we will finish as good as 1946, if not better, due to universal tickets."

**RIVERSIDE PARK**, Agawam, Mass., Edward J. Carroll, owner: "New all-time attendance and gross records during holiday week-end. . . . Favored with perfect weather and several promotions, midway was jammed day and night over the long week-end. . . . Gross up

## Ia. Riverview Will Stay Open in Sept.

DES MOINES, Sept. 6.—Riverview Park has extended its season beyond the traditional Labor Day closing date and will continue to operate during September, Robert A. Reichardt, manager, announced.

In past years the park has closed immediately after the Labor Day holiday but because of a late start due to the floods the management decided to continue with the final closing date dependent on the weather.

35 per cent over last year. . . . Conservative attendance estimate for the three days given as between 60,000 and 70,000. . . . Total season's business will top last year."

**REVERE BEACH**, Revere, Mass., Harry Della Russo, president: "Attendance for three days estimated at 850,000. . . . For Monday alone it was 350,000. . . . Business off 10 per cent compared to last year."

**GWYNNE OAK PARK**, Baltimore, David W. Price, manager: "Saturday we had 10,000 people with the Skating Earles as the free act; Sunday crowd was 25,000 with 55,000 Labor Day. . . . Week-end crowd not as large as last year, but spent more money. . . . Fireworks wound up the week-end Monday night."

### Midwest

**EDGEWATER PARK**, Detroit, Jack Dickstein, manager: "Were rained out Saturday and Monday. . . . Only good day was Sunday with fair attendance."

**CONEY ISLAND**, Cincinnati, Edward L. Schott, owner: "Attendance Saturday, Sunday and Monday hit 77,864. . . . Attendance Monday was 21,946. . . . Increase of 16.4 per cent noted over last year. . . . Weather good. . . . Attractions included fireworks and free acts. . . . The Sunday before Labor Day was the largest ever experienced with attendance for the day hitting about 36,000."

**EXCELSIOR PARK**, Minneapolis, Joe Colihan, manager: "Week-end better than last year but can't make good comparison because we had police restrictions for the same period last year. . . . Rain hurt some on Sunday. . . . Fireworks show Monday night and dancing on all three nights. . . . Park open only week-ends now thru September 28."

**FAIRYLAND PARK**, Kansas City, Mo., Harry Duncan, manager: "Biggest Labor Day crowd in history. Estimated Labor Day attendance 25,000."

**CEDAR POINT ON LAKE ERIE**, Sandusky, O.: "Delightful summer weather helped give Cedar Point best Labor Day week-end in history. . . . Notwithstanding rainy weather early part of season, final results very satisfactory."

**RIVERVIEW PARK**, Des Moines, Robert A. Reichardt, president-manager: "Attendance Labor Day week-end 25,000. . . . Rain Saturday and Sunday. . . . Monday weather was ideal with 12,000 persons on hand. . . . Business just slightly off from last year. . . . Dawn dance Sunday night drew 1,350 persons, with Arney Lidell and his orchestra. . . . Onboard speedboat regatta featured Monday afternoon."

### South

**STATE FAIR PARK**, Dallas, W. H. Hitzelberger, manager: "75,000 attendance for Saturday, Sunday and Monday, with 50,000 on Labor Day. . . . Thirty per cent over 1946. . . . Old Fiddlers' Contest and street dance featured."

**PONTCHARTRAIN BEACH**, New Orleans, Harry J. Batt, owner: "Labor Day week-end gave us more people with about 10 per cent less than last year. . . . Weather perfect with great free act program."

**CASINO PARK**, Virginia Beach, Va., Frank D. Shean, manager: "Weather perfect Labor Day. . . . Business off 40 per cent in receipts of last year in bad weather. . . . Plenty of people but less spending."

**FONTAINE FERRY PARK**, Louisville, J. R. Singhiser, manager: "Business Saturday and Sunday approximately the same as last year. . . . Our Labor Day crowd much better than '46. . . . However, we were rained out at 8 p.m. . . . As a special attraction for Labor Day we used Rinehart, the magician, as a free act and had fireworks. . . . These proved a stimulant for Labor Day business. . . . Labor Day is usually slow at this park."

**FAIR GROUNDS PARK**, Memphis, J. L. Penick, manager: "Saturday attendance, 6,000; Monday attendance, 15,000 at peak. . . . Rain at 8:30 p.m. Monday knocked attendance down to half. . . . We used fireworks for special attraction."

### West

**SANTA CRUZ BEACH**, Santa Cruz, Calif.: "Attendance estimate, boardwalk and beach (no gate), Saturday, 12,000; Sunday, 25,000; Monday, 15,000. . . . Receipts off as against last year, Saturday, 14 per cent; Sunday, 16 per cent, and Monday, 19 per cent. . . . Extreme heat. . . . Rides and games off but soft drinks and beer heavy. . . . Food concessions fair."

### Canada

**BELMONT PARK**, Montreal, Rex D. Billings, manager: "Rained out Saturday. . . . Attendance, 35,322 for Sunday and Monday, compared to 22,729 last year. . . . Labor Day attendance was 13,705 with weather threatening. . . . Season will be ahead of last year but figures not compiled. . . . Pee-Jay Ringsen free attraction big factor in week-end business."

## Little Relief For Cole Org From Weather

### La. Houses Hit by Heat

LAFAYETTE, La., Sept. 6.—Plagued by terrific heat during its tour of Oklahoma, which hit the box office in most spots, Cole Bros. found little relief in Louisiana. Matinee business was light but night crowds surprisingly good, considering the weather.

Labor Day in Alexandria found only a half house on hand for the matinee with a full one at night. Lake Charles gave with a three-quarter matinee and an almost full house at the night performance.

Train difficulties en route to Natchitoches, La., from Texarkana, Tex., caused the show a late arrival and as a result the Natchitoches matinee was an hour late, which accounted for a small house. Business at night was good, however, a packed house being on hand. At Crowley the matinee was light but night show played to capacity.

## Reedsburg, Wis., Nets K-M Two Full Houses

REEDSBURG, Wis., Sept. 6.—The Al G. Kelly-Miller Bros.' Circus, which has been playing to good business on its present Wisconsin tour, registered two full houses here Labor Day. Weather was ideal.

The day before at Adams, business was above expectations. With only about 10,000 persons in the entire county, officials figured business would be anything but good. Instead, the matinee played to a three-quarter house and at night it was capacity.

Wisconsin Rapids, which had been without a circus all summer until the arrival of the K-M org, gave with a three-quarter matinee and a straw at night.

## Gould Org Does Well At Chillicothe, Ill.

CHILlicothe, Ill., Sept. 6.—Jay Gould's Million-Dollar Circus, playing a two-day date here under auspices of the American Legion, did okay business, despite rain the second day.

Opening August 29, the org gave only one show, that at night, and drew a full house. Saturday (30), rain held things up in the outdoor ring for about 20 minutes, driving some of the crowd off the grounds.

Show resumed after the rain, however, and completed the performance. Attendance at night was excellent.

## Springfield, Ill., CFA, Attends Joe Scharick Rites

SPRINGFIELD, Ill., Sept. 6.—Joseph Scharick, 40, veteran water carrier with the Ringling Bros. and Barnum & Bailey Circus who died from heat exhaustion while the Big One was showing here, had a big funeral here, thanks to the R-B org and members of the Springfield, Ill., Henry Kyes Tent No. 31, CFA.

The Ringling org, which could not stay for the funeral, having to move along on its route, left money for Scharick's burial and CFA'ers made all arrangements. Springfield newspapers and radio stations went all out on the story, from the human interest angle that showfolks do care, and the story was carried by the wire services and national radio hook-ups.

## Ancient History

TORONTO, S. D., Sept. 6.—When the siding was torn off of an old building, owned by O. M. Bjornsrud, here recently, an old circus handbill was found posted on one of the walls.

It read: "R. R. Show and pony express at Gary, Dakota Territory, June 30." No year was given, but old residents recalled that the building was erected and sided in 1885, four years before South Dakota was admitted to the union.

The circus bill was printed by the John Jeffery Printing & Engraving Company, Chicago.

## Sparks Back From Canada

### Returns to United States at Bellingham, Wash., after tour of Canadian spots

BELLINGHAM, Wash., Sept. 6.—Sparks Circus returned to the States after a long tour of Canadian spots, making a one-day stop here and was welcomed with only fair business. Matinee was three-quarters, with only a half house at night.

It was noticed that all equipment had been given a fresh coat of paint. All big top poles were painted, the center poles blue with red tips at both ends and the other blue and red with aluminum sidewall poles.

Laurence Cross, Sparks clown, celebrated his 47th birthday by putting on a show for the crippled children at St. Joseph's Hospital. He was assisted by Reuben Simonds, also a clown with the Sparks org.

In its final spots in Canada, Sparks ran into trouble in two places. At Calgary it was necessary to cancel because a strong wind made it impossible to put up the big top, and in Vancouver, the show bucked a polio epidemic and the Pacific National Exhibition, getting a half house at the matinee and a three-quarter one at night. The lot was six miles from the center of town. Billing in downtown Vancouver was practically nil. At Kamloops, B. C., business was average, the matinee being light, with the night house strong.

## Edgar Flirts With Ice Show Again?

REVELSTOKE, B. C., Sept. 6.—James Edgar, owner of the Sparks Circus, told the Rotary Club here at its luncheon August 25 that the Sparks show was on its last tour and his next enterprise would be an ice show to tour sections of the United States where artificial ice is not available.

He told the Rotarians that rising costs make unprofitable for a small circus to operate and expressed the opinion ice shows constitute the most profitable means of entertainment at this time. He gave them details of the equipment he plans to use and how he intends to set it up in each locality.

Mr. and Mrs. Edgar celebrated their wedding anniversary here, driving to the 6,600-foot summit of Mount Revelstoke in Mount Revelstoke National Park.

Edgar invested considerable money in equipment for an ice show under canvas in 1946, abandoning the idea in favor of the circus when it was learned the floor plates make troupes impracticable.

## Colo. and Kan. Cities Prove Okay for R-B

### Org Moves Into Texas

CHICAGO, Sept. 6.—The present Kansas and Colorado tour ends tonight at Trinidad, Colo., for Ringling Bros. and Barnum & Bailey and then the Big One moves into Texas, first stop being at Amarillo Monday (8).

The show, which a week ago was plagued by hot weather which held down crowds, was on the upgrade, insofar as attendance is concerned, with crowds in Kansas and Colorado being good. The matinees, in some spots, were light but night crowds, for the most part, were excellent.

A three-day stand in Denver went into the record books as good, thanks to the opening day's business. Org opened in Denver Labor Day and drew a turnout at the matinee and had a sellout at night. Second day's matinee was light, around 4,000, but the night crowd almost filled the big tent, observers figuring around 9,000 persons being on hand. Matinee the third day, Wednesday (3) was on the light side but a three-quarter house was on hand for the night performance.

Business at Manhattan, Kan., was on the okay side, matinee crowd totaling around 4,000, with more than 6,000 on hand at night. Hot weather hurt the afternoon show at Hutchinson, Kan., little more than a half-house being on hand. The weather cooled at night, however, and an almost full house caught the show. Great Bend turned out in goodly numbers for both shows, close to 7,000 attending the matinee and a full one registered at night. Colorado Springs gave with a small matinee, around 2,000, but the night house showed close to 7,000 paid admissions.

## Mills Runs Into Weather Record In Kansas City

KANSAS CITY, Mo., Sept. 6.—Mills Bros. ran into the hottest day in 11 years here, when the thermometer hit the 109 mark, and as a result business on the two-day stand was light. Org opened Tuesday (2) and was greeted with a hot, dry day. Business at matinee and night shows was light. Wednesday (3) came the record temperature and only half houses were on tap for both shows.

According to Bonnie Baker, press representative with the show, Carlos and Etta Carrion joined at Topeka with their Liberty horses, and Jimmy O'Neill, acrobat, was married to Betty Acevedo, high wire performer, at Sioux City, Ia., August 23. O'Neill, Bonnie Baker said, plans to re-enlist in the Army Air Forces, where he held the rank of major, and his wife will join him at the close of the season.

Business at St. Joseph, Mo., was all but nil at night after a full house caught the matinee. The afternoon show was a benefit performance for under-privileged children, sponsored by the local disabled veterans.

Jack Hoxie, Bonnie Baker, Buffalo Ben and Brownie and Marcus Silverlake visited the home of Mr. and Mrs. Mason G. Austin in St. Joseph to do a show for their nine-year-old son, Sonny, who was reported dying of pernicious anemia.

## Old Law Hits R-B

WICHITA FALLS, Tex., Sept. 6.—An antiquated city ordinance has banned Ringling Bros. and Barnum & Bailey from this city this fall. The law reads that no circus can play here during October. It was originated to keep out competition for a local fair.

## Beatty Finds Ark. to Liking

### Straws rule not exception in many spots—org even overcomes rain in big drive

PINE BLUFF, Ark., Sept. 6.—Arkansas is proving a diamond in the rough for Clyde Beatty, most of the towns on the route giving with straws, even in the face of rain and threatening weather in some spots.

Pine Bluff kept pace with the other towns, giving the Beatty org a full one at the matinee Tuesday (2) and then coming on with a straw at night. Big top was packed some time before the starting time. Press here was excellent.

The first well-billed circus to show Little Rock this season, the Beatty show baled it up at both performances, despite rain. With an overflow crowd at the matinee, rain started shortly before the matinee was over and continued into the evening. But even the rain couldn't stop the crowds for the night show and they were on the straw before the program got under way.

At Hot Springs National Park, even 100-degree weather failed to curb the Beatty draw. Matinee was a straw and the night through a turnout.

Rain hurt a bit at Camden, Ark., at least for the matinee. Even so, the show had a three-quarter house and with the weather clearing in late afternoon a full house turned out at night.

Monroe, La., gave with the rain in the afternoon but it didn't hurt the box office. Matinee was a full one and the night show an overflow.

## De Wayne Bros. Head for Barn

BENICIA, Calif., Sept. 6.—De Wayne Bros.' Circus concluded its first season here Tuesday (2) and moved on to Los Angeles. Owner Ted De Wayne said the show would play no more dates this season, but added he planned to bring out a "bigger and better show next year."

The De Wayne org opened in Costa Mesa June 2 and played up the Coast into Oregon. The show was working its way back to winter quarters when De Wayne decided to call it quits. He said it had been a rough season, with the exception of the dates in Oregon.

De Wayne, who heads the De Wayne teeterboard and Risleys act, will play clubs and sponsored dates the rest of the season.

## Watts Resigns Beatty Post

CINCINNATI, Sept. 6.—Ira M. Watts, who has been manager of the Clyde Beatty Circus, in a telegram to *The Billboard* yesterday, revealed that he has resigned that position. Resignation became effective September 5 at Paragould, Ark., Watts said.



## Cole Bros.

Ramblings: Rose Westlake playing mother to our giant and midget in the side show. . . . Harry and Nena Thomas entertaining Harry's mother during her two-day visit. . . . Harry Freehand, Harold Voise, Otto Griebling and Mugadore Cristiani rushing downtown between shows to play pool. . . . Jimmy Ray taking more pictures for his Cole show album. . . . Maymie Ward making new wardrobe for the winter dates. . . . Hubert and Mary Castle entertaining their friends while we were around Dallas, which is their home town. . . . Oscar Lucio and Pete and Belmonte Cristiani breaking in new resin backs. . . . The kids on the show having a big time in the trampoline and doing a better job than some of the grown-ups, including yours truly. . . . Flo White, Grover Nitchman, Lee Virtue and Frank Cain making new clown wardrobe. . . . Billie Burke painting and lettering trunks for the gang. . . . Horace Laird, Jack Kennedy, Ernie Burch and Jack Crippen guying out the clown tepee.

Huffy Hoffman taking his afternoon siesta with his radio going full blast. . . . Florence Tennyson taking up runs in the girls' stockings and tights. . . . Clarence Canary wishing he hadn't stopped with the bus on the highway; it proved quite expensive. . . . Kay Clarke bringing coffee for the gang, in addition to the many other nice things she always is doing. . . . Billie Griffin's berth looking like Gimble's basement.

Georgia Sweet doing a swell job riding the 16-horse hitch. . . . Orfans Cristiani, one of the truly great all-around performers. . . . Marion Partello, Helen Scott and Bobbie Donovan working the elephants. . . . Ann Marsh, glued to the saddle and straight as a ramrod. . . . June Cristiani teaching our ballet what the name implies. . . . Jo Jo Monarch and the white wagon shows. . . . Eileen Harold, Jack Harris, George and Jack Voise with "It's Maxwell House Coffee Time, good to the last drop." . . . Milt Herriot waiting to be shocked between shows. . . . Mrs. Zack Terrell and Paul Nelson doctoring a sick seal.

John Smith and Alabama Campbell a-fightin', a-feudin' and a-fussin'. . . . Alberta Voise looking at Baby Fritzie Partello tending the sick all day. . . . The De Rue brothers tying themselves in knots twice daily. . . . Pretty Boy Tommie Marvin, the jitterbug king. . . . Don Archer the quietest man in the dressing room. . . . Bogonghi doing his family wash. . . . Daviso Cristiani making with the jokes. . . . Max and George Chamberty taking everything and saying nothing. . . . Mrs. McFarlan and Katie Lucky seeing that Mac gets enough to eat. He's a cinch for the cookhouse flag.

To the Elks Lodge, No. 365, Peru, Ind.: Congratulations on your 50th anniversary. Sorry I couldn't make it.—FREDDIE FREEMAN.

## Bailey Bros.

Laura Anderson returned to the concession department after a visit to her home. Joining recently were Swede, Mable and Humkie Johnson, with their stock, to work the Wild West concert; Dan Pyne, with the advance, to make schools and contracting press; Francis Kitzman, bill car manager on the advance; Daryl Davis, to work in the comedy bar act and double in clown alley, and Lew Kish, clown alley.

Helen and Cy Murray, of the cookhouse, closed in Springfield, Mass. Mr. and Mrs. Pat Flannigan and Peggy Stoltz visited. Herbert Taylor, newspaper correspondent and magazine writer, was the guest of the band in Pittsburgh. Homer Lee, ex-bandmaster with the Christy, Gentry-Patterson and Barnett shows, is now teaching music in the Monette, Ark., schools.—GEORGE L. MYERS.

## DRESSING ROOM GOSSIP

## Mills Bros.

In Atchison, Kan., we had a great day. The Orpheum Theater, under direction of its owner-manager, Willis Shaffer, sold kiddies' circus tickets for half price. Big Burma was there and the marquee lights blazoned a welcome to Jack Hoxie, who appeared in person on the stage with Bill Nippo and Brownie Silverlake. Incidentally, Shaffer won a nationwide theatrical publicity trophy in 1947. Stella Binkerd and Helen Hinshaw were pressed into service as ticket sellers and Nippo had to arrow the way out of the crowd. He's getting good on curves in close quarters!

Relatives of Clair Ratley, of the Conley troupe, visited in Topeka. Station KTOP had a special circus broadcast, complete with interviews, and reported many phone calls with favorable comment following the broadcast.

Don't look now, but Jeanette Wallace, who always seems to be on the go, found time to sit down and relax for five minutes. Jimmy O'Neil, while on leave from his army air corps camp, visited over the week-end with his wife, Betty Acevedo.

Thru the co-operation of the Veterans of Foreign Wars, Judge Omstead and C. C. Kelter, of St. Joseph, Mo.; Jack Hoxie, accompanied by Dan Gordon; Brownie and Marcus Silverlake and Buffalo Ben, visited Sonny Austin, age 9, at his home. Sonny is a victim of pernicious leukemia. Each performer brought a souvenir from the show and Hoxie let the little fellow ride Jack's horse and hold Jack's gun. It was a thrill, not only for Sonny, but also the performers.

Carlos and Etta Carrion joined in Topeka.

Recent visitors have been A. B. and H. D. Hyer and Louis Dyster, of Hyer & Sons, cowboy boot manufacturers, Olathe, Kan.; Mr. Myers, Little Rock; John and Louise Harvey, Leavenworth, Kan.; Mrs. Z. T. Malaby Jr., Altadena, Calif.; the Henderson family, George Bell's parents and brother Tommy and family, and Mrs. Whiteside and daughter, Georgia, Wichita, Kan.—BONNIE BAKER.

## Stevens Bros.

Punch and Judy Jacobs left for home with the start of school. Juan De Avila worked the novelty stand one afternoon, pinch-hitting for Laura Stevens. Homer B. Phillips, banner man, decided to work one day ahead of the show. It will give him more time to see the merchants and he also plans to work school tickets.

Ray Hedley has a backyard sign which reads: "Danger, high voltage, keep out." It works okay and now we don't have so many hanging around the backyard. Mr. and Mrs. Doc Ford visited at Forest City, Ia. They were en route to Spencer, Ia., for the annual Hobo Day Celebration. Sam Russell and his family returned to their home in Coalgate, Okla.

The cookhouse served a fish dinner at Lake Park, Ia., and it was enjoyed by all. At Boyden, Ia., Johnny Letosky doubled as clown and did a good job, as did George Zurline. The writer received a letter from C. B. Snodgrass, Hugo, Okla., member of the Circus Round-Up, an annual fall event.

Lee Duke, son of Raymond Duke, org's agent, is back helping on concessions. Willie Mitchell rebuilt the side show bally steps.

Visitors at Dell Rapids, S. D., were George Hanneford and family.—JOHN GRADY.

## Polack Eastern Unit

We enjoyed an outstanding date at Scottsbluff, Neb., where we played under the auspices of the Elks, with Willis Alley doing the promotion. Every member of the Elks had to grow a beard in advance of the circus date. Those not "falling in line" were hauled into a kangaroo court and fined. A total of \$500 was raised in this manner.

From Scottsbluff we made the 600-mile jump across the Rockies to Grand Junction, Colo. This was a repeat date from last year and business was 100 per cent better than a year ago. We passed thru Denver, en route to Grand Junction, and Nate Lewis, our emcee, Dime Wilson and Bobo Barnett, among others, left their trailers there. They didn't want to make the long pull over the Great Divide because we had to double back to Colorado Springs after the Grand Junction date.

Mrs. Charles E. Post came on at Grand Junction to visit the writer. She will remain for a couple of weeks and then return to her home in North Hollywood.—CHARLES E. POST.

## Polack Western Unit

Our engagement in Seattle, which opened Tuesday (2) and ended Sunday (7), was enjoyed by all. Nita and Pepi Borza and Wanda Malikova enrolled in school in Seattle.

Joe Baker, former advance man for Ringling-Barnum, is now in the promotional department with Sam Ward. Tom Stevens, of the promotional staff, left the show in Seattle.

Bebe Siegrist and Dorothy Durban took a ferry over to Harper Island to visit Dorothy's uncle and aunt. Gene Randow Jr. had the most exclusive birthday party of the season. Since Justino Loyal sold his trailer he and his family appear to be enjoying life to the fullest.

Elizabeth Willys is kept busy with her brand-new son but is again working in the juggling act.

Visitors in Seattle were Mr. and Mrs. Roy Giles, Ted Gallup, Sam Ward and his assistant, Bill Kay; Dorothy Durban's uncle and aunt and several relatives of the Black family.—IRENE LAFFERTY.

## Dailey Bros.

Sistersville, W. Va., home town of Owner Ben Davenport, turned out en masse to see what the local boy had in the way of a circus. Three of Norma Davenport's cousins rode elephants in spec and Ben's mother had the chair of honor by the bandstand for both performances.

The Cole show has no exclusive on a "tame bear" in the coaches. We saw Ed Martin wearing a red hat and have an idea the hunt is on. A couple of years ago, some soft-hearted person adopted a nest of baby rabbits and hid them under a berth in a paper box. Occupants of the cars claimed the cars were rat infested until the truth came out.

Wonder what happened to the boys who used to sing while working. We never hear the guying out chant or any noise except the splat of planks when the seat wagon is being loaded. One of the boys recently turned local and shouted, "Ride 'em, cowboy," as the ring stock passed en route to the lot. He forgot the other stock phrase, "Hi-Ho, Silver."

James Scales, new cookhouse chef, is pleasing the folks with his tasty food. Headwaiter Tommy Tumkins wears a smile now that he hired a few old-time waiters.

Jack Lewis's parents, the Richardsons, spent a few days on the show, as did Rosemary Stock's sister, Mrs. Bonnie Scholl, and daughter, Sandy. Frank Powell, in the army with Freddie Fredericks, visited a couple of days. Victor C. Thomas and Gaylord Hartman, C. M. B.'s, prepared a

## James M. Cole

Coming down the homestretch now, and with a slight let-up in the heat, everyone is looking forward to the grand finale at the Mineola, N. Y., Fair, September 9-13. The cookhouse finally made it and the three squares are again being produced under direction of Oscar Decker, who has been acting as 24-hour man while the commissary department was undergoing repairs. Mac McNeil's lunch stand did a good job of feeding during the five days the cookhouse was undergoing repairs.

We had only one visitor from the National Elks Home in Bedford, Va., and that was J. P. (Casey) Carson, former circus musician, who now resides there. He visited when we played Roanoke, Va. Other visitors were Rubiya and his wife who are now playing fairs with their Arab tumbling act.

As expected, Dr. William Mann and Melvin Hildreth visited us in Warrenton, Va. Another Washington visitor was Mrs. Ethel G. Cline.

The juvenile department disappeared with the start of school. The three Visengaard children left with their grandmother, Mrs. Lola Visengaard, who visited on the show for a day and then left with her charges for Binghamton, N. Y.

Irving Romig and Joe Scharoun made a flying trip to Washington from Leesburg, Va., and took Irvie's mule, Snafu, with them.

Marie Loder and Butch Tompkins, the latter our juvenile concert performer, were on the sick list for a few days but are okay again.

At Gettysburg, Pa., everyone enjoyed the tour of the famous battlefields, not to mention the movies. Now it's over the hump and down hill to the finish line.—IDA MAE KERLEY.

## King Bros.

Fishing parties drew many of the backyard folks when we Sundayed in Columbia, S. C. Flo McIntosh, Thelma Schmitt and Phyllis Darling purchased new trailers in Columbia.

James M. Beach, general agent, was a visitor in Augusta, Ga. In Florence, S. C., James De Forrest, of the press department, arranged a neat tie-up with a department store. Sylvia Gregory entertained her mother, Mrs. Emma Morris, and her sister, Goldy Brown, Sumter. Mrs. Morris was hostess at a picnic for the girls of the dressing room.

Mrs. Fannie Carter returned from Baltimore after attending the funeral of her brother. Everyone was grieved to learn of the death of Whitey Guger in Greenville, Tenn. Funeral services were held in Bradenton, Fla.

Mrs. Pat Tumbler returned to her home in York, S. C. after a week's visit. Melvin Purvis, former FBI agent, visited in Florence, S. C. Enoch Brafford, superintendent of canvas, returned from a visit to his home in Gastonia, N. C.—WALTER D. NEALAND.

circus window display in Washington, Pa. It was viewed by an estimated 800 persons.

Among the visitors from Harry Huff's Rodeo were Fog Horn Clancy's son and Tom and Lola Hunt, who own the Double H Ranch in Pennsylvania. Ed Hillhouse brought a collection of circus pictures to remind us of days gone by. Dr. and Mrs. Troutman, of Huntington, W. Va., caught the night show in Sistersville, visiting with Butch Cohen, Norma Plunkett and the writer. Other visitors: Lloyd Bender, Bob Helmes, Harry and Louise Kennan, Cookie Courtney, Anne Newcomb, John Wyatt, Mr. and Mrs. J. Wylie Overly and Louise and Mr. and Mrs. Lyman and son.

A tribute was paid to Ben Davenport's old friend, the late George Lawson, sheriff of Sistersville.—HAZEL KING.

Ringling-Barnum

We enjoyed the fast and scenic ride from Dodge City, Kan., to Denver over the Santa Fe Road. We arrived early enough to enjoy the Sunday off and the movies and sight-seeing trips took most of our time. Trips to Pikes Peak and the grave of Buffalo Bill were made by many of the folks.

George Blood and the cookhouse crew did a bang-up job Labor Day, putting on a swell chicken dinner with all the trimmings. For dessert we had watermelon.

The girls beat the midgets, 11 to 10, in a ball game played for The Denver Post and the paper ran plenty of stories and pictures.

Visitors: Mrs. Baker, widow of the late Johnny Baker, sharpshooter with the Buffalo Bill show; Jack Klipple, Ramon Proske; Shorty Maynard, former clown with Sells-Floto; Raleigh Wilson, former clown with the Big Show and now with The Denver Post; Bobo Barnett and Joe Roberts, the latter from the National Geographic magazine, who is doing a series of pictures on the show for an early spring issue.

Donna Cameron closed in Denver. Damoo; Konselman, the bear trainer, and Florence Begin celebrated birthdays.

Around the lot: In Dodge City. Saluto made up his mind that Boot Hill was a shoe store and nobody could change his mind. . . Merle Evans and the band giving their rendition of big time boogie during the crazy number. . . Red McKetrick swears this one's true: In Great Bend, Kan., an old character wanted four reserved matinee seats. The tickets amounted to \$12.20 but the veteran said he had only \$10.55 and asked Red if he would take a bale of straw, which was on the veteran's truck, to make up the deficit. Red took a quick look and saw the laying-out gang spreading sawdust. The old-timer told Red he'd break up the straw and put it around the yellow wagon. P. S. The old-timer got the tickets. . . The closing date guessing game has started. Should have the right date by next week; Mike, the water boy, is going to give it to me on the Q.T.—DICK MILLER.

Sparks

Bellingham, Wash., was our point of entry into the States and it gave us our first chance at Sunday movies in months. Many of the folks took in two or three.

Both Canadian and American immigration officials gave us every consideration, wondering only at the variance between the papers of some of the side show personnel and the strange places from whence the banners said they came.

Laurence Cross celebrated his birthday Labor Day with open house for the backyard gang. A. C. McMartin, of the Crescent Shows, Vancouver, B. C., and correspondent for The Billboard, visited the writer in Burnaby, B. C., as did Jack Joyce.

Henry Kyes had a rough time finding the mail on our final Canadian stand. There were five post offices in the locality and Henry made them all. Incidentally, anyone invited to the Keys' home this winter may expect to be fed plenty of Chinese greens. The maestro is bringing home a sack full of seeds and firmly believes he'll gross a million dollars, or less, from his backyard plot.

The concert pitch includes the phrase, "The price, including a grandstand seat, etc.," and so Chandler Miller had quite a time the other

Sold Out!

MANASSAS, Va., Sept. 6.—The Beers-Barnes Circus was literally sold out here.

Scheduled for a matinee and night show Wednesday (3), the show set up on the lot. A few hours before the matinee was scheduled to go on, officials of the show were informed that part of the lot had been sold recently and they would have to move to another spot on the lot. A tear-down was ordered and the matinee sloughed.

Night show went on as scheduled to a good-sized crowd.

night stopping two natives from carrying their seats home.

Lot Lint: Charley Webb, Howard Menz and Whitey Hansen, bemoaning the loss of their Canadian help. . . W. E. Alexander giving out press interviews on the Flea Circus. . . Harry Hammond showing pictures of his ranch in California. . . Tom Kennedy having a strong Indian effect on the audience with the candy pitch. Seems like some of the boxes contain Indian headdresses. . . Marcia Chapin, age 3, watching her father on the wire. . . Johnny Bossler closed.—DAVE MURPHY.

Clyde Beatty

Many visitors, including "Alice from Dallas" in Dallas, and also Frankie Lou Woods and Johnnie Del Mar. Mr. and Mrs. Doug Morris, technical director of The Starlight Operetta, entertained members of the dressing room as did Zeletta Lenneger and her husband, Phil Streits. In Little Rock CFA member Bob Seyfer Jr. and Red Larkin visited.

Camden, Ark., gave Johnnie Cline a test of his fishing ability. Hearing of the massive catfish there he attempted to land one only to have his 40-pound test line snap. Proudly he told of the one that got away and exhibited two small ones that didn't.

Scranton Harry is a busy man, being in charge of Albina Beatty's beautiful beagle hound. He is so trained that soon Harry will have his own dog act competing with Sanch Morales.

Eckhart Lawson and the candy butchers recently gave George Werner a wrist watch. Raymond (Congo) Miles celebrated his birthday as Jo Ann Day posted her second billing of the season for hers which is in October.

Imitation by Shorty Sylvester of the heat rash is terrific. Incidentally, Little Peggy is indisposed at present, being laid up with an infected foot.

"Killroy" Milliken, of Vic Robbins' band (Squirrel Cage No. 1 as he calls it) was picked up one evening as a suspect in front of a post office. He wanted to buy a three-cent stamp at midnight!—DICK ANDERSON.

Joplin, Mo., Red One For Bailey Bros. Org

JOPLIN, Mo., Sept. 6.—Despite weather which sent the mercury soaring to a high of 97, Bailey Bros.' Circus registered sellouts at both matinee and night shows here. Roy Isgrigg, assistant chief of police, made show officials quit selling tickets an hour before the night show was scheduled to get under way because the tent was packed. By show time hundreds of persons were trying to purchase ducats.

At Carthage, Mo., the org played to two good houses, despite hot weather which sent the mercury up to 120 inside the big top.

Stevens Does Fair

DELL RAPIDS, S. D., Sept. 6.—Stevens Bros. did only fair business here Saturday, August 30, getting a half house at the matinee and a three-quarter one at night.

Dailey Owner Plays Home City To Big Turnout

SISTERSVILLE, W. Va., Sept. 6.—Ben Davenport, owner of Dailey Bros.' Circus, came back to his home town for a one-day stand with his org and the homefolk turned out en masse to register two full houses, despite hot weather.

Guest of honor at both shows was Davenport's mother.

Because of the mountainous terrain in this territory, the train bearing the Dailey org was late arriving and as a result the matinee was late.

Members of the show decorated the grave of the late George Lawson, former chief of police here and friend of Davenport's.

At Alliance, O., Dailey did okay business, getting two strong houses. Making its bow in Fairmont, W. Va., Dailey drew a full house at night, after a three-quarter crowd caught the matinee.

Montgomery Folds; Staff Joins Bailey

CHICAGO, Sept. 6.—According to reliable reports received here, the C. R. Montgomery Circus ended its tour in Nebraska and much of the personnel has joined Bob Stevens' Bailey Bros.' Circus.

Dore Miller joined Bailey as general agent, while Dan Pyne joined the front-end staff.

It also was reported several acts from the Montgomery show joined Bailey.

King Hits Jackpot In Ga., S. C. Towns

BRUNSWICK, Ga., Sept. 6.—King Bros. hit the jackpot here and in Charleston, S. C. Playing Charleston August 30, show was plagued by rain just before the matinee but still a full house turned out. It was threatening in the early evening and rained a bit shortly before the night got under way. But even that couldn't deter the crowds and by showtime the big tent was packed.

Weather here was good and matinee and night shows played to capacity.

Fulkerson, Mills, Knapp for Garden

NEW YORK, Sept. 6.—For the 10th successive year the well-known trio of rodeo clowns, Jasbo Fulkerson, Jack Knapp and George Mills, will be features of the 22d annual World's Championship Rodeo which occupies Madison Square Garden September 24 thru October 6.

Gene Autry, star of the Garden rodeo, will continue his Sunday night radio programs over the Columbia network while in New York, assisted by the Cass County Boys and the Melody Ranch Cowboy musicians.

Two Spots in Virginia

Prove So-So for J. M. Cole CHARLOTTESVILLE, Va., Sept. 6.—Business here and at Warrenton proved only so-so for James M. Cole, with matinee light and night houses about three-quarters in both places.

Advertisement for Don Dorsey, America's Youthful Daring Aerialist. Includes a portrait of Don Dorsey and text: DON DORSEY AMERICA'S YOUTHFUL DARING AERIALIST THE SENSATION OF 1947 LIGHTNING TRAPEZE ARTIST ACCLAIMED THE GREATEST OF OUR TIME Another Great CHARLES ZEMATER Attraction 54 W. Randolph St., Chicago 1, Illinois

Advertisement for Banner Solicitors and Circus Press Agent. Text: 2—EXPERIENCED ADV. BANNER SOLICITORS—2 Who Can Sell, Not "High Jack" — Join Now. EXPERIENCED CIRCUS PRESS AGENT Must be good story man and be able to "plant" copy and art big city newspapers. Start work Sept. 22d thru Oct. 11th in Cleveland. VERNON L. McREAVY, Promotional Director HAMID-MORTON CIRCUS—AL KORAN SHRINE CLUB 3515 Chester Tel. Endicott 1523 Cleveland, Ohio

Advertisement for The Great James M. Cole Circus. Text: FOR SALE THE GREAT JAMES M. COLE CIRCUS STILL AMERICA'S MOST BEAUTIFUL AND BEST EQUIPPED MOTORIZED CIRCUS All canvas new and excellent condition. 25 pieces rolling equipment. Show complete and modern in every respect. Will sell entire physical equipment altogether or separately. Cash only. Curiosity seekers and Circus fans, save your stamps. Any party or parties that want a real buy, contact JAMES M. COLE MINEOLA FAIR, L. I. N. Y., SEPT. 9TH THRU 16TH. OR WINTERQUARTERS, PENN YAN, NEW YORK.

Advertisement for TIGHTS made by KOHAN. Text: TIGHTS made by KOHAN formerly of Brooklyn, now at 17 EAST 16 STREET NEW YORK 3, N. Y.



## UNDER THE MARQUEE

Carlos Careon, horse trainer, joined Mills Bros., at Topeka, Kan., for the rest of the season.

"Those who made only money and no friends during the boom," philosophized a show-owner, "may in the future wish they had made a few of the latter."

Dr. H. F. Troutman, Logan, W. Va., old-time trouper and former CFA,

**NOW!**  
turn to  
**INSIDE FRONT COVER**  
for an important story on  
**POPCORN PROFITS**



**MANLEY INC., KANSAS CITY, MO.**  
The Biggest name in Popcorn  
POPCORN MACHINES AND SUPPLIES

### WANTED TO BUY

Already Broke  
**BAREBACK RIDING HORSE**  
Also want Lady to assist in Balancing Act. All winter's work.

**GUS KANERVA**  
c/o Al G. Kelly-Miller Circus  
Smith Center, Kan.

### ELASTIC NET OPERA HOSE

Black, Suntan and White, \$4.95.  
Elastic Net Tights, \$7.50. Rhinestones and Settings. Metal Spangles, all sizes and colors. Chaperette Fringes. Other Items. Folded? Yes.

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### CANDY PITCH

GOOD CANDY—STRONG GIFTS.  
\$5.50 and \$7.00 Per 110 Pkgs.

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### TURTLES CHAMELEONS

BOXES — FOOD — PINS and CHAINS  
Write for Prices.

**TROPICAL TURTLE CO.**  
HOUMA, LOUISIANA



### ROGER BROS.' CIRCUS NEEDS

Legal Adjuster with Crew, also Banner Man and man with car to get schools out. Specks Cautin needs one more good Butcher. Contact Show at once. Oscar Wiley, contact Si Rubens. Portales, New Mexico, Sept. 8; Lovington, 9; Artesia, 10; Carlsbad, 11; Pecos, Texas, 12; Monahans, 13; Wink, 14; Odessa, 15.

### TENT WANTED

70-ft. Round Top with one 40-ft. Middle. Must be in good condition.  
**HERBERT WEBER**  
1346 No. Fuller Hollywood, Calif.

### PHONEMEN

INDOOR SHOW  
Book U. P. C., Tickets, Banners.  
CHAIRMAN, Hdq'ts, 5th Floor, Mitchell Bldg., Limestone & High Sts., Springfield, O.

while in Cincinnati August 29, visited *The Billboard's* new plant to peruse old copies and to obtain data for his scrapbook.

Roy Barrett has been confined to Alexian Brothers Hospital, Chicago, for the past two weeks.

Mr. and Mrs. Otto A. Zange, McKees Rocks, Pa., card they are visiting in Bedford, Pa.

During the draft-horse days on circuses we never heard of one named Dobbin.

Corrigan the Clown Cop cards that he played Labor Day week-end at Postville, Ia., to good business.

Tige Hale's Gold Medal Concert Band is playing the Kentucky State Fair this week.

J. W. Hartigan Jr., Morgantown, W. Va., caught Dailey Bros.' show when it played Fairmont, W. Va., August 28.

If a customer knew the opinion that some side show managers have of him, he'd start apologizing for being a customer.

A skeleton of a tiger head now on display in a store window at Tyrone, Pa., is believed to be one shot by a farmer in 1893 when the Walter L. Main Circus was wrecked near Tyrone and an escaped tiger attacked a cow.

James P. Morrison, known professionally as Milo J. Hart, reports he is now working for Harvey Goldman and Jimmie Kaplan, owners of the Arcade Amusement Company, Washington, D. C. Morrison, who last trouped with Hunt Bros. in 1929, says he expects to be back on the road next season.

L. E. (Roba) Collins writes that after the closing of Patterson Bros., he joined the Dawson Players in Southern Illinois but is now at his home in Patterson, Mo., readying his school mystery show for the road. Joe Hunter will be his assistant, and Joe Vontine will be on advance.

The Flying Romas, playing the Canadian Exhibition, Toronto, have several more weeks of fair dates and then will go into indoor circus dates. Recently they purchased a new Buick in Detroit. Mary Valentine has recovered from her recent accident and is back with the act.

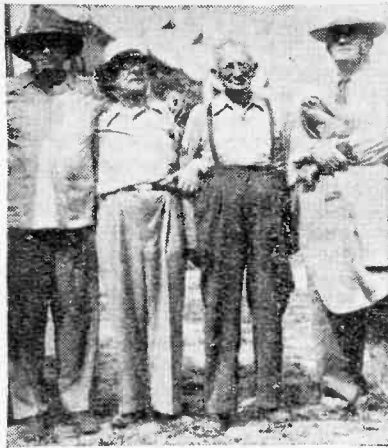
According to an old-timer, there was no service charge on a lithograph pass during the early days but it was only good when accompanied by a paid admission.

Max Raney reports that all records were broken at his Bar M Ranch in East Bloomfield, N. Y., Sunday, August 17, with an attendance of 7,280 persons. Smiley Burnette was featured. Ranch has 106 acres, 55 horses and ponies, swimming, fishing, barn dances with broadcasts, and three shows every Sunday.

There was a time when side show managers were plentiful, and during those years one side show manager wouldn't give another even a job in a ticket box.

George Duffy has given his Fort Plain Circus to the New York Historical Association, Louis C. Jones, association director, announces. It will be exhibited in the courtyard of the Farmers Museum in Coopers-town, N. Y. Duffy also presented to the association an old-time, fringed-top surrey wagon and an ancient sleigh.

Col. Harry Thomas, Cole Bros., was honored by New Mexico, where he served for several years in the mounted patrol prior to joining Cole



BERT COLE and Howard Y. Bary recently visited Dailey Bros.' Circus and were entertained by Owner Ben Davenport and Charles (Butch) Cohn, assistant manager and treasurer. Left to right: Davenport, Cole, Cohn and Bary.

Bros. in 1941, when the show played Denver. Thomas was voted a life member of the patrol, and George Converse flew to Denver to confer the honor on Thomas. Ceremony took place in the backyard of the circus.

Did you ever meet the kind of a guy who, when you ask what improvements your act needs, thinks that you really want to know and proceeds to tell you?

Betty Reeves, 10-year-old performer with the Gainesville, Tex., Community Circus, recently was featured in a two-column cartoon, drawn by Stookie Allen, in the August 17 edition of *The Fort Worth Star-Telegram*.

"How long does the desire to troupe stay with a showman?" asked a local scribe. "If you mean the period of unconsciousness," answered an old-timer, "it is virtually perpetual."

Mr. and Mrs. Herbert A. Douglas, West Chester, Pa., caught Dailey Bros. at Newburgh and Port Jervis, N. Y., where they met Jacob B. Jones, Bridgeton, N. J., and Paul Conaway, Macon, Ga., who were vacationing on the show. The Douglasses also caught Beers-Barnes at Coudersport, Pa., and Bill Ketrow's Renfro Valley Folks at Tunkhannock, Pa., where Henry Vonderheid and father, concessionaires from the King & Franklin Circus, were visiting.

Among the season's record-breakers is the guy who has already been chased off of six circuses and still refuses to go home.

Irwin Arnold, 35, Marion, O., employed by Dailey Bros., suffered pelvic and back injuries at Washington, Pa., when he was caught under the wheels of a wagon while the show was being unloaded. He is in Washington Hospital.

Showbiz is amazingly fortunate to have so many wise old-timers that are qualified to give advice to beginners every May 1.

Ted Girard, trouping drummer, reports he visited Merle Evans and others on the Ringling-Barnum show when the Big One played Champaign, Ill.

### 10 New Elephants Being Trained at R-B Quarters

SARASOTA, Fla., Sept., 6.—Ten recently imported elephants are being trained in Ringling Bros. and Barnum & Bailey winter quarters here. Nine of the elephants were brought over from Copenhagen. The other, a baby standing about five feet at the shoulders, came from Africa.

Tim Milburn, who has been with the show for nearly 40 years, is caring for other animals, including Old King, a blind lion.

## PHONEMEN

### WANT

Experienced phonemen for year book and show tickets. We pay 25% on ads, and 20% on tickets. We furnish collectors. Must be sober and reliable, long season's work and excellent treatment if you deserve it. Write or wire

**TOM HASSON**  
COLONIAL HOTEL, ALTOONA, PA.  
Phone: 22338

## WANTED FOR BAILEY BROS.' CIRCUS

Good Criddle Man, salary good, also fast-stepping Seat Butchers, Men for all Candy Stand Departments. Berths and transportation furnished. No Chinese labor. Wire Arkadelphia, 10th; Hope, 11th; Magnolia, 12th; Eldorado, 13th; all Arkansas; Clarksville, Tex., 15th.

RAY PRICE — RAY RILEY  
DICK THORNTON  
Wire at once.  
**FRANK ELLIS**

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### HUNT'S BIG 3 ELEPHANT ACT

Fastest Working Big Elephants in America

Feature Act for any Show.  
Wire Burlington, N. J., or  
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## CIRCUS FANS-COLLECTORS

FOR SALE

**COLE BROS.' MAMMOTH RAILROAD CIRCUS**  
Season 1947, 150 Postal Card Size Glossy Views, Album Form, attractively bound, indexed. Circus officials, performers, animals, unloading and lot scenes front and back.

**JAMES RAY**

Official Photographer, Cole Bros.' Circus,  
Gulfport, Miss., Sept. 9; Mobile, Ala., 10; DeFuniak Springs, Fla., 11; Marianna, 12; Tallahassee, 13.

## PHONEMEN WANTED

For Shrine Circus—Big Date.

Write or Wire

**TOM STEVENS**

AAD Shrine Temple DULUTH, MINN.

## Horse and Pony Plumes

Finest Quality Ostrich Feathers, beautiful and hand made to order, Red White or Blue. Horse Plumes, \$5.50 each; Pony Plumes, \$4.00 each. None finer or more beautiful. Fasteners for Bridles, etc.

**JIM CONLEY**

3710 Portland Ave., Cincinnati 9, Ohio

## Circus Owners Attention FREE WINTER QUARTERS

If you want a swell large building, with RING BARN attached, water and lights in building, and have elephants and other animals, get in touch with the SECRETARY OF THE CHAMBER OF COMMERCE AT FAIRVIEW, OKLAHOMA.

YES, we have plenty barn room for horses. Plenty feed in this country and money, too. A GOOD PLACE TO OPEN AND CLOSE.

**SPANGLES TIGHTS**  
WETTSTEIN CO.  
440-442 W. 42 St.  
N. Y. C.  
Paste This in Your Address Book.



## WANTED CATCHER

FOR FLYING ACT

All winter's work. Also would like to hear from a Lady Leaper. Write

**FLYING ACT**

BOX D-110  
c/o The Billboard, Cincinnati 22, O.

# 12 NEW RECORDS AT ST. PAUL

## Mason City, Ia., Sets New Marks

Gate, grandstand, midway register all-time highs despite one night of rain

MASON CITY, Ia., Sept. 6.—North Iowa Fair, which closed its five-day run here Labor Day, shattered all existing records for gate and grandstand attendance and for midway business.

Total attendance hit 72,000, of which 55,757 paid the full price at the grandstand. This compares with the previous peak figure of 44,758, set last year.

Paid grandstand admissions according to Secretary M. C. Lawson, totaled 29,123 persons for a new record. Largest single day grandstand attendance was August 31, when 3,222 paid to see the afternoon and night performance of Clyde Miller's Rodeo.

Midway take by the William T. Collins Shows was placed at "about \$20,000," double the ride and show business by a different org in '46.

The records were chalked up despite the fact opening night, August 28, which included a scheduled performance by Jimmie Lynch's Death Dodgers, was rained out. The Lynch unit appeared the following afternoon before a good grandstand. Big car auto races, staged by National Speedways (Al Sweeney and Gaylord White) drew excellent crowds Thursday afternoon and Saturday, August 30. Harness horse races were the afternoon attraction August 31. A Barnes-Carruthers revue and acts were featured in front of the grandstand August 29, thru August 31.

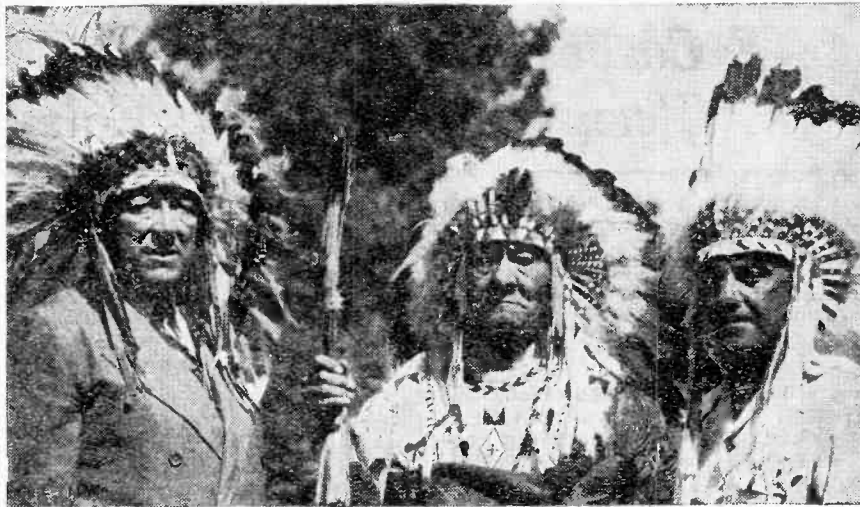
## Rutland Nudges '46 Bow Marks; Exhibits Jump

RUTLAND, Vt., Sept. 6.—A crowd of 37,000, only 2,000 under the all-time Labor Day record, turned out for the opening of the 102d Rutland Fair Monday (1). The old record might have been equaled, and possibly surpassed, if parking within the grounds had been available thru-out the day. As it was, the gates were closed to automobile traffic by noon, and the chances are that many would-be patrons sought their holiday entertainment elsewhere rather than park several miles from the grounds.

Unsettled weather cut attendance several times during the week. Rain Tuesday (2), Children's Day, held attendance to 10,000, about 3,000 less than last year. Partial clearing at night caused a spurt at the gates, but didn't result in nullifying the loss of play during the day. Grandstand track features had to be canceled because of the weather.

Auto races, promoted by Sam Nunis, were featured Friday afternoon (5). Jack Kochman's Hell Drivers are scheduled to take over the track this afternoon.

The number of commercial exhibitors was up 10 per cent and they used 20 per cent more exhibit space than last year, it was announced by Arthur B. Porter, secretary. Advance sale of grandstand tickets sur-



FRED H. KRESSMANN, left, of the Barnes-Carruthers Theatrical Booking Agency, and Art Briese, right, of Thearle-Duffield Fireworks Company, were inducted into the Blackfeet Indian Tribe at the North Montana State Fair, Great Falls, recently. Kressmann was christened Chief Bird Rattler, while Briese was made Chief Shoot in the Air. Chief Bull conducted the ceremony.

## PNE Lures Record 586,000 After Six-Year Suspension

VANCOUVER, B. C., Sept. 6.—The Pacific National Exhibition, returned to operation after a six-year wartime suspension, shattered all previous attendance records in its seven-day run which closed Labor Day. The gate was 586,000, an increase of almost 200,000 over the '41 total of 386,441, according to General Manager Ben V. Williams. The tremendous gate was piled up in the face of a polio epidemic which reached such proportions that schools are remaining closed a week later than usual with the hope cooler weather will relieve the situation. Each day of the exhibition topped that for '41, according to gate figures released by Williams. Biggest day was Labor Day, when the crowd was estimated at 130,000 by Williams.

A powerful advance ticket sale helped to build the record-breaking gate. Gross advance sale of ducats for the first three days totaled about \$100,000 as compared with \$16,000 for the first three days in '41.

Revenue from sources other than the front gate hit record proportions, with plenty to spare. It was estimated receipts from concessions and commercial exhibits will aggregate more than \$55,000 as compared with \$28,000 in '41.

### Midway Power-Packed

The midway, operated by the Amusement Corporation of America, of which J. C. McCaffery is president, with Herb W. Byre, vic.-president, in charge on the scene, offered a total of 140 concessions, 29 rides and 14 shows.

Martin Arthur's Imperial Exhibition Shows, a California org, formed the largest part of the midway set-up, contributing 12 shows and 17 (See PNE Attracts on page 88)

passed all previous years. Nearly every performance saw a capacity crowd.

Featured night grandstand fare was George A. Hamid's Grandstand Follies. Acts included Oldfield and Ware, acrobats; Ben Yost's Cavaliers; the Four Cantons, contortionist balancing; the Marimba-Aires; the Appletons, tumblers; Paul Syddell and His Dogs; Bobby Whaling and Yvette, cyclists, and Joe Chester, emcee. Arthur Martell, organist, and the Rutland City Band played the shows.

TANTALLON, Sask., Sept. 6.—The one-day fair held by the Tantallon Agricultural Society was a success. It was revived after a suspension of 17 years.

## Gate, Midway, Grandst'd Up

883,893 pay \$349,841 to get in, \$260,325 at grandstand—R. A. nets 283G

ST. PAUL, Sept. 6.—The greatest Minnesota State Fair in history closed midnight Labor Day after establishing 12 new records.

Raymond A. Lee, fair secretary, said the Minnesota annual, resumed after a two-year lapse due to the war and polio, set the following new records for a 10-day run:

Attendance: 883,893, more than 100,000 better than the former all-time high of 762,228 for a 10-day fair, set in 1941.

Outside gate receipts: \$349,841, with everyone paying 50 cents admission. Only four persons got thru the pay gate free. They were General Dwight D. (Ike) Eisenhower and an aide and Gov. Luther W. Youngdahl and an aide. Midway: \$283,686 net, after taxes were paid, by the Royal American Shows. This not only more than doubled the fair's previous record of \$125,000, held by Royal American, but also constitutes the largest net take ever amassed by a traveling carnival at a fair.

Grandstand: \$144,476 for daytime and \$115,849 for the night grandstand, both record figures, for a total of \$260,325, better than double the receipts for the last fair in 1944.

Space rentals: \$75,000, also a record figure.

In addition, fair eclipsed five single-day attendance records. Daily attendance totals for the full run, with asterisks indicating new single day records, follow:

Saturday, Aug. 23	*62,486
Sunday, Aug. 24	*107,867
Monday, Aug. 25	*64,930
Tuesday, Aug. 26	73,353
Wednesday, Aug. 27	72,233
Thursday, Aug. 28	73,448
Friday, Aug. 29	85,274
Saturday, Aug. 30	*109,893
Sunday, Aug. 31	*136,902
Monday, Sept. 1	94,507

Appearance of General Eisenhower as guest speaker before the grand- (See St. Paul Sets on page 59)

## Gresham, Ore., Gate Up, Spending Down

GRESHAM, Ore., Sept. 6.—The recent Multnomah County Fair here drew a gate of 139,117 during its seven-day run for an increase of 1,118 over last year. Per capita spending, however, was down an estimated 30 per cent, according to A. H. Lea, fair manager.

From an exhibit and entry standpoint, the event was the most successful in history, every stall and building being filled.

## Calistoga, Calif., Event Winds Up \$1,121 in Black

CALISTOGA, Calif., Sept. 6.—Napa County Fair and Horse Show, held over the July 4 week-end, netted \$1,121 profit after expenses, Manager Samuel Kellett Jr., announced. Total income was \$11,858, with expenses aggregating \$10,736.

## Maine Sets New Records Despite Poor Weather

LEWISTON, Me., Sept. 6.—Final tabulations following tonight's closing probably will reveal new records in nearly every department of the Maine State Fair, despite a liberal dosage of inclement weather.

The Labor Day opening was well attended. Wednesday (3) capacity crowds bet \$107,815 on pari-mutuel harness races. Spending in other departments was on a par with the hefty racing take.

Tuesday (2) was washed out when nearly two inches of rain fell, inundating part of the grounds and causing cancellation of the day's racing program.

The new management, which had only a short time to prepare for the annual, nevertheless secured a record number of exhibits. Exhibited competitively were 429 cattle, 229 sheep, 24 hogs and 725 poultry.

## Record Profit Netted By West Union, Ia.

WEST UNION, Ia., Sept. 6.—The Fayette County Fair this year, with a five-day run as against four days last year, was the most profitable in history, C. W. Grimes, treasurer, reports. Total receipts from gate and grandstand were \$18,367, compared with \$13,898 in '46.

Concessions also topped the '46 gross of \$4,923, with receipts from the dance hall operation approximating revenue from that source last year.



# QUEBEC CITY STRICTLY "A"

## Attendance of 140,000 Seen

Huge exhibit building gives merchants fine opportunity —Skating Vanities big hit

By a Staff Correspondent

QUEBEC CITY, Sept. 6.—Exposition Provinciale, nestled up here in a section of the North American Continent where French is spoken more fluently than English, has reached such proportions that it compares favorably with the Class A exhibitions of Western Canada and is definitely the leading annual in the Eastern Provinces, according to unbiased observers.

Attendance is certain to pass the 140,000 mark before the gates are closed on the current annual tomorrow night, and the free spending-tendency of the populace surely is reflected in the grosses rolled up by the midway and *Skating Vanities* of 1948, the night Coliseum attraction.

### Exposition Complete

The exposition is complete in every way. The huge commercial exhibit building proved an up-to-the-minute review of the latest manufacturers and merchants have to offer. The merchant displays were particularly attractive—furniture men setting up ideal rooms, electrical and gas appliance firms showing the most modern kitchens, men's and women's furnishing stores window displaying the style trends, both foreign and domestic, rug manufacturers selling their wares from loom to finished product, and foods were appetizingly arrayed.

Center-piecing the exhibit building was a huge display by a women's store, the top portion being a balcony, on which live models paraded, while the lower portion was devoted to wax figures showing fashions from dawn to bedtime. This particular display seemed to give animation to the entire building, holding public interest in this one and creating it for the others.

The automobile show, offered on an open plaza before the large grandstand, was unusually comprehensive, showing English and European models as well as those assembled in Canada and manufactured in the United States. There was an adequate display of farm and road implements, also held in the open.

### Accent on Youth

The exposition has given definite (See QUEBEC ANNUAL on page 88)

## Jackson County Florida Fair Scheduled Oct. 20

MARIANNA, Fla., Sept. 6.—The Jackson County Fair will be held the week of October 20 at the intersection of the Old Spanish Trail and the Greenwood Highway, about a mile east of the city limits. Event again will be sponsored by the Smith-Kelly Post of the American Legion. Arthur G. Dozier is chairman.

Highlighting will be a showing of cattle, hogs and poultry, which will be on a non-competitive basis. No exhibits in this department will be shown except those passed by members of the committee. The fair association announced owners will be reimbursed for expenses incurred in transporting livestock to and from the fair.

### Making the Rounds

## CNE Cashes In on Video; Olsen & Johnson for Fairs

By Herb Dotten

CHICAGO, Sept. 6.—A swing around the fair circuit, with stops at Toronto, St. Paul, Des Moines, Detroit, Indianapolis and Columbus, O., yields the following odds-and-ends:

At Toronto, the Canadian National's directing head, Elwood Hughes, seized on the fact that Canadians had yet to have a peek at television. He induced RCA Victor to ship in a complete television unit and the necessary man-power from Camden, N. J.

A studio was framed and a battery of receiving sets installed. Exhibition activities, particularly along the lake front, were televised. With folks paying 25 cents for adults and 10 cents for children, the show was netting a neat cash harvest, and, at the same time, gave Canadians a gander at what lies ahead and snared much publicity and favorable comment for the "Ex." In operation from 10 a.m. 'til 10 p.m., the show, judging by the play during the first week of the "Ex," was expected to play to more than 80,000 persons.

The zany comedians, Olsen and Johnson, may bring out a unit designed especially for fair grandstand presentation. That's what Ole Olsen said backstage at Detroit's Coliseum shortly after arriving from the CNE, where they had played. Ole expressed amazement at the crowds drawn by fairs. He said there was too much grief and too much unnecessary cost connected with staging a Broadway production these days. "And, after all, our type of comedy is perfect for a fair audience," Ole said.

Also seated backstage at Detroit's Coliseum, Bob Burns of radio and movie note, who headed the indoor show at the Michigan State Fair for three days, recalled the days when he tramped with a carnival. "That was with Lew Dufour's show. I was out with games concessions for eight years," said the man who made the bazooka famous. "I'd sure like to meet some of the fellows, whom I tramped with during those years," Burns remarked with a note of nostalgia in his voice. Bob pointed out that his wife had been a games concessionaire before they were married.

A traction company's repair truck, with elevating platform, was pressed into use for the CNE's veteran publicist, Fred Wilson, so photographers could obtain overhead and angle crowd shots. Wilson had a difficult time with photographs in the exploitation campaign, as the available pictures, taken before the CNE wartime suspension, were outdated. Pictures showing women had to be redone, as the dress styles and hair-dos had changed considerably.

CNE's commercial exhibit buildings bulged with exhibits, and these demonstrated the tremendous strides made during the war years and to most of the exhibition-goers they constituted by far the high spot of the "Ex." Features such as the *Train of Tomorrow* drew huge throngs. Demonstrations, such as speed typing or typing to tap-step rhythm, got in some solid selling for the products they represented.

CNE set up what is billed as Teen Town for its youth activities. In reality, the youth activities were practically the same as in the past, but the title gave added power to the exploitation. . . . The exhibition built up its women's program, and tagged the activities with the line "It's a Woman's World."

At Toronto, there were ample information booths, with gals in each who knew the answers. CNE also peddled a 15-cent guide book which was comprehensive in its information. There also were numerous directional markers. At Indianapolis, there was a 15-cent program, but direction signs were lacking. At Detroit, there is a 5-cent program, but markers are lacking. At Columbus, no guide-program was observed, but a local newspaper tacked up maps of the grounds. No guide-program was seen at Des Moines, nor were any directional markers noted. At St. Paul, adequate markers were missing. And no guide-program was seen.

The CNE benefited from the added effect of airline flights (75 daily) which circled the exhibition grounds. Helicopter stunts or demonstrations were featured at some of the big ones, among them Des Moines, St. Paul and Indianapolis.

Art shows were offered free at most of the events, and those who know their art maintain they were excellent. Only the CNE charged (25 cents) to see its show, and the result of the charge suggests an admission fee, if only a nickel or a dime, be levied at such shows to make them effective. At the CNE, the admission eliminated the crowds that elbow their way around, making it impossible for any one to pause and study the exhibits.

Photographic shows at practically all of the events reflected the growing interest and the heavy entries made. At some events, too little space was devoted to the showing, with pictures crammed too close together. Three-dimensional photographs, on display in the French exhibit at the CNE, attracted intense interest of the camera fans.

Altho construction had progressed substantially, the Radio Center at Indianapolis was not ready for this year's annual. When completed, it will house 12 studios. At the CNE, the long-range building program includes a structure which will house the press and also offer facilities not only for radio and television but for facsimile newspapers. At Des Moines plans are afoot for providing a new enlarged working space for the publicity office, for the press and for a radio center. At Des Moines, a new press-radio building also is contemplated.

### Townsend Assn. Incorporates

TOWNSEND, Vt., Sept. 6.—Townsend Fair Association has filed articles of incorporation with the secretary of state at Montpelier. Incorporators are Claude A. Shine, R. W. Phillips, Ivan P. Robinson and Phoebe B. Cooley, all of Townsend, and Waldemar Sherwin, West Townsend.

## Du Quoin, Ill., Hits New Highs

25th anniversary event establishes records for gate, grandstand and midway

DU QUOIN, Ill., Sept. 6.—Du Quoin State Fair, celebrating its 25th anniversary, closed Labor Day after chalking up new records for gate and grandstand attendance and for midway business. Total attendance was estimated at 200,000.

Grandstand took in \$102,342, including taxes, for the afternoon and night programs. Grand circuit horse races, with purses aggregating close to \$100,000, were featured Monday thru Friday, August 25-29, with big car races August 30, motorcycle races August 31, and midget auto races Labor Day. All motor speed events were CSRA-sanctioned.

### Strong Stageshow

Noted for its powerful night show, the annual offered a nightly performance that embraced about 20 top acts in addition to Griff Williams' Ork. Acts included Eddie Peabody, banjo; Dolinoff and Ray Sisters, novelty; Aaron and Broderick, musical comedy; the Sensationalists, roller skaters; Elza and Waldo, comedy act; Perry and Ralph Rio, comedy; Monocled Ambassadors, acrobats; Callahan Sisters, tap dancers; Bruce Shepard's Ice Show, *Morning, Noon and Night*, and Selma Marlowe's 20-gal dancing line, with Paul Carlton, all booked thru the Voorhees & Fleckles Fair Booking Association, Chicago.

Other acts were Kimris, high act; Florida Trio, comedy knockabout; Canton Brothers, acrobats; Dyacoffs, bicycle, and the Adamsons, perch, all booked thru George A. Hamid, Inc., New York; Johnny Laddie, dog act booked thru the Ernie Young Agency, Chicago; Ducan's Colliers, booked thru George Hamilton, Winnipeg, Man., and Pryde and Day, juggling and unicycle, and the Stewart Morgan Adagio Dancers, booked by the Music Corporation of America, which also booked Williams' ork.

Emcee chores were handled by Jimmy Harper, Station WJPF announcer.

### Stand Front Eye-Catching

Fair offered the largest horse show in its history, with more than 160 show horses represented in an outdoor event. Fully completed, the 8,500-capacity grandstand drew much praise for its highly attractive, well-illuminated front.

On the midway the Turner Bros.' Shows for the third successive year set a record for rides and shows.

Harry Strong is the fair secretary. W. R. Hayes is general manager, V. J. Hayes, horse racing secretary, and B. M. Hayes, head of the horse show.

## Two Grass Valley, Calif., Directors Named by Gov.

SACRAMENTO, Sept. 6.—Governor Earl Warren appointed Thomas Casey and reappointed Vernon Stoll, both of Grass Valley, Calif., as directors of the Seventeenth District Agricultural Association in Nevada County for terms ending January 15, 1951.

Stoll, former district attorney of Nevada County, was first appointed by Warren in 1944. Casey, a cattleman, succeeds John Bieber, whose term expired.

# CALIFORNIA OPENS STRONG

## 125G Profit at Des Moines; Hennies' Net Put at 165G; Peak Grandstand Patronage

506,111 Misses 1946 Record by About 8,000

DES MOINES, Sept. 6.—Final count of the Iowa State Fair attendance here showed 506,111 paid admissions, off only about 8,000 from the record of 514,036 in '46. There were no free passes, with even Governor Robert D. Blue, who landed in front of the grandstand via helicopter, forking over a 50-cent piece. The outside gate tariff was pruned by 10 cents this year, while grandstand prices were tilted to offset that. Nevertheless, the grandstand patronage hit an all-time peak. Preliminary figures showed a total grandstand attendance of 246,627, compared to 245,883 last year. A total of 125,583 attended the afternoon shows, with 121,034 at night, compared with 125,573 and 120,290, respectively, in '46. The percentage of outside gate admissions that went into the grandstand was 48.5, as against 47.8 a year ago.

### Night Show Up

Breakdown of grandstand attendance follows:

	Day	Night
Friday	15,135*	10,724
Saturday	22,997†	18,923
Sunday	20,088*	16,535
Monday	10,536‡	15,210
Tuesday	13,888‡	20,220
Wednesday	12,679‡	19,091
Thursday	8,502‡	14,493
Friday	18,841*	5,838

(Editor's note: \*—John Sloan's auto races; †—Jimmie Lynch's Death Dodgers; ‡—harness horse races.)

The night grandstand attraction was a revue and acts, contracted thru the Barnes-Carruthers Theatrical Enterprises, Chicago.

Hennies Bros.' Shows established an all-time midway gross here with about \$165,000 as compared to \$136,000 the previous record, set in 1946. The Sally Rand unit on the midway grossed approximately \$55,000 (before tax deductions), to pace the midway business.

### Opened in Heat Wave

The fair will net a profit of about \$125,000, according to Secretary Lloyd B. Cunningham. Preliminary count shows receipts of \$533,203.24 compared with \$546,787.40 a year ago. Expenses are expected to run slightly higher than the budget of \$385,000 due to labor costs.

The fair opened August 22 in the midst of a heat wave and, altho a shower brought relief during the fair's run, the heat did not interfere with business at any time.

Fair execs are delighted with the outcome of the fair. A severe drop in attendance would not have been surprising, due to the bad crop weather which Iowa had this summer.

### Plan Improvements

At a meeting, which followed the close of the exposition, the fair board began to make plans for improving the grounds, and it listed the following future projects:

Completion of the fairgrounds electrical power projects already half completed, to avoid a repetition of this year, when power was insufficient to operate all the fans in the livestock area during the early extremely hot days. Cost to complete the job is estimated at \$5,000.

Spend \$30,000 to complete another project, started last year, on improving and providing adequate rest room and toilet facilities.

Start setting aside money earmarked for the building of a new 4-H Club girls' dormitory, similar to the 4-H Boys' dormitory completed just before the war.

Make plans for a new livestock pavilion, which would also include room for the press and radio.

## Seymour, Wis., Big; Plans New Buildings

SEYMOUR, Wis., Sept. 6.—Close on the heels of its most successful event, the Outagamie County Fair Association is pushing plans for the erection of a new attraction stage and a new cattle barn for 1948.

All records for gate, grandstand and midway were shattered at the fair here August 14-17. The annual opened in scorching heat. This, together with the fact that the farmers were in the midst of threshing, kept attendance low the first three days, but it picked up Saturday (16) and finished with such a strong closing Sunday (17) to eclipse all previous records. Commercial displays and concessions also were greater in number than at any previous fair.

The grandstand show, booked thru the Ernie Young Agency, Chicago, clicked solidly the last three nights. Acts were Selden, the Stratosphere Man; the Rudells, trampoline; Johnnie Laddie and His Dogs; Dolores and Francisco, perch; Large and Morgner, balancing; Fleets' Dogs; Dave Monahan, xylophone; Leo Gasca, wire and balancing, and Jackie Swift, emcee. The stage show built each night, and there was a turnaway crowd the final night. Fireworks, presented by Ed Soquet, Green Bay, Wis., climaxed the night shows.

Fidler's United Shows were on the midway.

## Lyndonville, Vt., Pulls 27,000 in Three-Day Run

LYNDONVILLE, Vt., Sept. 6.—Attendance at the Caledonia Fair here August 21-23 was estimated at 27,000. Inclement weather slashed opening day's attendance to 2,000.

Gov. Ernest Gibson spoke on the second day, with 15,000 attending. The final day pulled 10,000.

Secretary Cunningham pointed out that the girls' 4-H building and the new livestock pavilion would not be started this year, but that money, at least for the girls' dormitory, would be set aside for that purpose. It is expected to take at least until 1950 before enough money will be available and building costs down to start the dormitory.

The new stock pavilion is now only in the proposal stage and will not be started until after the dormitory is completed. Cunningham pointed out that the fair needs new livestock area badly and that it would include quarters for the press and radio which facilities are extremely inadequate.

### At Pittsburgh

## Free Five-Dayer Big; Attendance Put at 1,534,000

PITTSBURGH, Sept. 6.—Allegheny County officials still are taking bows for the biggest free fair in the county's history. The five-day fair, which closed Labor Day, played to an estimated 1,534,000 people (county commissioners' estimate). Combined attendance Sunday and Monday was estimated at a half million. It was impossible to estimate the crowd too closely since there was no gate.

Everything was free except refreshments and close-up parking. There were even raffles with tickets cuffed. All the exhibits got a big play with practically every industrial firm in the county supplying some type of show. A lot of money was spent on exhibits but it took a girl show to steal the play. Working for a soft water company, Harry Kodinsky, local flack, had models taking a bath every hour on the hour and kept his exhibit jammed all day long. The femmes worked in a bubble bath, wearing only concealed bras and panties. Of the outside attractions, "Elsie, the Cow" drew the biggest consistent crowds. Frank Cervone, Pittsburgh, representative of George A. Hamid, New York booker, supplied the grand-

## 422,472 Gate First 8 Days

Holiday week-end pulls record-breaking 298,125—up 70,000 over old mark

SACRAMENTO, Calif., Sept. 6.—The first post-war California State Fair went into its ninth day here Friday (9) with an attendance of 422,472 admissions.

Annual drew 298,125 during the three-day Labor Day week-end to break all exposition records for the event. This surpassed by more than 70,000, the 226,826 which established the previous Labor Day week-end record in 1941, when the fair was last held.

In an unprecedented action, the fair management closed all gates—front, horse show and night show grandstand—at 8:15 p.m. Sunday (31) because facilities were overtaxed.

Attendance for this biggest day in California State Fair history was (See California State on page 59)

stand attractions, all of which were well received.

On Labor Day, Governor Duff of Pennsylvania highlighted the afternoon by making a short address and referring to the fair as the most "wonderful" he had ever seen.



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# INDIANA GATE BELOW PEAK

## Stand, Midway Set New Marks

Rain in outlying areas cuts holiday crowd, also washes out day of harness racing

INDIANAPOLIS, Sept. 6.—Indiana State Fair closed its eight-day run here Friday night (5) with front gate attendance off an estimated 70,000 to 80,000 from last year's all-time record of 627,573 paid admissions, but with new records for night grandstand and midway grosses.

Biggest drop in attendance was registered Labor Day, when 112,802 paid, as against 161,798. The weather was clear here but thruout the State there was rain, causing a sharp drop at the gate.

### Races Rained Out

Rain Thursday (4) washed out the grand circuit harness horse races, yet the day's gate was 82,813, only about 14,000 below the total for the corresponding day last year.

Day - by - day attendance, thru Thursday (4), as compared with last year, follows:

	1947	1946
Friday .....	12,872	10,886
Saturday .....	41,882	41,587
Sunday .....	70,726	80,777
Monday .....	112,802	161,798
Tuesday .....	69,988	71,137
Wednesday .....	96,988	94,371
Thursday .....	82,813	96,823
Friday .....	.....	66,210

Thru Thursday (4) official figures estimated the drop in attendance at 73,802, as compared to the corresponding point last year, and estimates for Friday put the paid gate at about 60,000.

A double program of harness races was held Friday afternoon, Thursday's rained-out events being added.

A Barnes-Carruthers revue in front of the grandstand piled up a record night gross, according to Levi Moore, in charge of the fair's attractions. Thru Thursday, with one night to go, the show had taken in almost as much as it did for the full six nights in '46. Final figures were not compiled at press time.

Apart from the regular six-night stand of the revue, there was one more night grandstand over last year. Staged August 30, with Lucky Lott's Hell Drivers as the feature, it pulled a good crowd. On the following afternoon the Lott troupe filled the stand.

On the midway the Cetlin & Wilson Shows set a new record for rides and (See *Indiana Gate Slumps*, page 90)

## Hartford, Conn., Draw Aim Of New County Annual

AVON, Conn., Sept. 6.—Preparations are being pushed at Cherry Park here for the first fair in Hartford County in 25 years September 21-22. The publicity is being keyed to draw folks from Hartford, 12 miles distant.

Farmington Valley Band, 30-piece organization, has been signed. Connecticut Carnival Company will have the rides. Features will include horse and dog shows.

Lou Campbell, formerly of the Casting Campbells, is publicity manager, and has launched a strong press, radio and outdoor advertising campaign.

## Around the Grounds

United States Supreme Court Justice Felix Frankfurter was the speaker at the one-day (August 27) Heath, Mass., Fair. The event drew slightly over 500 persons.

Lowell Watts, farm reporter on Station KLZ, Denver, broadcast his daily program from a booth at the Colorado State Fair, Pueblo, and fed spot news and interviews back to the station on a leased wire for inclusion in other programs.

The 1947 Iowa State Fair cost W. J. Campbell, vice-president, three new hats. Before the 89th exposition opened he bet three other fair officials a new hat each that attendance would be greater than the record set last year. With the fair missing the 1946 figure by 8,000, Campbell had to buy hats for Secretary L. B. Cunningham, Treasurer N. W. McBreath and Superintendent of Admissions Sam Carpenter.

Record crowds at the Cortland (N. Y.) Fair accounted for hefty grandstand audiences, according to Harry B. Tanner, general manager. Talent, booked thru Frank Wirth Booking Association, included Gaudier's Bricklayers; Sensational Apollos, high act; the Bricks, trampoline; the Herzogs, comedy rings; the Brians, pantomime; Three Jansleys, Risley; Bert, Bert and Bert, and Jerry Tomas, emcee.

## Reorganized Board Pushes Preparations At Spartanburg, S. C.

SPARTANBURG, S. C., Sept. 6.—A newly reorganized board of directors is pushing plans for the Piedmont Interstate Fair here October 6-11. Paul Black, local business man and farmer, is president. He formerly was connected with the Spartanburg County Fair Association, which merged by agreement with the Piedmont Interstate Fair.

Other officers are J. Gordon Floyd, chairman of the board; Tom Moore Craig, secretary-treasurer; Sen. Howard McCravy, vice-president for Spartanburg County; James F. Littlejohn, vice-president for Cherokee County; W. W. Alman, vice-president for Union County; O. Langdon Long, vice-president for Laurens County; J. Homer Durham, vice-president for Polk County, and T. W. Calton, vice-president for Rutherford County. The vice-presidents also serve as directors.

Other directors are County Agent Joe Frank Jones, J. L. Campbell, W. G. Jackson, J. B. Bennett, George De Pass, Ray Prince, W. G. Willard, E. E. Cronenberg, C. E. Johnson, Paul Black, Edwin Johnson, J. G. Floyd, T. K. Hudgens Jr. and Jim Zimmerman.

Members of the entertainment committee are Jackson, chairman; Senator McCravy and Littlejohn.

The James E. Strates Shows will furnish the midway.

## San Mateo Dates Changed

SAN MATEO, Calif., Sept. 6.—Corrected dates of the San Mateo County Fiesta are September 9-14, according to Rose E. Links, secretary-treasurer of the Western Fairs Association. Event was originally scheduled for September 10-14.

## Final Lincoln, Neb., Gate Looms as 225,000, New High

LINCOLN, Neb., Sept. 6.—Attendance at Nebraska State Fair, which opened here August 31, was running slightly ahead of last year thru Thursday (4) and Secretary-Manager Ed Schultz estimated the final count after the official close Friday night (5) would give the event a record gate of 225,000 persons. Altho the fair will be officially over, big car auto races will be staged this afternoon by National Speedways (Al Sweeney and Gaylord White). There will be no midway, however, as the Hennies Bros.' Shows by agreement with the fair board, tore down Friday night in order to make its scheduled jump to Spencer, Ia., on time.

## Feature Shows Fail To Draw At Mich. State

### 600,000 Outside Gate Looms

DETROIT, Sept. 6.—With attendance thru Wednesday (3), six days after the opening of its 10-day run, placed at 419,017, Michigan State Fair's attendance was expected to reach, if not top, 600,000 before its Sunday night (7) wind-up.

Patronage at the Coliseum and for the night grandstand attractions has been far below expectations. Bob Burns, radio and screen star, along with supporting acts, played to only 11,133 paying customers in five Coliseum performances thru Sunday (31).

### Weak Pull Surprises

The Laffacade unit, headed by Olsen and Johnson, played to only 14,078 in the first four shows of its engagement. Besides the show's regular personnel, the unit offered Ray and Irene, dance team, and Al Gordon, canine act, with a local band directed by Leonard Sues.

Meanwhile, in front of the grandstand, a show consisting of Buster Crabbe's water unit and of circus-type acts, the latter booked by the Barnes-Carruthers Theatrical Enterprises, Chicago, drew only 18,597 customers in five performances, a Sunday matinee and four night shows.

The weak Coliseum and grandstand patronage came as a surprise, inasmuch as most fairs this year are experiencing record draws for grandstand or other major attractions.

Coliseum shows were booked by Frederick Bros., represented by Thomas Kettering, vice-president. The Frederick office also booked the Crabbe unit.

### Midway Biz Okay

On the midway, business was termed satisfactory by Floyd E. Gooding, owner of the Gooding Greater Shows, which held down the fun zone. (See story in the Carnival Section.)

Week-day running races, with parimutuel betting, drew an announced 86,500 in the first six days.

Use of professional talent by exhibitors is off from pre-war years, when major outfits, such as automobile companies, were generous in the use of entertainment. Chevrolet is the only one putting on a show this year. It booked bands, using Art Lombardi one day, Del Delbridge two days and Russ Weaver seven days, with Slim Kerns in a clown bally. These bands were booked thru the Delbridge & Gorrell office.

A series of old-time dance and fiddle contests, staged in a grove, with

### Night Stand Climbs

The gate was running at a record pace despite heat which remained in the 90's. Opening day was off from '46, as the opening day last year offered the potent pulling force of Gen. Dwight D. (Ike) Eisenhower, the featured speaker then. This year Gen. Jacob Devers, commander of the Army Air Forces, was the principal speaker on that day. Another opening day feature was the Dawson County Plum Creekers, a 60-horse aggregation, which offered drills.

Harness races were the track attraction Monday thru Thursday, and attendance was on a par with last year. Night grandstand play, pulled by a revue and acts booked thru Barnes-Carruthers Theatrical Enterprises, Chicago, attracted record crowds thru Thursday, with the increase 15 per cent over last year's peak year. Capacity or near-capacity crowds in the 14,000 capacity stand saw the night performance.

### Exhibits Pack Lure

The first of two afternoon programs of big car auto races were skedded Friday (5), with Jimmie Lynch's Death Dodgers booked for Friday night.

National Hereford Show proved a big lure to the rural folks. So, too, did the machinery and industrial exhibits, the largest in the history. The showing of farm implements was by far the largest ever staged at any time in Nebraska.

On the midway, Hennies Bros.' Shows were experiencing good business. Sally Rand's unit played to 4,000 \$1-paying customers on opening day, and to even more on the following day.

Clayton Perry's band, are proving one of the strongest attractions. The feature is offered free, which may be the reason.

Total concession space is under 1941, when fair was last held, but the revenue will bring in about 25 per cent more, according to Lester R. Schrader, in charge of this department.

One accident marred the fair. A 12-year-old boy, Richard Hinson, was struck in the eye by parties unknown while peeking under the midway tent of the Two-Headed Cow Show, operated by Carl Thompson, and the injury caused the removal of the eye. A suit for \$50,000 in his behalf has been filed, naming Thompson, the State Fair's board of managers, the State of Michigan, the Gooding Amusement Company, and Roy B. Hix, talker on the cow show, as defendants.

## Frank Quits Rock Rapids

ROCK RAPIDS, Ia., Sept. 6.—Ed Frank, secretary of the Lyon County Fair Board, resigned August 15 to become secretary of the chamber of commerce at Sheldon, Ia.

# Fair Managers Write Stories Of Big Takes

## New Marks Registered

NEW YORK, Sept. 6.—Altho admittedly jittery prior to opening, managers of now completed fairs in the Northeast and Canada are mostly telling success stories. With few exceptions new gross and attendance marks are being reported in a manner that not even the most optimistic operator dared to predict, since last year's marks were largely conceded to have approached the saturation point for many annuals.

Managers of forthcoming annuals, befuddled by bad reports of outdoor showbiz activities thruout the weather-poor spring and summer, can take heart from reported increases of as much as 30 per cent, with the average hovering around the 10-15 per cent mark. If an annual took a slump there is a reason to explain why. It is especially noteworthy that not a single nosedive has been noted.

### Harrington Climbs

New York booker George A. Hamid, who has personally attended most of the fairs staged to date and has had a heavy investment in talent at many, is bubbling over with the success of his grandstand shows. He said, "Fairs that have approached this year's operation timidly will be the ones to suffer, since they may fail to attain the possible maximum grosses. The per capita spending remains high. Give the people their money's worth and grosses will reflect top spending, but the sucker days are over."

The Harrington (Del.) Fair broke the ice in the East in July to ring up an estimated 20-25 per cent better take than last year. Every inch of exhibit space was sold in advance. Joie Chitwood's Thrill Show played to turnaway crowds and auto races, promoted by Sam Nunis, accounted for capacity in the grandstand and paddock, plus an additional 5,000 persons, at a dollar a head, who jammed into the infield. Manager Ernest Raughley and his associates were well satisfied.

Clearfield, Pa., noted a 30 per cent jump over 1946, but Bedford, Pa., dropped 15 per cent. Right or wrong, Bedford's trouble could be attributed to a succession of special events staged there thruout the summer.

Bangor, Me., surged 20 per cent ahead of last year, despite the fact that a scheduled thrill show presentation by Jack Kochman opening Sunday was canceled because of the enforcing of an old blue law. Skowhegan, Me., running neck and neck with the year's most torrid heat wave, was reported about even.

### New Yorkers Up

New York's fairs have done exceptionally well. Bligh Dodd's Gouverneur Fair bettered its take by about 15 per cent. Batavia, following 60 days of harness racing, which closed the Saturday before the fair's Monday opening, and buffeted by a heat wave, tumbled about 12 per cent. Elmira was 20 per cent in front until it got smacked by the heat wave and rain on the last two days. Even so, James E. Strates Shows didn't do badly and the fair pretty nearly

## California State Gets Away Big

(Continued from page 57)

128,486 by outer gate turnstile count. Ned Green, secretary-manager, and Ted Rosequist, assistant secretary-manager, estimated that 132,000 persons came thru the gates before the situation forced them to close them two hours and 15 minutes earlier than the regular 10:30 p.m. closing time.

The fair opened Thursday, August 28, with 18,766 being clocked from 4 p.m. to closing. Gates were scheduled to open at 6 p.m. for the first night opening in the fair's history, but so many wanted to get in and were confused about the opening time that gates were opened at 4 p.m.

Friday, the first full day, saw 37,681 come into the grounds, compared with 27,000 opening Friday in 1941. On Saturday the crowd rose to 88,299, compared with 47,105 this day in 1941. Sunday's 128,486 was approximately 29,000 more than the last fair's first Sunday of 99,050. Labor Day was 81,890 this year as against 79,671 in 1941.

Crafts 20 Big Shows, combining two of its largest units in the State, grossed \$25,000 on the big Sunday (31), and Saturday (30) the shows grossed \$16,000.

Pari-mutuel handle also broke all records, with the Friday, Saturday and Monday race programs totaling \$787,148. Fair officials predict the handle for the eight days of racing will hit \$2,000,000 against a total of \$725,000 in 1941.

Mary Doyle, Los Angeles, was chosen California Centennial Girl Sunday (31) as the climax to a State-wide contest which brought queens from 41 counties to the fair. Miss Doyle will represent the State fair and centennial celebrations planned for California during 1948, 1949 and 1950. She will tour the country these years publicizing these events.

Night grandstand attractions produced by Adrian Awan, Hollywood, drew capacity houses the first five nights. An historical spectacle of the State was staged opening night followed by Awan's *Thespiana*, an outdoor musical revue with Helen O'Neil's Girls and starring George Jessel and Rudy Vallee.

The Jessel-Vallee show played four nights. Spike Jones, who followed in September 2-3, was sold out three weeks in advance.

equaled last year's offering.

Hamburg was terrific. Kochman and Chitwood each staged two thrill shows, Sam Nunis presented big car auto races and Hamid had a bill of acts. With this full offering the grandstand was sold out in advance for every night performance and the word is that people had to be turned away in droves.

Malone, with Oscar Buck on the midway and Hamid's *Fantasies* of 1947 in front of the grandstand, was reportedly up 8-10 per cent. Norwich smashed all records on its 100th anniversary. It played a revue, Hamid's *Showtime*, for the first time. Middletown was 20 per cent ahead. All grandstand records were broken by Lou Blackmon's Diamond B Rodeo and the fair gate had to be closed on closing Saturday when Sam Nunis auto races were staged. All records were smashed at Ballston Spa.

From across the border come facsimile reports. Charlottetown, P. E. I., finished 25 per cent ahead of 1946. The *Ideal Revue*, plus nine acts, all Hamid booked, accounted for top business. Waterloo, Quebec, was a reported 15 per cent in front. The biggie, Central Canada Exhibition, Ottawa, operating for the first time since before the war, more than doubled previous takes in every department. And the biggest of them all, the Canadian National at Toronto, was making with more of the same with its closing set for September 6.

## St. Paul Sets 12 New Marks

(Continued from page 55)

stand Labor Day was marred when three army fliers, participating in a formation salute, were killed as two planes collided in mid-air and crashed near Wold-Chamberlain Airport, Minneapolis. Planes were part of a formation which a few minutes earlier had saluted Eisenhower at the fair.

Another accident occurred Labor Day when Clarence H. (Sonny) Ebsen, 43, of Springville, Ia., was injured seriously after his auto racing car collided with another at 65 miles an hour before more than 30,000 grandstand spectators. Ebsen suffered a broken ankle, fractured collar bone and back injuries. Accident occurred in next to the last race when Ebsen tried to pass car driven by Beef Ketter, Utica, Ill., on the second turn of five-lap event. Ebsen's car hit Ketter's car, bounced off and turned over, with Ebsen being thrown clear.

Lee, for years fair secretary, was honored August 31, when the new horticulture-agriculture building on the fairgrounds was dedicated as Lee Hall. Building was dedicated by Governor Youngdahl who praised Lee as a public servant who "had served efficiently and devotedly for 17 years as secretary and an additional six years as a member of the board of managers."

"That the building is to bear my name," Lee said in a brief response, "brings to me a feeling too profound to put into words. Your gracious gesture forever will be a source of mingled pride and humility for me."

## Orland, Calif., Doubles Barn Space for Gee-Gees

ORLAND, Calif., Sept. 6.—Construction has been started on a 200-foot horse barn at the Glenn County fairgrounds here, to be ready for the September 17-20 annual. It will be of temporary structure, but will later be brought up to the same standards as other permanent buildings on the grounds. This will double the fair's capacity for horse entries.

There will be running races each day and harness races, in addition, the final three days. A horse show is slated for the closing night.

**Selden THE STRATOSPHERE MAN**  
TRADE MARK  
A THRILLER THAT DRAWS ATTENTION — TO YOUR SHOW  
c/o THE BILLBOARD CINCINNATI 22, O.

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**ACTS!**  
I am now contracting Feature Acts for my 1947-'48 Circuses and Fairs.  
**ERNIE YOUNG**  
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turn to **INSIDE FRONT COVER** for an important story on **POPCORN PROFITS**  
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**WANTED**  
CARNIVAL, RIDES, CONCESSIONS, FOR **LITTLE RIVER COUNTY FAIR**  
September 17, 18, 19 and 20, at Ashdown, Arkansas.  
**JAMES D. SHAVER JR.**, Secretary, Little River County Fair Association, Ashdown, Arkansas.  
**ACTS WANTED**  
For **PEE DEE FAIR**  
Oct. 27-Nov. 1.  
WM. B. DOUGLAS, Sec., Florence, S. C.

**DUE TO DISAPPOINTMENT**  
**HOT SPRINGS TRI-COUNTY FAIR**  
Week September 15th  
Will book Rides, Shows, Concessions of all kinds. Will consider organized Carnival. This is a bona fide Fair with State and county aid. We own our own grounds with new buildings. Thousands of dollars have been spent on improvements this year. Fifty-three civic organizations will participate. 22,000 attendance last year. Expect 60,000 this year through extra advertising activities. Schools will close. Don't overlook this Fair. Come on. I will take care of you.  
**ROY BLAKE**  
SHOWMAN'S CLUB, HOT SPRINGS, ARK. PHONE 768.

**BLOOMSBURG FAIR**  
September 22-23-24-25-26-27  
"PENNSYLVANIA'S BIG COUNTY FAIR"  
Attendance 225,000, 40,000 School Children.  
\$43,500.00 Race Purses, \$25,000.00 Free Attractions.  
Thrill Shows, Tuesday-Friday, B. Ward Beam; Auto Races, Saturday; C. S. Attractions, Frank Wirth; Midway, James E. Strates.  
**ALL CONCESSION SPACE SOLD FOR 1947**  
CARL FLECKENSTINE, Supt. Concessions, Bloomsburg, Pa.

**MIDGET AUTO RACE DATES WANTED**  
Fair and Still Dates • Attention, Southern Fair Secretaries. Complete Show, Cars, Drivers and Personnel.  
**BOB HALL, 136 N. Delaware St., Indianapolis, Ind.**  
Phone Mrs. Carey, Capitol 2082, Indianapolis.

**RODEO WANTED**  
September 25, 26, 27  
**OUACHITA COUNTY FAIR**  
CAMDEN, ARK.  
Wire or Call  
**JOHN DORNBLASER**  
CAMDEN, ARKANSAS



Fair Dates



A list of fairs a week in advance, arranged according to dates, States and cities, will appear in each issue. The complete List of Fair Dates was published in the issue dated August 16.

September 14-20

ALABAMA

Florence—North Ala. State Fair. Sept. 15-20. C. H. Jackson.

ARKANSAS

Ashdown—Little River Co. Fair. Sept. 17-20. C. M. Lamkin.
Fort Smith—Ark.-Okla. Livestock Expo. Sept. 15-20. A. D. Murphy.
Gentry—Gentry Home Products Fair. Sept. 17-19. J. C. Randolph.
Hot Springs—Garland Co. Fair Assn. Sept. 17-20. Ray Owen.
Imboden—Lawrence Co. Fair Assn. Sept. 18-20. W. I. Swink.
Mena—Polk Co. Fair Assn. Sept. 18-20. Mrs. Robert Arthur.
Morrilton—Conway Co. Fair. Sept. 18-20. D. P. Newkirk.
Paragould—Greene Co. Fair Assn. Sept. 15-20. E. W. Little.

CALIFORNIA

Antioch—Contra Costa Co. Fair. Sept. 19-21. Norman D. Sundborg.
Orland—Glenn Co. Fair. Sept. 17-20. G. F. Cantwell.
San Fernando—51st Dist. Agrl. Assn. Sept. 19-21. Frank Green.
San Jose—Santa Clara Co. Fair Assn. Sept. 15-21. Russell E. Pettit.

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Attention, Southern Fairs AVAILABLE HIGH ACTS—PLATFORM ACTS REVUES—RODEOS Write—Wire—Phone COOKE & ROSE Theatrical Enterprises 246 W. KING ST. LANCASTER, PA.

WANTED FOR CRAWFORD COUNTY, ARKANSAS, ANNUAL FREE FAIR SEPT. 30, OCT. 1, 2, 3 and 4 Carnival with good Rides, Concessions and Shows. T. J. HOUSE, Secy.-Treas. Mulberry, Arkansas Phone 40

WANTED HIGH CLASS FREE ACT Week September 22, Elberton Fair I. V. HULME, Anderson, S. C.

Attention, Carnivals Want for FISHER COUNTY FAIR, held in Roby, Texas, Fair dates, Oct. 30th and 31st, and Nov. 1st. Good Carnival with plenty of Rides entire week of Oct. 27th thru Nov. 1st. Contact OTTIS BROWN ROBY, TEXAS, now. Second Year of Fair and conditions are good.

San Mateo—San Mateo Co. Fair Assn. Sept. 19-27. Norvell Gillespie.
Tulare—Tulare-Kings Co. Fair Assn. Sept. 16-21. A. J. Elliott.
Yuba City—13th Dist. Agrl. Assn. Sept. 19-21. Reba Peiry.

COLORADO

Deertrail—Deertrail Fair. Sept. 19-21. Otto Venter.

CONNECTICUT

Avon—Hartford Co. Fair. Sept. 20-21. Louis L. Campbell, Torrington.
Meriden—Meriden Grange Fair. Sept. 19-20. Mrs. Bertha B. Tinkham, S. Meriden.

GEORGIA

Decatur—DeKalb Harvest Festival. Sept. 17-20. Dr. C. C. Von Gramp.
Elberton—Elberton Fair Assn. Week of Sept. 15. I. V. Hulme.

IDAHO

Bonnors Ferry—Boundary Co. Fair Assn. Sept. 18-20. James Keyes.

INDIANA

Auburn—De Kalb Co. Free Fair. Sept. 16-20. Howard E. Andres.
Bourbon—Bourbon Fair Assn. Sept. 17-20. H. E. Byrer.

KANSAS

Blue Rapids—Marshall Co. Fair Assn. Sept. 16-19. C. B. Coulter.
Havensville—Community Fair. Sept. 18-20. Paul D. Randal.
Hutchinson—Kansas State Fair. Sept. 14-19. S. M. Mitchell.

KENTUCKY

Albany—Clinton Co. Fair. Sept. 19-20. D. E. Salisbury.
Booneville—Owsley Co. Fair Assn. Sept. 18-20. Graydon Frost.
Hardinsburg—Breckinridge Co. Fair. Sept. 19-20. W. C. Pate.
Inez—Martin Co. Fair. Sept. 18-20. W. Russell Reynolds.
Middlesboro—Bell Co. 4-H Fair. Sept. 18-20. Mrs. W. S. Hollenback.
Morgantown—Butler Co. Fair. Sept. 18-20. Miss Jewel Mayhugh.
Murray—Calloway Co. Fair Assn. Sept. 17-19. R. K. Kelley.
Paintsville—Johnson Co. Fair. Sept. 18-20. John N. Mostoller.
Pikeville—Pike Co. Agrl. Fair. Sept. 18-20. Mrs. Opal H. Hann.

LOUISIANA

Port Allen—W. Baton Rouge Parish Fair Assn. Sept. 18-21. A. E. Damus.

MAINE

Farmington—Franklin Co. Agrl. Soc. Sept. 16-20. Frank E. Knowlton.

MARYLAND

Hagerstown—Washington Co. Agrl. Assn. Sept. 15-20. Charles E. Cushman.
Leonardtown—St. Marys Co. Fair. Sept. 19-21. J. Julius Johnson.

MASSACHUSETTS

Great Barrington—Barrington Fair Assn. Sept. 20-28. Edward J. Garroll.
South Weymouth—Weymouth Agrl. Soc. Sept. 14-20. T. A. Hassen. Quincy.
Springfield—Eastern States Expo. Sept. 14-20. Charles A. Nash.

MICHIGAN

Adrian—Lenawee Co. Agrl. Soc. Sept. 15-20. H. H. Hungerford.
Brown City—Brown City Agrl. Assn. Sept. 19-20. Louis F. Reuter.
Centerville—St. Joseph Co. Fair. Sept. 15-20. F. J. Kemmerling, Leonidas.
Gladwin—Gladwin Co. Fair Assn. Sept. 16-19. L. W. Baumgardner.
Imlay City—Lapeer Co. Fair. Sept. 15-19. J. M. Dunn.
Ludington—Western Mich. Fair Assn. Sept. 16-20. Irving L. Pratt, Scottville.

MINNESOTA

Grand Marais—Cook Co. Agrl. Soc. Sept. 16-19. M. J. Humphrey.
Hutchinson—McLeod Co. Agrl. Assn. Sept. 15-18. Everett Oleson.
Jordan—Scott Co. Good Seed Assn. Sept. 19-21. Herbert G. Strat.
Mankato—Blue Earth Co. Fair. Sept. 16-17. Walter Haedt.
Saint Vincent—St. Vincent Union Indust. Assn. Sept. 18-19. L. C. Ward.

MISSISSIPPI

New Albany—Union Co. Fair Assn. Sept. 16-20. Leo C. Wilson.
Pontotoc—Pontotoc Co. Livestock Show Assn. Sept. 16-18. Q. S. Vail.
Senatobia—Panola-State Co. Livestock Assn. Sept. 16-19. S. R. Morrison.

MISSOURI

Ava—Douglas Co. Fair Assn. Sept. 18-20. C. H. Hibbard.
Fredericktown—Madison Co. Fair. Sept. 17-18. William R. McCreery.
Lamar—Lamar Farm & Indust. Expo. Sept. 18-20. Bud Moore.
Norborne—Farm & Barnyard Fair. Sept. 16-18. J. E. Laws.

NEBRASKA

Albion—Boone Co. Agrl. Assn. Sept. 16-19. Floyd Gilmer.
Beatrice—Gage Co. Fair Assn. Sept. 16-18. J. M. Quackenbush.
Elwood—Gosper Co. Free Fair. Sept. 17-19. M. R. Morgan.
Tecumseh—Johnson Co. Fair. Sept. 16-18. William Evans.

NEW HAMPSHIRE

Rochester—Rochester Fair. Sept. 15-20. Ralph E. Came.

NEW JERSEY

Bridgeton—Cumberland Co. Co-Op. Fair Assn. Sept. 16-20. Earl L. McCormick.

NEW MEXICO

Alamogordo—Otero Co. Fair. Sept. 19-20. John C. Rolland.
Bellevue—Valencia Co. Fair Assn. Sept. 20-21. George P. Seery.

Deming—Luna Co. Fair. Sept. 17-19. Seldon Baker Jr.

Farmington—San Juan Co. Fair Assn. Sept. 19-21. Harold Thatcher.
Lovington—Lea Co. Fair. Sept. 19-21. W. E. Flint.
Springer—Colfax Co. Fair. Sept. 19-21. Olen Caviness.
Willard—Torrance Co. Fair Assn. Sept. 20-21. Mrs. Abe Hambrick.

NEW YORK

Cobleskill—Cobleskill Agrl. Soc. Sept. 15-19. William H. Golding.

NORTH CAROLINA

Asheville—Buncombe Co. Dist. Agrl. Fair. Sept. 15-20. E. W. Pearson Jr.
Burlington—Burlington Community Fair. Week of Sept. 15. Pete Lee.
Dunn—Harnett Co. Fair. Sept. 15-20. Thompson & Runley.
High Point—High Point Agr. Fair. Sept. 15-21. P. C. Potts.
Rutherford—Rutherford Co. Agrl. Assn. Sept. 15-20. T. W. Calton.
Zebulon—Five-County Fair. Sept. 15-23. R. Vance Brown.

OHIO

Ashland—Ashland Co. Agrl. Soc. Sept. 17-20. L. B. Heisler.
Delaware—Delaware Co. Agrl. Soc. Sept. 15-19. John G. Wagner.
Lebanon—Warren Co. Agrl. Soc. Sept. 16-19. Corwin Nixon.
Logan—Hocking Co. Agrl. Soc. Sept. 17-20. J. H. Barker.
Paulding—Paulding Co. Fair. Sept. 17-20. Ernie Rulmen.
Randolph—Randolph Ind. Agrl. Soc. Sept. 19-20. Margaret Stanford.
Smithfield—Jefferson Co. Agrl. Soc. Sept. 17-20. W. E. Rose, R. 1. Rayland.

OKLAHOMA

Ada—Pontotoc Co. Free Fair Assn. Week of Sept. 15. Bill Bevers.
Duncan—Stephens Co. Free Fair. Sept. 17-21. Herb Galloway.
Cheyenne—Roger Mills Co. Fair. Sept. 15-17. Ida Mae Dulabahn.
Hugo—Choctaw Free Fair. Sept. 16-18. Robert Massengale.
Guthrie—Logan Co. Free Fair Assn. Sept. 15-18. Harold Casey.
Guymon—Texas Co. Free Fair Assn. Sept. 16-19. Clifford Hatcher.
Oklahoma City—Oklahoma State Fair & Expo. Sept. 20-26. Ralph T. Hemphill.
Taloga—Dewey Co. Free Fair. Sept. 18-20. H. Dale Martin.
Woodward—Woodward Co. Free Fair. Sept. 15-18. J. D. Edmonson.

OREGON

Eugene—Lane Co. Fair Assn. Sept. 18-21. Ernest McCullough.
Cannonville—Gilliam Co. Fair Assn. Sept. 19-21. Ernest Kirsch.
John Day—Grant Co. Fair. Sept. 19-21. Charles A. Towbridge.
La Grande—Union Co. Fair. Middle of Sept. R. S. Comstock, Cove.
Medford—Jackson Co. Fair. Sept. 15-18. R. G. Fowler.
Moro—Sherman Co. Fair Assn. Sept. 19-21. LeRoy C. Wright.
Redmond—Deschutes Co. Fair Assn. Sept. 19-21. C. O. Galloway.

PENNSYLVANIA

Albion—Albion Community Fair. Sept. 18-20. Charles Wiggins.
Allentown—Great Allentown Fair. Sept. 15-20. M. H. Beary.
Beaver Springs—Beaver Community Fair Assn. Sept. 18-20. Arthur Felker, Beavertown.
Cambridge Springs—Cambridge Springs Fair Assn. Sept. 18-20. Caroline Russell.
Derry—Derry Township Community Fair. Sept. 18-20. Joseph A. Greuble.
Gratz—Gratz Fair Assn. Sept. 16-20. Guy R. Klingler.
Honesdale—Wayne Co. Agrl. Soc. Sept. 16-20. R. W. Gammell.
McConnellsburg—Fulton Co. Fair. Sept. 17-20. Charles W. Edsley.
North East—North East Community Fair. Sept. 18-20. Mrs. Margaret M. Luehke.
Tonawanda—Forest Co. Fair Assn. Sept. 18-20. Karl W. Flowers.
Trotter—Dunbar Tp. Community Fair Assn. Sept. 17-19. Kenneth Mowry, Leisenring.
Waynesburg—Greene Co. Fair. Sept. 18-20. J. Wood Williamson.

SOUTH DAKOTA

Clear Lake—Deuel Co. Fair. Sept. 18-20. Bud Elrod.
Murdo—Jones Co. Fair Assn. Sept. 18-20. M. E. Sanderson.
Webster—Day Co. Fair Assn. Sept. 19-20.

TENNESSEE

Chattanooga—Chattanooga-Hamilton Co. Interstate Fair. Sept. 15-20. Mrs. M. H. Atwood.
Jackson—Madison Co. Colored Agrl. Fair. Sept. 15-20. J. E. McNeely.
Jonesboro—Washington Co. Fair. Sept. 17-20. Paul A. Dillow.
Manchester—Coffee Co. Fair Assn. Sept. 18-20. David W. Shields Jr.
Nashville—Tennessee State Fair. Sept. 15-20. Phil C. Travis.
Sevierville—Sevier Co. Fair. Sept. 15-20. Ernest Thurman.
Trenton—Gibson Co. Fair. Sept. 15-20. John R. Wade.

TEXAS

Ablene—West Texas Fair Assn. Sept. 14-20. D. H. Jefferies.
Childress—Childress State Fair. Sept. 17-20. Paul Ord.
Cleburne—Johnson Co. Fair. Week of Sept. 15. Jack D. Brown.
Corsicana—Corsicana Livestock Agrl. Show & Rodeo. Sept. 16-20. F. H. Harvey Jr.

VERMONT

Tunbridge—Union Agrl. Soc. Sept. 16-18. Edw. R. Flint.

VIRGINIA

Hampton—Hampton Roads Dist. Fair. Sept. 15-20. H. J. Burke.
New Castle—Craig Co. Fair. Sept. 17-20. G. P. Todd.

WASHINGTON

Colfax—Whitman Co. Fair Assn. Sept. 19-20. Troy Lindley.
Cheney—Cheney Community Fair. Sept. 19-20. Mame Ottomeier.
Cusick—Pend Oreille Co. Fair. Sept. 18-21. Fuyalup—Western Wash. Fair Assn. Sept. 13-21. J. H. McMurray.
Pittville—Adams Co. Fair Assn. Sept. 19-20. Anna Heimbigner.
Waterville—North Central Wash. Fair. Sept. 19-21. G. Merton Dick.

WEST VIRGINIA

Point Pleasant—Mason Co. Fair. Sept. 19-21. M. M. Foglesong.

WISCONSIN

Ashland—Chequamegon Regional Fair. Sept. 18-20. Walter W. Wilcox.
Lodi—Lodi Union Agrl. Soc. Sept. 19-21. Gretchen Gunderson.
Viroqua—Vernon Co. Agrl. Soc. Sept. 17-21. Oren G. Johnson.

CANADA

Armstrong, E. C.—Interior Provincial Exhn. Assn. Sept. 15-18. Mat. Hassen.
Harey, E. C.—Harey Agrl. Assn. Sept. 17-18. Ladysmith, B. C.—Ladysmith Agrl. Assn. Sept. 17-18. Rev. C. McDiarmid.
Langley Prairie, B. C.—Langley Agrl. Assn. Sept. 16-17. Miss L. Anderson.
Lillooet, B. C.—Lillooet Agrl. Assn. Sept. 18-19. South Burnaby, B. C.—S. Burnaby Agrl. Assn. Sept. 19-20.
Antigonish, N. S.—Antigonish Co. Agrl. Soc. Sept. 16-17. John R. McInnis, Punt Brook.
Windsor, N. S.—Hants Co. Agrl. Soc. Sept. 16-19. J. Watson Maxner.
Barrie, Ont.—Barrie Agrl. Soc. Sept. 15-16. E. W. Richardson.
Beaverton, Ont.—North Ont. Agrl. Soc. Sept. 19-20. Don C. Ross.
Blairbrook, Ont.—Blairbrook Agrl. Soc. Sept. 16-17. R. S. Laidman, Glanford Station.
Erampton, Ont.—Peel Co. Agrl. Soc. Sept. 16-17. H. J. Laidlaw.
Birk's Falls, Ont.—Birk's Falls Agrl. Soc. Sept. 18-19. Fred Metcalfe.
Caledon, Ont.—Caledon Agrl. Soc. Sept. 19-20. Charles Barrett.
Clarksburg, Ont.—Collingwood Tp. Agrl. Soc. Sept. 16-17. J. J. Buchanan.
Clifford, Ont.—Clifford Agrl. Soc. Sept. 19-20. Herb A. Hopf.
Cobden, Ont.—Cobden Agrl. Soc. Sept. 16-17. H. Guest.
Desboro, Ont.—Desboro Agrl. Soc. Sept. 18-19. Clifford Sutcliffe.
Digby, N. S.—Digby Co. Agrl. Soc. Sept. 18-19. H. E. Chisholm, Bear River, N. S. Canada.
Drayton, Ont.—Peel & Drayton Agrl. Soc. Sept. 19-20. Mrs. George A. Bates.
Dundalk, Ont.—Proton Agrl. Soc. Sept. 15-16. Herb Corbett.
Englehart, Ont.—Englehart Agrl. Soc. Sept. 16-17. Mrs. H. M. Peterson.
Exeter, Ont.—Exeter Agrl. Soc. Sept. 17-18. Clark Fisher.
Florence, Ont.—Florence Agrl. Soc. Sept. 18-19. F. S. Bodkin.
Forest, Ont.—Forest Agrl. Soc. Sept. 18-19. Keith Sutherland.
Galt, Ont.—South Waterloo Agrl. Soc. Sept. 18-20. Robert E. Cowan.
Glencoe, Ont.—Mosa & Ekfrid Agrl. Soc. Sept. 15-16. T. W. Little.
Huntsville, Ont.—North Muskoka Agrl. Soc. Sept. 17-18. John Laycock.
Kincardine, Ont.—Kincardine Agrl. Soc. Sept. 18-19. E. A. Henry.
Lakeland, Ont.—Lakeland Agrl. Soc. Sept. 19-20. H. W. Beavis, Peterboro.
Lawrencetown, N. S.—Annapolis Co. Exhn. Sept. 16-18. Donald White.
Leamington, Ont.—Leamington Dist. Agrl. Soc. Sept. 15-20. Cecil Stobbs.
Listowel, Ont.—Listowel Agrl. Soc. Sept. 17-18. W. J. Roberts.
Magnetawan, Ont.—Magnetawan Agrl. Soc. Sept. 16-17. H. W. Roskopf.
Manitowaning, Ont.—Manitowaning Agrl. Soc. Sept. 18-19. James Hembuff.
Maxville, Ont.—Kenyon Agrl. Soc. Sept. 16-18. J. P. McNaughton.
McKellar, Ont.—McKellar Agrl. Soc. Sept. 16-18. L. Moffat.
Metcalfe, Ont.—Metcalfe Agrl. Soc. Sept. 19-20. J. E. Craig.
Midland, Ont.—Tiny & Tay Agrl. Soc. Sept. 18-20. Robert G. Nesbitt.
Napanea, Ont.—Lennox Agrl. Soc. Sept. 15-17. George T. Walters.
Neustadt, Ont.—Normanby Agrl. Soc. Sept. 16-17. Ed Demerling.
Norwich, Ont.—North Norwich Agrl. Soc. Sept. 16-17. David Croft.
Oro, Ont.—Oro Agrl. Soc. Sept. 16-17. I. T. McMahon, Hawkestone, Ont.
Paisley, Ont.—Paisley Agrl. Soc. Sept. 15-16. William T. Hopper.
Picton, Ont.—Picton Agrl. Soc. Sept. 19-20. Mrs. Robert Jamieson.
Powassan, Ont.—Powassan Agrl. Soc. Sept. 16-17. W. G. Oldfield.
Providence Bay, Ont.—Providence Bay Agrl. Soc. Sept. 16-17. Mrs. Andrews Dryden.
Rosseau, Ont.—Rosseau Agrl. Soc. Sept. 16-17. Mrs. George E. Foster.
Seaforth, Ont.—Seaforth Agrl. Soc. Sept. 18-19. Mrs. Lillian Grumett.
Sheburne, Ont.—Dufferin Central Agrl. Soc. Sept. 16-17. T. E. Watson.
Smithville, Ont.—Smithville Agrl. Soc. Sept. 19-20. C. J. Shrum.
Spencerville, Ont.—Spencerville Agrl. Soc. Sept. 16-17. G. M. Snyder.
Springfield, Ont.—South Dorchester Agrl. Soc. Sept. 16-17. E. E. Ward.
Stirling, Ont.—Stirling Agrl. Soc. Sept. 18-19. R. E. Fox.
Stratford, Ont.—Stratford Agrl. Soc. Sept. 15-17. F. H. Bell.
Sunderland, Ont.—Erock Agrl. Soc. Sept. 16-17. Miss M. E. St. John.
Tweed, Ont.—Tweed Agrl. Soc. Sept. 16-17. John O. Sager.
Warren, Ont.—Warren Agrl. Soc. Sept. 17-18. Mrs. R. Bole.
Warton, Ont.—Warton Agrl. Soc. Sept. 18-19. G. R. Rathwell.
Papineauville, Que.—Papineau Agrl. Soc. Sept. 16-17. J. N. Frappier, Plaisance.
Quyon, Que.—Pontiac Co. Agrl. Soc. Sept. 15-17. Gervase O'Reilly.
Shawville, Que.—Shawville Fair. Sept. 18-20. R. W. Hodgins.

# RAS NETS 283G AT ST. PAUL

## 4 Carney Men Held As Giant-"Killers"

NEW YORK, Sept. 6.—Four New Jersey carnival men were arrested by Bergen County, N. J., police early Thursday morning (4) at a Lodi, N. J., roadhouse after a brawl with two members of the New York Giants football team and a friend of the football players, Francis Mitchell. George Tobin, Giant guard, was severely cut on the head and face and Jim White, tackle, was badly beaten. The fight started outside the cafe. White's wife was said to have been insulted.

The arrested men were John and Anthony Vivona, sons of one of the owners of the Vivona Bros.' Carnival Company, and Charles Fleming and Rocco Torino, employees of the carnival, which was playing at Montclair. The Vivonas were released in \$2,500 bail each on charges of assault and battery; Torino was released in \$500 bail as a material witness and Fleming was held in the Bergen County Jail in default of \$5,000 bail on a charge of atrocious assault and battery.

## Hamburg Fair Big for Strates

Org tops last year's receipts by 20 per cent — Drome doubles 1946 take

HAMBURG, N. Y., Sept. 6.—James E. Strates Shows, which turned in a good gross at this annual last season, topped the '46 receipts by 20 per cent, officials reported. Claude Bentley reported his side show enjoyed the biggest week of the season. Nate Eagles' *Hollywood Midget Movie Stars* reported capacity at every show.

The run here from Elmira was made in good time and everything was up and ready for the opening day, which was Children's Day. Sam Nunis's auto races brought out 35,000 paid admissions one day and Joie Chitwood's Thrill Show added another 25,000 another night to help clog the midway and bring big grosses to the Strates org.

Ralph Hinkson, photographer for *The Buffalo Daily News* was a daily visitor on the midway, shooting pictures of the crowds and performers. As a result, the Strates shows garnered plenty of publicity during its run here.

Benny Wells, scenic artist, arrived to do the art work on Jerry Jackson's *Hep Cat Revue*. Jim Yotas, Mike Olsen and L. H. Kimes have rebuilt the Heyday.

Cortland, N. Y., Fair gave everyone with the Strates org a pleasant surprise. With all personnel looking for just ordinary business, the announcement that receipts were 22 per cent over a year ago came as more than a surprise. Concessionaires reported as more than satisfied with their takes. Al Mercy's *Charm Hour Revue* was the top money getter among the shows, while the Looper and Mrs. Leworthy's *Fly-o-Plane* paced the rides.

Practically every ride and show on the midway has been decorated with neon and Gif Ralyea and his crew have neonized all light towers.

## Mo. Fair Gives Heth Org Best Date of Season

COLUMBIA, Mo., Sept. 6.—The Boone County Fair here August 31-September 2 gave the Heth Exposition Shows the biggest fair date of the season so far.

Org made a circus move of 85 miles here from New London, Mo., where it played a four-day celebration to good business.

Special Agent Clarence Westwood had 35 extra men on duty here at the fairgrounds to assist the regular crew to set up. Everything was in operation at 3 p.m. Sunday, opening day. The crowd started coming early and final tabulation showed 14,000 on the midway. All rides, concessions and shows did capacity. At the end of the fair, figures showed the Ferris Wheel, *Glide-o-Plane* and *Octopus* in a photo finish, with the Ferris Wheel tops by a scant \$3. Other rides in the top bracket were the *Merry-Go-Round*, *Caterpillar*, *Roll-o-Plane* and pony ride. Louis Selzer's *Monkey Show* paced the shows, followed by B. H. Blankship's *Girl Revue*. Myron Glendale's *Funhouse*, Hector Maplewood's *You Name It* and Capt. Jerome Howard's *Trained Wild Animal Arena* came thru with excellent business.

### New Celes Signed

Line-up here consisted of 6 major rides, 3 kiddie rides, 5 shows and 48 concessions. Promotional Director Dave Carroll spent Labor Day on the shows and reported several new celebrations signed in Arkansas, Mississippi and Louisiana.

Louis and Rose Cutler joined here with their *Octopus* and eight stock concessions. Others joining here included Harry Marshall, cookhouse and short range shooting gallery; Mr. and Mrs. L. R. Baldwin and Jack, coke bottles; Calvert and Sally Rutherford, popcorn; Jean and Artie Marshfield, percentage; Bertha Edwards and Audrey Tankersley, color block; Joe Hewitt and Russell Huller, basket fruit; Fred Reed, blower and knife rack, and Kay Konezzny, ball game.

Manager Bob Heth took delivery on a new semi here and two 40-foot light towers. Mrs. Blanche Heth, secretary-treasurer of the Heth org, also operates bingo and handles the mail and *The Billboard*.

Visitors included Ed Roberson, Columbia Coca-Cola manager and member of the Circus Fans Association; John T. Swafford, tent show (rep) manager, and Winslow W. Ferguson, retired rep actor.

The fair season for the Heth shows started at Augusta, Ill., August 13, with *Forreston*, *Lafayette* and *Minden* following. All came thru with satisfactory business for shows, rides and concessions. Ralph (Slim) Dearing, pea pool dealer; Duke Charles, Ferris Wheel foreman; Kenneth Parks, *Merry-Go-Round* foreman; Walter H. Hanners and Walter Deegan, domino stock concessions, and Mr. and Mrs. Dewey Hendricks and daughter, Lois, shooting gallery and age and scales, all report their respective concessions and rides doing okay business.

Charles (Chuck) Lambert, chief mechanic, has all trucks in perfect condition. His wife, Anna, has hoop-la.



FRANK A. PANISKO, left, spent his two weeks' vacation clowning on the Meekers Shows' midway. Picture, taken on the midway at Missoula, Mont., shows Ralph Meeker, owner of the shows bearing his name, inspecting the firecracker Panisko used in his firecracker gag.

## Essex Junction Again Inks WOM After 1947 Biz

ESSEX JUNCTION, Vt., Sept. 6.—A banner date on the midway of the Champlain Valley Exposition here resulted in the World of Mirth Shows being given the fun zone contract for 1948. It was announced by fair President James Grow, prior to the wind-up of the six-day showing August 30. Frank Bergen, general manager of the shows, said he was "more than pleased" with the outcome of the engagement.

Perfect weather prevailed thruout the week, except for the closing day when heavy rains washed out activities until late afternoon. However, clearing skies resulted in good business at night. Attendance on Burlington Day, estimated in excess of 25,000, shattered all previous one-day records.

Local newspapers and Station WJOY gave the shows strong support. *The Burlington Daily News* featured three four-column pictures on its front page on the first three days of the fair. *The Burlington Free Press*, largest newspaper in the State, contributed generous amounts of space in each edition.

Little Mary, chimp star of Blondie Mack's Animal Circus, was featured in a WJOY studio broadcast. Station also had a wire recorder on the midway which was used by station personnel on top of the Ferris Wheel, inside of L. Harvey (Doc) Cann's Motordrome and on the *Merry-Go-Round*.

## V. G. Turner, Norton Show Employee, Injured in Fall

ABERDEEN, S. D., Sept. 6.—V. G. Turner, 41, Headrick, Okla., an employee of the Norton Shows, suffered a fractured neck here when he fell from a Ferris Wheel seat which he had attempted to enter while the machine was in motion. He missed his hold, according to witnesses, and fell 12 feet.

His physician said the spinal cord was not injured in the accident and that Turner had a fair chance of recovery. He is in Aberdeen Hospital.

## Sets All-Time Midway High

Amasses huge total as Minn. State Fair returns to operation with new high gate

ST PAUL, Sept. 6.—The largest gross ever recorded by a traveling carnival—a take of \$283,686 after taxes—was stacked up by the Royal American Shows at the 10-day Minnesota State Fair, which closed here Labor Day.

The huge total piled up as the Minnesota event swung back into operation after two years of enforced idleness (in '46 because of a polio epidemic and in '45 because of the war), to rack up an all-time attendance record of 899,893.

### Previous Peak Was 125G

The take by the Royal American Shows regained for that org the distinction of holding the record for the largest carnival gross ever registered on an annual fair. The Royal American had held that honor up to the war with a take of \$125,000 which it had chalked up here and which this year it more than doubled.

During the war years, as prices of rides and shows rose in step with everything else, but while the Minnesota event was either closed or staged on a curtailed basis with a reluctant drop in attendance, the record went elsewhere.

### Succession of Records

First, the Royal American Shows topped their own record at the Florida State Fair, Tampa. That was early in '46. Then Hennies Bros.' Shows bettered it at the Illinois State Fair, Springfield, last summer, and as recently as last week a gross of "about \$165,000" was reported by the Hennies org at the Iowa State Fair, Des Moines.

The more than a quarter of a million dollar take of the Royal American here, however, puts those grosses into the shade.

During the event here, every unit on the Royal American reported tremendous business. The side show, operated by the Lorow Brothers, Bert and Cortez, was reported as the top money getter, with its take placed in the neighborhood of \$48,000. Running neck and neck among the shows for the second spot were Leon Claxton's *Havana in Harlem* and Raynell's *Girl Show*.

## B&D Shows Set For Fall Opener

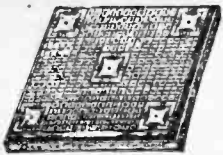
OCEAN DRIVE BEACH, S. C., Sept. 6.—B & D Shows are set for the opening of the fall road tour, which opens Monday (8) at Cheraw, S. C. Manager C. E. Davis has been on the go between here and Concord, N. C., org's winter quarters, the last two weeks getting things ready.

Scenic artist Gus Timmons finished the art work on the *Merry-Go-Round* and the new *Emmett the Rabbit Boy Show*.

At the opening stand the org will have 5 major rides, 3 shows and 15 concessions. The free act will be Taylor and Mickey Trout with their hoop and juggling act. They will work on a 24-foot stage complete with backdrop, foot lights and flood lights.

Gene Webster is the billposter and has charge of the sound car.





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**MIDWAY CONFAB**

Eddie Elkins engineered a date for the Ross Manning Shows in West New York, N. J.

Midway kids have their joys, too, and one of them is leaving the lot to go to a show.

Mrs. Eddie Elkins has the popcorn concession with I & T Shows playing Long Island, N. Y.

Frances Davis reports she is back at her old job at 18th and Olive streets, St. Louis.

Earl Dixon and L. L. R. Lewis are operating their concessions on the Florida Amusement Company.

In midway biz, anyone on the street that wishes you a "good morning" is considered a "town character."

Joseph and Daisy Walk recently purchased a new 1947 Studebaker truck.

Harry and Dorothy Schneklott write from Hot Springs that they have opened a locksmith shop there and retired after 25 years on the road.

Mae-Jae Arnold has rejoined the Hutchens Modern Museum on the

Snapp Greater Shows after a three-year absence.

For not having any sex appeal, the guy who lammed with ticket box receipts got a lot of attention in a newspaper.

Frank Tripp, columnist of *The Rochester (N. Y.) Democrat and Chronicle*, recently devoted his entire column to the Merry-Go-Round.

Birdie Winters reports that after spending the summer performing at the Fairmont Hotel, Ferndale, N. Y., he has returned to Brooklyn to work clubs.

Sam and Billie Palitz recently purchased a 1947 Buick station wagon in Philadelphia. They will join the Cetlin & Wilson Shows at the Reading (Pa.) Fair.

Owner of a show was referred to as "the boss" much to his surprise and the surprise of his employees.

When Prell's Broadway Shows played Altoona, Pa., Le-Ola, annex attraction, was visited daily by Zora, operator of the Garden of Allah, and Carl Miller, front man.

Eddie J. Sweeney cards from Lumberton, N. C., that he is playing to

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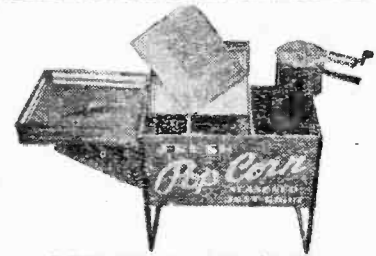
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balco fairs in North and South Carolina with Murray Jackson and H. Mace.

Pfc. Charles Pridmore, member of Uncle Sam's army, reports he is a convalescent. His address is 94th Quartermaster Service Battalion, APO 731, care of Postmaster, Seattle.

Master of eight languages is spending his time in hotel lobbies studying what concessionaires say.

Mr. and Mrs. Herbert A. Douglas, West Chester, Pa., who so far have made 39 circus visits this year, now report they have visited 21 carnivals to date.

Ernie Prosser, chief billposter with the World of Mirth Shows, visited The Billboard New York offices August 28. He was en route to start the shows' Southern billing, opening with the Shelby (N. C.) Fair.

Prior to the Romans return to Maine, Michael Roman and Mrs. F. Caravella gave folks on the Caravella Shows a chicken and corn dinner. The Romans are vacationing at Atlantic Beach, N. C.

Midwayites can stand most any strain except the sudden discovery that it was the boom years and not their smartness that got them money.

When the Southern Valley Shows played at Jonesboro, Ark., Mr. and Mrs. Matt Thorpe entertained at a dinner in their new Sparton Manor trailer home. Guests included Mr. (See MIDWAY CONFAB on page 64)

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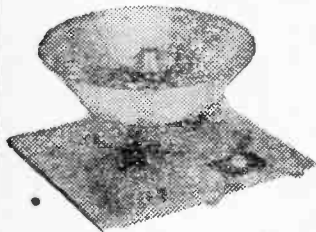
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5441 COTTAGE GROVE CHICAGO, ILL.

<p><b>STOCK TICKETS</b></p> <p>One Roll ..... \$ 1.00 Five Rolls ..... 4.00 Ten Rolls ..... 6.00 Fifty Rolls ..... 20.00 100 Rolls ..... 38.00</p> <p><b>ROLLS 2,000 EACH.</b> Double Coupons. Double Prices.</p> <p>No C. O. D. Orders. Size: Single Tkt. 1x2".</p>	<p>Anger Punishes Itself.</p> <p>We Manufacture</p> <p><b>TICKETS for RESTAURANTS—THEATERS</b></p> <p>In Books, Roll, Strips, Reserved Seats. Get Ready for Your Winter Business.</p> <p><b>THE TOLEDO TICKET COMPANY</b> Toledo (Ticket City) 2, Ohio</p>	<p><b>SPECIAL PRINTED</b> Cash With Order. Prices:</p> <table border="1"> <tr><td>2,000</td><td>\$ 6.80</td></tr> <tr><td>4,000</td><td>7.45</td></tr> <tr><td>6,000</td><td>8.30</td></tr> <tr><td>8,000</td><td>9.15</td></tr> <tr><td>10,000</td><td>10.00</td></tr> <tr><td>30,000</td><td>14.00</td></tr> <tr><td>50,000</td><td>18.00</td></tr> <tr><td>100,000</td><td>28.00</td></tr> <tr><td>500,000</td><td>108.00</td></tr> <tr><td>1,000,000</td><td>208.00</td></tr> </table> <p>Roll or Machine Double coupons, Double Prices.</p>	2,000	\$ 6.80	4,000	7.45	6,000	8.30	8,000	9.15	10,000	10.00	30,000	14.00	50,000	18.00	100,000	28.00	500,000	108.00	1,000,000	208.00
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500,000	108.00																					
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## NO MORE COSTLY BREAKDOWNS with these **BIG MONEY MAKERS**



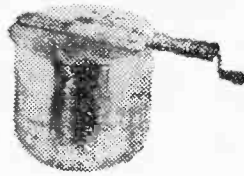
### ★ ALL ELECTRIC CANDY FLOSS MACHINE

Our new Super Model #100 is extremely easy to operate—even a child can do it. Single Spinnerhead, \$227.50; Double Spinnerhead, \$245.00; Single Bands and Ribbons, \$5.00 each; Double Bands, \$15.00 each. We repair all makes of machines.

### 8 QUART LIFETIME POPPER

A new Aluminum Popper for making delicious French Fried Popcorn! The only geared 8-quart popper on market. Easy to use. Easy to clean. Built to last a lifetime! \$10.00. Also 35-Qt. Gearless Kettle, \$37.50; 12-Qt. Saratoga Kettle, \$20.00; 6x6 Tops with Frames, \$150.00. WRITE!

All items ready for immediate shipment. Terms: 25% with order, balance on delivery. F. O. B. Toledo.



### CONCESSION SUPPLY COMPANY

BOX 133, STATION B

PHONE KI. 2408

TOLEDO 6, OHIO

**Special News**  
CARNIVAL AND PARK  
AMUSEMENT DEVICES  
NOW AVAILABLE

PLACE YOUR ORDER HERE  
FOR THE

**LOOPER  
MOON ROCKET  
CATERPILLAR  
CARROUSEL  
KIDDIE AUTO RIDE**

WRITE FOR OUR NEW CATALOG

ALLAN HERSCHELL COMPANY, INC. WILL CONTINUE TO BUILD AND SERVICE ALL RIDES AND EQUIPMENT THAT HAVE BEEN MANUFACTURED BY BOTH ALLAN HERSCHELL COMPANY INC. AND SPILLMAN ENGINEERING CORPORATION.

**ALLAN HERSCHELL COMPANY, INC.**  
NORTH TONAWANDA, NEW YORK

**PUFFY PETE PROFIT BUILDERS**

WRITE FOR PRICES

A COMPLETE LINE OF POPCORN SUPPLIES—NATIONWIDE SERVICE

**INTERSTATE POPCORN COMPANY** 1243 SO. WABASH AVE. CHICAGO, ILLINOIS

WAREHOUSES IN: CHICAGO — BOSTON — NEW YORK — SAN FRANCISCO

## The **TILT-A-WHIRL** Ride

On Midways All Over America  
Its Grosses Are Getting Better All the Time

—Manufactured by—

**SELLNER MFG. CO.** Faribault, Minnesota

## HOWARD BROS.' RIDES

Greene Co. Fair, Waynesburg, Pa., September 18-20

**WANTS — WANTS — WANTS**

Cookhouses, Bingo, French Fries, Penny Arcade, Monkey Shows, Fun House, Ball Games, Dart Stores, Photo, Novelties, any legitimate Concessions. Contact

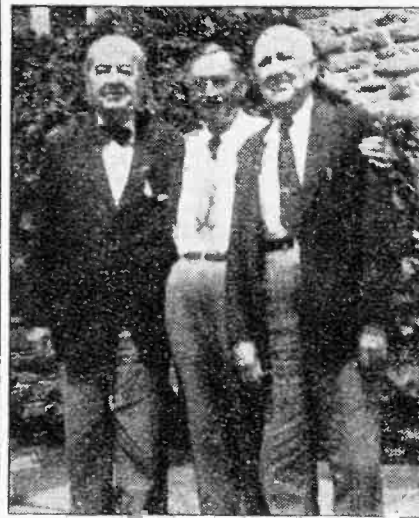
**C. D. HOWARD**

Howard Bros., Mannington, W. Va., September 8-13

## OCTOPUS ROLLOPLANE FLY-O-PLANE

World's Most Popular Rides

**EYERLY AIRCRAFT CO., Inc.,** Manufacturers, Salem, Ore.



THESE THREE EX-TROUPERS, left to right, D. P. Hibberd, H. A. Morrison and R. M. Cox, posed for this picture at the Masonic Home, Elizabethtown, Pa. All three worked ahead for many years with various circuses and carnivals.

## Midway Confab

(Continued from page 63)

and Mrs. Marty Michills, Mr. and Mrs. Harold Clippard and Mr. and Mrs. Lee Walters.

An intellectual on any show is the son of a father who is ever advising, "My six-year-old son wouldn't make the mistakes the office does."

Jimmy Udseth, who recently took over the Funhouse on Bill Hames Shows, reports business good.

Martha Miller, former concessionaire, reports she has purchased the MacArthur Hotel in Hot Springs.

The Gerrys, Bobby and Frank, mentalists, are managers of the newly formed side show on the United States Shows.

A surprise birthday party was given Helen Barfield, palmistry concession, at the Charleston, W. Va., Fair. She was the recipient of many presents.

There should be praise for the troupers on the Gate & Banner Shows who, in a spirit of cleanliness, cleaned up the lot and threw the garbage on a neighbor's lawn.

Arky Bradford, trainmaster on the Wonder Shows of America, passed out the cigars August 28 when Mrs. Bradford gave birth to a seven-pound son while the shows were playing the fair at Fargo, N. D.

Anyone knowing the whereabouts of E. B. (Buddy) Martin, of Brady & Leedy Shows, is urged to have him contact his brother-in-law, L. E. Hallman at the latter's home in Washington. Hallman reports that Martin's sister is seriously ill there.

Lew Alters's Freak Unit has left the Triangle Shows to join the Mighty Van Dyke Shows. Line-up has Helen Alters, No. 1 box; Harry Davis, No. 2 box; Sig Anderson, tattooed artist; Dubletta, two-headed baby; Texas Joe, fire eater; Bertha, big snakes; Grace, the Horse Girl; Devil, two-nosed dog; Tom Conway, pin cushion; Billy Jewell, magic. Georgie Spears Jr. has the ape girl in the annex.

## SHOOTING GALLERIES

And Supplies for Eastern and Western Type Galleries. WRITE FOR CIRCULAR.

**H. W. TERPENING**

137-139 Marine St. OCEAN PARK, CALIF.

## "AMERICA'S FINEST SHOW CANVAS"

PRACTICALLY NEW!

24x36 BINGO TENT—USED 1 WEEK  
IMMEDIATE DELIVERY!

**QUICK CONCESSION TENTS,  
DELIVERY.. SHOW TENTS  
AND BANNERS**

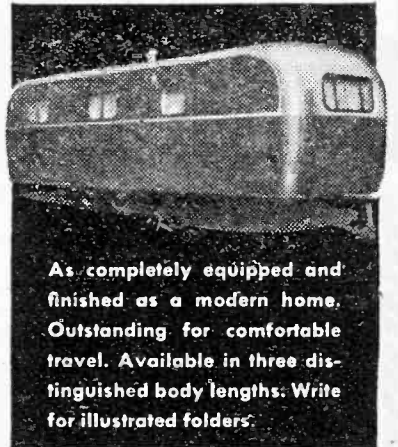
The Best Flameproofed Available.

- Forest Green
- Royal Blue
- Orange
- Khaki

**BERNIE MENDELSON—CHARLES DRIVER**

**O. Henry Tent & Awning Co.**

4862 N. CLARK ST. CHICAGO 40



As completely equipped and finished as a modern home. Outstanding for comfortable travel. Available in three distinguished body lengths. Write for illustrated folders.

*America's Finest Trailodge*

**ALMA TRAILER CO. ALMA, MICH.**

## PEERLESS CELEBRATION AMUSEMENTS

STRASBURG, VIRGINIA, SEPTEMBER 8 TO 13

Can use Shows with own transportation. Have tops for well-organized Shows. WANT good, sober Ride Help; drivers paid extra and pay day every week. Concessions—Games and Photos open, also American Palmistry. If you want a long season south join now for the tobacco markets.

All Address:

**WM. J. MESPELT or FRED HEDRICK**

Romney, West Virginia, this week, or as per route.

## Rupe's Midway For Fun

Will book Bingo, Hoop-La, Spindle, Blower, String, Darts and Penny Pitch. Any legitimate Concessions not conflicting. Will book clean, flashy Mite Camp. Will book Monkey, Snake or Wild Life Show. **W. R. RUPE**, Ralston, Okla., Sept. 12-13, Homecoming Celebration on streets, free barbecue and street dance; then 2 more in Oklahoma; then West Texas cotton. Wire or come on. Need Agents for Ball Games, Cork and Short Range Lead Gallery. No drunks.

## WANT

2 Agents for Bucket Store. Agents for Grind Stores and Ball Games. Also Agents for Hit and Miss.

**LOUIS CUTLER**

c/o HETH EXPOSITION SHOWS  
Boonville, Mo.

## IS YOUR VOLTAGE LOW?

I have a voltage booster operating on 115 volt AC circuit with a 10% or 20% boost. Will handle 1500 watt load. For special application please write. \$15.00 each.

**W. R. DORSETT**

Route 6, Macon, Ga.

## FOR SALE

### Streamlined Miniature Train

Used, runs on tires, requires no track, one 30-passenger coach, at sacrifice. Price if sold this week, \$800.00. Reason, moving to California.

C. B. HARLIN, 12 N. E. 8th, Ardmore, Okla.

## WANT

Now, useful Side Show people, good Annex Attraction, no expense. Whiskey and agitation cause of this ad. Set Fat Show Banners for sale, \$100.00.

Answer

**Claude Bentley Strates**  
YORK, PA.

**FLAMEPROOFED TENTS  
IN STOCK — ALL NEW**

60'x120'	40'x100'	40'x80'
30'x90'	30'x60'	20'x60'
20'x50'	20'x40'	20'x30'
20'x20'	14'x21'	14'x14'

Prompt Delivery Any Type Tents to Order. Bright Flameproofed. Royal Blue, Forest Green, Olive Green, White, Blue & Khaki Dyed Hoopers Flameproofing Compound.  
**Write Today**

**UNITED STATES  
TENT & AWNING CO.**  
2315-21 W. Huron CHICAGO 12  
Chicago's Big Tent House Since 1870

**SIDEWALL  
NEW WATERPROOF  
FLAMEPROOF**

Following finished sizes, complete with Grommets. Made of double filled duck or twill.  
6'x100' ... \$54.58 9'x100' ... \$80.00  
7'x100' ... 83.04 10'x100' ... 88.48  
8'x100' ... \$71.52  
Made in any length at the above rate per running foot.  
Satisfaction Guaranteed—Prompt Delivery.  
"If It's Made of Canvas, We Make It"  
25% deposit—balance C. O. D.

**MICHIGAN SALVAGE**  
417 W. Jefferson Ave., Detroit 26, Mich.

**SHOW  
CIRCUS  
CONCESSION  
MERRY-GO-ROUND  
CENTRAL  
Canvas Company**  
HARRY SOMMERVILLE—FOREST GILL  
121 West 8th Street Kansas City 8, Mo.

**D. M. KERR MFG. CO.  
TENTS**  
1954 W. GRAND AVENUE  
CHICAGO 22, ILLINOIS

**WANTED AT ONCE**

Working Men for Wild Life and Snake Show, Sheet Writer for Wild Life.

**DOC H. D. HARTWICK**  
c/o Crescent Amusement Co., Spruce Pines, N. C., this week; Rutherfordton, N. C., next.

**HOME STATE SHOWS  
WANT**

First and Second Men for Wheel. Second Man for Roll-o-Plane, Shows that do not conflict.  
Grant City, Missouri, Fair, Sept. 10-13;  
Rockport, Sept. 17-20.

**FOR SALE  
SMALL MIX-UP**

Stored in Lincoln, Nebr. Price, \$275.00. Contact J. P. FLIGHT, Stuart Bldg., Lincoln, or  
**POP HALE**  
820 Jackson St., Waco, Texas

**WANTED**

Agent for Skillo Wheel, Lay Down, Luck Stack, Gabs Corbett, get in with me

**PORKY FUSTANIO**

c/o MARKS SHOWS, Charlottesville, Va., this week; then Burlington, N. C.

**CARNIVAL WANTED**

To play Fall Festival, Sept. 22-27  
Sponsored by

**V. F. W., PARMA, MO.**

Contact ORVILLE BANKSTON, Vice-Commander

**BALLYHOO BROS.' CIRCULATING EXPO**

**A Century of Profit Show**

By Starr De Belle

Bullrushes, Ind.  
September 6, 1947

Dear Pat:

How does the new title, "Fifth Avenue Real Estate Shows," sound to you? We switched titles for this spot. The present-day midwayites would have no old age worries if they played this date. We were located on a subdivision, five miles from the heart of the burg that our mail came to. Our auspices, the Swamp Manor Promotional Company, co-operated in every way to give the young troupers of today a homesite for tomorrow. It was one of the best deals in the way of social security that any committee ever ventured to provide. Their slogan was, "If the future holds nothing for you, we'll provide the nothing."

During and after the engagement here many of our people became property owners. Here was the liberal set-up. Concessionaires paid \$10 per foot for locations with the understanding that should they gross \$10 more than their privilege the lot became the concessionaires property for the sawbuck. Or on the easy payment plan they could put up \$1 and the rest as they get it.

To make the future carnival city alluring the streets were named Pan Game Boulevard, Hoop-la Drive, Big Tom Lane, Racetrack Avenue and Penny Pitch Lane. The shows and rides were set up on Pass Raving Terrace.

The booth operators had the best of it. One passed out handbills that read, "Blanket Wheel. Only 25 minutes walk from this gate. Spoon and walk in the moonlight." Some of the locations had swamps, lakes and creeks. Our fishpond concessionaire

didn't bother to put his booth up. He just worked out of a lake and was put on the easy payment plan, because he only had enough dough after paying the nut to lay down the taxes for the year. There were several other choice duckpond locations that provided puddles, ponds and pools.

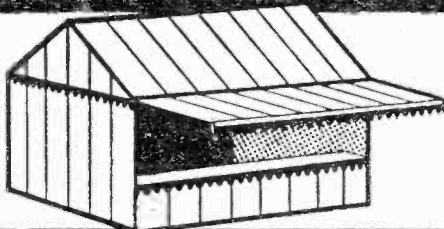
Manager Pete Ballyhoo, who always has the futures of his people at heart, asked his personnel to go into the thing deeper as he had the promotional company's guarantee that bus transportation would be provided to the new subdivision by 1970 and added that had we had those transportation facilities now everyone would have grossed enough to enlarge their real estate holdings.

The lovers of woods and streams would profit by investing in the lower part of this back-to-nature location. All we had on the lot were woodsmen, and they passed up the Wild Life and all other animal attractions, claiming that everything we had to exhibit in those shows ran wild at that end of the lot. Yet with all the set-backs the midway grossed a neat \$318 on the week, which with the additional \$10 real estate sales put the show out of town.

Run the following ad: Ballyhoo Bros. can place home-loving people in all departments. Join this show and learn while young, what the future holds for you. Join now and get in on a rock-bottom proposition. We have with us over 500 property owners and investors. We'll guarantee every showman that joins now a permanent location for his house trailer, which no one can chase you off of, with dignified surroundings and intellectual neighbors.

MAJOR PRIVILEGE.

**ANCHOR TENTS**



**SQUARE UMBRELLAS FOR NOVELTY STANDS  
CONCESSION — TRAVELERS — BINGO —  
CIRCUS — BALL GAME — MERRY-GO-  
ROUND — GREEN — BLUE — KHAKI —  
FLAMEPROOF GREEN — BRIGHT CON-  
TRASTING TRIM.**

ORDER NOW TO ASSURE  
PROMPT DELIVERY

**ANCHOR SUPPLY CO., INC. EVANSVILLE, INDIANA**

**TENTS**

All Sizes—NEW AND USED—All Styles.

BRIGHT FLAME-PROOF FABRICS—Khaki, Blue, Forest Green, Olive Green, Tangerine.

**E. G. CAMPBELL TENT & AWNING CO.**

100 CENTRAL AVE. (Phone 38885) ALTON, ILLINOIS

**TENTS**

TENTS—Concession, Gypsy, Camping. Flashy trimmings. Tents of all sizes. Merry-Go-Round and Caterpillar Tops, Big Tops.

**ANYTHING IN CANVAS**

QUICK DELIVERY—WIRE, WRITE OR PHONE

**TENTCO CANVAS, INC.**

130 GREENE STREET Phone: Walker 5-1299 NEW YORK 12, N. Y.

**T - E - N - T - S**

BINGO — CONCESSIONS — SHOW — MERRY-GO-ROUND — CIRCUS  
khaki, blue, olive, baker bold stripe

**Jimmy Morrissey**

**ALL-STATE TENT & AWNING CO.**

300 E. 9th St. Phone: Harrison 6867 Kansas City, Mo.

**BOOMERANG**

Unlimited Capacity — Repeater — Thriller

Write for Catalogue

**U. S. RIDING DEVICES CORP.**

298 Junius Street Brooklyn 12, New York

A new, easy and profitable way to make fine ice cream



**YOU JUST ADD WATER,  
STIR AND FREEZE**

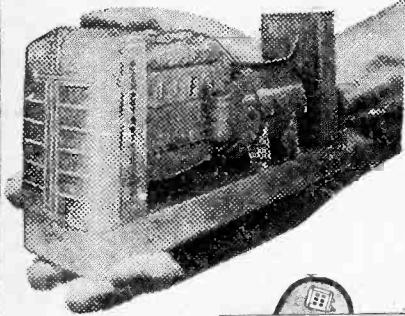
Kraft Powdered Ice Cream Mix contains all of the ingredients for making smooth, rich, fresh-tasting ice cream. So all you do is . . . just add water, stir and freeze. It's time-saving, labor-saving and space-saving. There's no need for refrigerated storage space. Ideal for theater lobby installations, portable units and concessions where space is limited.

Kraft Powdered Ice Cream Mix is available everywhere. Packed in 4 1/4 lb. tins, 6 to a case (makes 15 gallons frozen ice cream). For further details, call or write Kraft Foods Company, Dept. B-1, 500 Peshtigo Court, Chicago 90, Illinois.

**KRAFT  
Powdered  
Ice Cream Mix**



**HERE'S THE DIESEL ELECTRIC PLANT TAILORED TO SUIT YOUR NEEDS**



Available in sizes of from 5 KW. to 300 KW. Designed around the famous General Motors Diesel Engine. Complete with single bearing close coupled generators, large type instruments mounted on STAINLESS STEEL panels. Write for prices and details of the plant to supply your show with electricity.

**STEWART & STEVENSON SERVICES, Inc.**

Anywhere SERVICE • PARTS Anytime

G.M. Diesel Engines  
Hallett Diesel Engines  
Continental Red Seal Engines  
4516 Harrisburg Blvd. Houston 3, Texas

**ARCADE FOR SALE**

25—ALL 5 AND 10 CENT MACHINES

25-foot Highway Trailer, opens up into 24x30 Arcade with panel front. Set up, torn down and operated by two people. Comfortable living quarters in front section. Step-up transformers, all permanent wiring. Two-ton International Tractor. All equipment A-1 condition and a steady money maker. Complete \$4,000.00, or will sell any part.

**DeVaul's Arcade**

King Reid Shows  
Cobleskill, N. Y., Fair, this week; then Nedrow, N. Y.

**FOR SALE**

1946 EIGHT-CAR OCTOPUS  
Seats Painted White, 15 Horse Power, 3-Phase Motor.  
1946 SUPER ROLL-O-PLANE  
With 3-Phase Motors.  
These Rides used in Park and in first class Shows.  
2 60 K.W. GEN. MOTORS  
3-PHASE LIGHT PLANTS  
Mounted on Semi Trailer. These Plants in first class shape.  
1 ROOT BEER BARREL & CARBONATOR  
\$150.00 for both  
1 POPCORN & CARMEL KORN OUTFIT  
Creators Make. \$300.00  
Write or Wire  
**FRANK BURKE**  
214 North Walnut St., El Paso, Tex.

**HERALDS**

**THEATRES, CARNIVALS, FAIRS, ETC.**  
Another odd lot purchased 6,000,000 Sheets  
8 1/2 x 12 Yellow Herald Paper, printed F.O.B. Cato, at prices of \$3.95 first thousand, \$2.50 additional thousands. Still send us copy and amount of order. We'll do the rest.  
**CATO SHOW PRINTING COMPANY, INC.**  
Cato, New York Phone: Cato 86

**FOR SALE**

Ford Panel Truck '36 V8; Dual Wheels, 3 Concessions, 10x12 new Top and Sideval, Clothes Pin Pitch-Till-You-Win, frame Cypress, plenty of flash and stock; 8x10 Cigarette Shooting Gallery, 5 new guns; 12x12 Hoop-La. Lights and wire for all outfits, enough stock to get your money back. The best flash on any midway. Price, \$1,250.00. Owner has other interests. Can be seen at Harry's Trailer Mart, 8200 Reading Rd., Cincinnati, Ohio, or address **DAVID JAMES**, 2160 Patterson St., Cincinnati 22, Ohio.

**CLUB ACTIVITIES**

**Showmen's League of America**

400 So. State St., Chicago

CHICAGO, Sept. 6.—The ways and means committee is in action and will award a 1948 Chevrolet with proceeds going to the cemetery-hospital fund. Books are ready and being mailed to all members.

Membership applications, which will be balloted on at the next meeting, have been received from Earl Howard, Joe Nutaites, Ted Prockin, Thomas Burke, Charles H. Davis, William M. Horton, Frank Koski, Louis Baker, George Corral, Harry Levine, John Hardman, Mike Prtrantis, Rudolph B. Jones and Charles Weiss. These are credited to Walter K. Sibley, Harry Ross, John Lempart, L. E. Roth and Petey Pivor. Thomas F. Stevens, of the Orrin Davenport Circus, was in for application blanks.

Ben Kaplan has been discharged from the hospital and is recuperating in the Morrison Hotel, Chicago. Howard Gloss is out of the hospital but still under a doctor's care. Roy Barrett has been discharged from the hospital. Marshall L. Green still is a patient in Holmes Hospital, Cincinnati. Notice of the death of Eddie Conner, in Milwaukee August 26, was received. Burial was in Milwaukee.

Contracts for the *Outdoor Amusement World Directory* are in the mail. As usual, this will be run as part of the banquet and ball program and distributed at the banquet December 2.

Secretary Joe Streibich visited the Conklin midway at the Canadian National Exhibition and the Ellman United Shows at Elkhorn, Wis.

Callers at the rooms have included A. L. Rossman, Chick Bohdan, B. Sherman, Gus M. Pappas, Max Friedman, Wolfe Rosenstein, William Meyers, Isaac Malitz, Jack Kaplan, Roy Barrett, Vice-President Bob Parker and Lew Keller. Parker advises he will leave soon for an eastern trip and will work on the cemetery-hospital fund drive in that section.

**Ladies' Auxiliary**

President Viola Fairly sent in a box of gifts for the bazaar. Cornelia Curtin is on the road again. Carmen Bishop Horan, Alice Hill and Mrs. Ralph Glick closed the season Sunday (7) at Riverview Park, Chicago. Marie Brown and Louise Rollo are at Washington Park, Chicago, and anticipate four or five weeks at Sportsman Park.

Maud Geiler, third vice-president, is visiting relatives in Jackson, Tenn. Chaplain Margaret Filograsso returned from a vacation. Treasurer Rose Page, who has been on vacation, is back in Chicago. Past President Ida Chase plans a trip to Denver to visit relatives.

Members are notified that 1948 dues are due. Send them to Secretary Elsie Miller, 4215 West Fifth Avenue, Chicago 24.

Grace Goss, who suffered a sprained foot several weeks ago, is coming along okay. Virginia Kline, who was injured when thrown by a horse, reports she is improving. Clara Zeiger, on the sick list this summer, is on the mend.

Etta Henderson and family plan to remain on the road a few more weeks and then will head for Texas. Nan Rankine, first vice-president, is having a good season with the Happyland Shows. Sadie Schwartz is with the same org. Past President Blanche Latto and her husband have been kept busy this summer at Lynch's Bath House in downtown Chicago.

**Show Folks of America**

1839 W. Monroe St., Chicago

CHICAGO, Sept. 6. — Regular monthly meeting of the board of directors was held in the home Thursday (4), with Darrel Lyall, chairman, presiding.

Warren Warren, chairman of the barn dance committee, and his assistant, Thomas J. Coulthard, announced the following committees:

Tickets, Warren Warren, chairman; Tom Coulthard, co-chairman; Isaac Chapple, Al Geiler, Al Apple, Harry Fox; program sales, Warren Warren, Tom Coulthard, Herman Stoike, Isaac Chappel, Teresa Clarke, Harry Fox, Eugene Bradley, Al Appel, Al Geiler, Rev. Marcel La Voy, Dave Driver and Adeline Wynne; hall decorations and arrangements, Jess Harlow, chairman; W. H. Robertson, Robert Hallie, Al Geiler, Chet Genter and Herman Stoike; tickets at door, Warren Warren, Bergie Bergman and Helen Wong; ticket takers, Arthur May, Chet Genter, Robert Hallie; emcees, Bud Schaeffer and Jack Lamey; press, Jess Harlow; hats and donations, Etta Coulthard, Marguerite Bruce, Pearl Washburn and Lois Bonner; prizes and arrangements, Rose Page and Etta Coulthard, co-chairmen; Coral Chapple, Virginia Drew, Margaret Bruce, Bergie Bergman, Adeline Wynn, Julia Appel, Ann Lynch, Nellie Grosch, Marian Boyer, Maud Geiler, Pearl Washburn, Grace Fox, Lois Bonner, Jane Ross, May Adams Stoker, Jane Schaeffer, Peggy Richards, Helen Wong, Violet Lamey, Teresa Clark and Josephine Fairchild; reception, May Adams Stoker, chairman; Al Appel, Rose Page, Florence Reiselt, Grace Fox, Mort Schaeffer, Coral Chapple, Emma Johnson, Jane Schaeffer, Libby Schaeffer, Adeline Wynne, Margaret Armstrong and Maud Geiler. The representative-at-large of Round Lake and vicinity will be Harry Royale.

An official program will be issued in connection with the barn dance and Guy Colby and the WLS Barn Dance orchestra will provide the music. The date is October 31 and the place the Midland Hotel.

Nellie Grosch, welfare chairman, reports that Mr. and Mrs. Al Hunt and Maizie Waite were shaken up in an auto accident. All were hospitalized a few days but have been discharged.

New members are Uncle Dan and Polly Jenkins, of Iliion, N. Y.; Texas Rose, Greencastle, Pa.; Albert Tighe, Palatine, Ill., and Coye E. Price, New York.

Rose Page, manager of the home and re-sale shop, acknowledges donations for the re-sale shop from Hal (Coye) Price and the Red Mill Company. Cast-off clothing donations should be sent to the re-sale shop at 1839 West Monroe Street, Chicago.

**3000 BINGO**

No. 1 Cards, heavy white, 5x7. No duplicate cards. 35 cards, \$3.50; 50 cards, \$4.00; 75 cards, \$4.50; 100 cards, \$5.50; 150 cards, \$8.25; 200 cards, \$11.00; 250 cards, \$13.75; 300 cards, \$16.50. Remaining 2,700 cards, \$5.00 per 100 for cards only—markers or tally omitted. No. 3 cards—Heavy, Green, Yellow, Red—Any set of 50 or 100 cards, per card, 6¢.

**3000 KENO**

Made in 30 sets of 100 cards each. Played in 3 rows across the cards—hot up and down. Light weight cards. Per set of 100 cards, tally card, calling markers, \$3.50.

**LIGHT WEIGHT BINGO CARDS**  
White, Green, Yellow, Black on White, postal card thickness. Can be retained or discarded. 3,000, size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling markers, extra, 50¢. Ping-Pong Balls, printed 2 sides, \$30.00. Replacements, Numbered Balls, Ea. . . . .58  
3,000 Jack Pot Slips (strips of 7 numbers), per 1,000 1.25  
M. W. Cards, 5x7; White, Green, Red, Yellow, per 100 2.00  
3,000 Small Thin "Brownie" Bingo Sheets, 5 colors, loose only, no pads. Size 4x5. M 1.50  
3,000 Featherweight Bingo Sheets, large size, 5 1/2 x 3; 5 colors; loose, no pads. M 1.75  
Adv. Display Posters, Size 24x36, Each Cardboard Strip Markers, 10 M for .75  
Nickel Wire Cage, with Chute, Wood Ball Markers, Master Board; 3 piece layout for 15.00  
Thin Transp. Plastic Markers, Bwn., 3/4 M 1.00  
Red or Green Plastic Markers, scalloped edges, transparent, size 3/4 inch, M 2.50  
All above prices are transportation extra. Catalog and sample cards free. No personal checks accepted. Immediate delivery.

**J. M. SIMMONS & CO.**  
19 W. JACKSON Blvd., Chicago 4, Illinois

**MANLEY INC., KANSAS CITY, MO.**  
The Biggest name in Popcorn  
POPCORN MACHINES AND SUPPLIES

**WANTED**

Concessions and Side Shows for 5 big California Fairs: Placerville, Sept. 10-14; Antioch, Sept. 17-21; Colusa, Sept. 24-28; Auburn, Oct. 1-5. Want reliable Ride Help.

**PICKARD & MASSETH**

P. O. Box 663 Sacramento, Calif.

**CAN PLACE**

For **JACKSON COUNTY FREE APPLE SHOW**  
On Main Streets, Jackson, Ohio, Sept. 16-20. A FEW MORE HANKY PANK CONCESSIONS, ALSO JEWELRY AND PHOTOS, Goodie's Rides on the midway. CAN USE BINGO BELIEF CALLER AND SLM STORE AGENT. Knoxville, Tenn., follows Jackson.  
Address:  
**JOHN GALLAGAN**  
Defiance, Ohio (Street Fair), this week; Jackson next.

**SMALL MOTORIZED CARNIVAL WANTED**

Want to buy for cash or lease on liberal terms a Small Motorized Carnival. For the best small show route in America. Equipment must be in good shape. State all in first letter, giving price or lease conditions.

(John Moran, contact me.)

**DANNY FERGUSON**

2314 Fairfield Pl. (Phone: 1084R) Las Vegas, Nevada

**National Showmen's Association**  
1564 Broadway, New York

NEW YORK, Sept. 6.—Executive Secretary Walter K. Sibley visited the King Reid Shows at the Rhinebeck (N. Y.) Fair. He visited with Leonard Farley, secretary; Harry Agne, Martin Ranno, Bibs Malang, Harry Sandler, Charles Davenport, Dave White, Bernard Williams, Roy Peugh, Richard Massucci, John LaRue, Tommy Pell and the Valentines. King Reid was in Schaghticoke, N. Y., to lay out the lot for next date. Sibley met a number of visitors on the fairgrounds, including Morris Vivona, of the Vivona Shows, and Morris Black, one of their concessionaires. Harry Agne contracted for his first page in the Year Book. Martin Ranno paid his dues.

Sibley visited at Springfield, Worcester and a number of other Massachusetts towns, winding up in Nantasket Beach. He also visited Revere Beach and Lincoln Park near New Bedford, Mass., which is owned by Harry Prince and John Collins. Visits were enjoyed with Charles and John Collins, Louis Scherer and Roland Gamache. Prince contributed \$100 to the Monument Fund. Other recent contributors include William Glick, Irvin Merson, Joe Weissman, Michael Prudent, Ned E. Torti, Myron N. Colegrove, Roger S. Littleford Jr., Harry E. Prince, Max Cohen, Max Tubis, Harry Witt and Harry Nelson, each \$100. Grand total is now \$8,500.

Daddy Simmons, chairman of the entertainment committee, advises of the limited seating capacity at Leon & Eddie's for the President's Testimonial November 24. Only 250 can be accommodated and tickets are going fast. Make your reservations now.

Mike Walkoff underwent an operation in the Midtown Hospital, East 49th Street, New York, Tuesday (2).

Recent visitors at the club included Siro Auriello, who says he is negotiating for an interest in a Broadway restaurant; Harry Koretsky, Sam Miller and Cyril Wilkins. Membership cards for '48 have been issued to Louis Rosshandler, Arthur H. Allen, Alec Nahhas, Calvin F. Berry, Ben Herman and Israel and Milton Nathan.

Counselor Max Hofmann and staff are working on the details of a project for the purchase of a new home for the club.

**Heart of America Showmen's Club**

931A Broadway, Kansas City, Mo.

KANSAS CITY, Mo., Sept. 6.—Charles Coleman, custodian, reports an unusually large number of visitors at the club this summer.

Buck Ray is playing independent spots with his string of concessions. Edward (Slim) Johnson, Midwest Merchandise Company, left on an extended trip.

Toney Martone believes he tops the list in the sale of donor's tickets on the automobile which will be given away at the annual banquet and ball, proceeds of which go to the fund for the new home. Raymond Clayton is first in the membership drive. The member securing the largest number of petitions for membership will be awarded a gold life membership card.

Sam Benjiman infos that he soon will be on his way to Kaysee after a successful season at Walled Lake Park, Detroit.

Secretary G. C. McGinnis reminds all members that 1948 dues are due.

**FOR SALE**

**24 SEAT CHAIR-O-PLANE**  
A-1 Condition. \$1,250.00 Cash.  
**SHORTY McDONALD**  
Star Route, Christopher, Ill.

**Caravans, Inc.**

P. O. Box 1902, Chicago

CHICAGO, Sept. 6. — First fall meeting was held Tuesday (2) in the clubrooms at 400 South State with Edna O'Shea Stenson presiding. With her on the rostrum were Lucille Hirsch, first vice-president; Pearl McGlynn, second vice-president; Bessie Mossman, third vice-president; Pat Seery, treasurer, and Irene Coffey, corresponding secretary. Mariana Pope attended her first meeting after an absence and accepted the office of financial secretary. Bessie Mossman, chaplain pro tem, gave the invocation.

Elected to membership were Agnes Burke, Marie Noyes, Lucille Lamkin, Corenia Rady and Julie Ledoux.

Mae Oakes, chairman of the welfare committee, who recently was discharged from the hospital, has resumed her duties. She reports Agnes Barnes seriously ill in Mount Sinai Hospital; Frances Keller improving, and Veronica Potenza's husband, Fred, on the sick list. Lucille Hirsch went to New York to attend the funeral of her brother-in-law.

Correspondence was received from Marie Noyes, Claire Sopenar, Peggy Davies, Hattie Hoyt, Lee Belmont, Dolly Young, Evelyn Lee, Lotus Francis, Estelle Stephens and Evelyn Levine.

Pat Seery and Mariana Pope were named on the committee to make arrangements for the annual round-up. The raffle, donated by President Edna O'Shea, Stenson, was awarded to Mae Oakes.

Ernie and Lillian Lawrence visited the Gibson County Fair at Princeton, Ind., and saw Arval (Irish) and Hattie Hoyt, who are with the Royal Crown Shows. They also visited Mary Murphy, Charlotte Wright, Florence Rubin, Geraldine Gaughn, Ruth Sherwood, and Owner Dolly Young. At Mazon, Ill., they visited with Cecil and Esther Meyers, who were exhibiting their midget cows with the Bell-Vinson Shows.

Mr. and Mrs. Robert Revolt are the parents of a daughter born August 21. Father is with the Stenson Carnival Supplies. Mr. and Mrs. Leonard Golz are the parents of a son, Gary Leonard, born August 29. Mother is the daughter of Anna Sleyster.

Ballots for the election of officers will be in the mail soon. Dues must be paid to be eligible to vote. The first fall social will be held Saturday (13), with President Stenson in charge.

**Show Folks of America**

San Francisco

SAN FRANCISCO, Sept. 6. — Regular meeting was held August 25, with President Harry Seber presiding. Members remained standing while announcement was made of the death of Mrs. W. R. (Curly) Allardyce in Sacramento. The body was brought to San Francisco where funeral services were held August 28 in the Morrison Funeral Home and burial was in Show Folks Rest, Mount Olivet Memorial Park. A large delegation of Show Folks attended the funeral for David J. Morrison.

Communications were read from Fred and Ethyl Weidmann; Mrs. McCluskey, of the McCluskey Shows; Mr. and Mrs. Carlos Harrison, son-in-law and daughter of the late Mrs. Morrison; Bill Oberhandsli, who enclosed \$15 for the cemetery fund; Jack Christenson, reporting from the West Coast Victory Shows, who reported his wife was called east by the illness of her mother; Chick Saunders, of the Zeiger Shows; Eddie Tait, past president; Mary Ragan Kanthe, reporting from the Long Shows, and Marie Bailey, secretary of the Regular Associated Troupers. Thida Mae Gute and Donald M.

Greene were elected to membership. A total of \$52 was collected for the cemetery fund. Billie Hodges reported that Rose LaBelle was injured in a fall and Dr. Mannheim reported on the condition of Dolores Coranada.

Members present after absences were Pat Treanor, Eddie Harris, Mr. and Mrs. Frank Sabatella, who is with Harry Owens's orchestra; Marjo Patterson, Mrs. Donna Deal, George Edgerly, Louis Pillow, Ralph Clinton, Mrs. Glanna Queen and Eva L. Swyre.

Frank Fagin won the pot of gold.

**DROME RIDERS**

**WANTED**

Especially good Trick Rider.

Address

**GEORGE W. MURRAY**

Care James E. Strates Shows  
York, Pa.

**LAWRIENCIE**  
GREATER SHOWS  
*amusements of to-day plus a bit of tomorrow*

Our Fairs start with the big AMERICAN LEGION FAIR at GOLDSBORO, N. C., Monday, September 22, and followed consecutively by FOUR OTHERS in the heart of the NORTH CAROLINA TOBACCO SALES NOW IN PROGRESS, then THREE good FAIRS in SOUTH CAROLINA to follow.

Want organized MINSTREL SHOW, salary out of office and BUS TRANSPORTATION for 35 people. Anna Lee King, contact us. COMPLETE GIRL SHOW, Brownie and Jimmy Ferranzi, wire quick; Fun House and GLASS HOUSE, 25% balance of season. Want COOKHOUSE, FROZEN CUSTARD, FLOSS, SNOW CONES and FRENCH FRIES FOR THESE FAIRS.

Will place PENNY ARCADE, PHOTOS, NOVELTIES, PAN GAME, RAT GAME, AMERICAN PALMISTRY, HANKY-PANKIES of all sorts, also PERCENTAGE AGENTS and GRIND STORE AGENTS.

RIDE HELP—RIDE-O FOREMAN, \$75 per week; also WHIP FOREMAN and SECOND MEN on all RIDES.

**LAWRENCE GREATER SHOWS**

ROANOKE RAPIDS, N. C., now; GOLDSBORO, N. C., Legion Fair, September 22d to 27th

**GEORGE CLYDE SMITH**  
*Shows*

**WANTED**

Ball Games, Fish Pond, Duck Pond, Guess Your Age, Scales, Cigarette Shooting Gallery, Penny Pitch, Photos, Penny Arcade.

WANTED—Side Show, Girl Show, Plant Show, Wild Life, Monkey Show.

WANTED—Tilt-a-Whirl, Roll-o-Plane.

WANTED—Octopus Foreman, Semi Drivers.

Farmville, Va., Fair, week of September 22; Henderson, N. C., Colored Fair, week October 13; Suffolk, Va., Colored Fair, week October 20.

All replies to

**GEORGE CLYDE SMITH SHOWS**

Duncansville, Pa., till September 17.

**JONES GREATER SHOWS**

**WANT**

Shows, Concessions, Free Acts for Northwest Georgia Fair, Cedartown, Georgia, week of September 22, and for five other big Georgia fairs. SHOWS with or without own outfits. Want first class Ten-In-One Show, we have outfit and transportation. Will place Glass House, Snake Show, Miniature City, Motordrome, Hillbilly Show, and meritorious Shows.

CONCESSIONS—Want Ball Games, Novelties, Rotaries, Cigarette Gallery, Huckley Buck, Jewelry, Palmistry, String Game, Country Store and Merchandise. Concessions of all kinds. All address

**JONES GREATER SHOWS**

St. Marys, W. Va., this week; Greenup, Ky., week of September 15

**CAPITAL CITY**  
*Shows*

**WANT FOR CLAY COUNTY FAIR**

MANCHESTER, KY., WEEK SEPTEMBER 15

and nine more Fairs until December. Stock Concessions of all kinds. Good opening for Age and Scales. Shows—Ten-in-One, Wild Life, Monkey or any Grind Show. Mickey Apple wants Trick Rider for Drome. Want A-#1 Billposter with car, Second Men for all Rides.

All Replies to

**J. L. KEEF**

Capital City Shows, Williamsburg, Ky., this week.



# MARKS SHOWS

MILE LONG PLEASURE TRAIL

Want for the Following Fairs

**BURLINGTON COUNTY FAIR, BURLINGTON, N. C.**

Week of September 15

**Stanley County Fair, Albermarle, N. C.**

Week of September 22

**Cumberland County Fair, Statesville, N. C.**

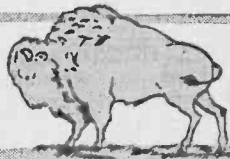
Week of September 29

**AND ALL FAIRS UNTIL THE MIDDLE OF NOVEMBER**

Can place legitimate Merchandise Concessions of all kind. Good opening for Penny Arcade.

Address all mail and wires to  
Charlottesville, Virginia, this week, and then as per route.

*the mighty*  
**WAN IDYKIE**  
*shows*



**WANT**

**FOR FOLLOWING FAIRS AND CELEBRATIONS**

WEEK SEPT. 15TH, V.F.W. CELEBRATION, FLORENCE, S. C.  
WEEK SEPT. 22D, SHRINE CELEBRATION IN HEART OF SAVANNAH, GA.  
TEN DAYS COMMENCING SEPT. 30TH, COLORED STATE FAIR, JACKSONVILLE, FLA.  
WEEK OCT. 13TH, AMERICAN LEGION FAIR, GAINESVILLE, FLA.  
WEEK OCT. 20TH, HOME COMING WEEK, OCALA, FLA.  
WEEK OCT. 27TH, AMERICAN LEGION FAIR, ORLANDO, FLA.  
WEEK NOV. 3D, NORTH WEST PALM BEACH FIREMEN'S CELEBRATION, WEST PALM BEACH, FLA.  
NOW THE BIG ONE—NOV. 10TH TO NOV. 22D, V.F.W. FAIR, MIAMI, FLA.  
WEEK NOV. 24TH, POLICE BENEVOLENT ASSN., FORT LAUDERDALE, FLA., WITH FAIRS AND CELEBRATIONS ALL WINTER IN FLORIDA.  
RIDES—Tilt-a-Whirl, Roll-o-Plane. SHOWS—Fun House, good up-to-date Girl Show, Snake Show or any other first-class Show. CONCESSIONS—Any legitimate Concession. Everything open for Florida tour. Can book few Stock Merchandise Wheels. No racket. What have you? HELP—Can use few more Ride Help that can drive semis. No drunks; all winter's work. Electrician that knows Diesels. Write or wire  
**JACK PERRY, Manager; LEO M. BISTANY, Asst. Manager, as per above route.**  
P.S.: Anyone knowing the whereabouts of Ernie Poole, carnival mechanic, contact Jack Perry. Will book good Cookhouse. Also want efficient Secretary; one who knows about taxes.

## JOHNNY J. JONES EXPOSITION

**WILL BOOK**

Looper, Spitfire, Roll-o-Plane or Flying Scooter Rides for Tennessee State Fair, Nashville; Mid-South Fair, Memphis; Greensboro Fair and balance of our fair route.

Jackson, Tennessee, this week.

**Central**  
*Amusement Company*  
"DIXIE'S OWN AMUSEMENTS" • YOUR SATISFACTION OUR SUCCESS

**WANTS FOR FIREMEN'S ANNUAL FESTIVAL**

WHITAKERS, N. C., AND BALANCE OF SEASON

Stock and P.C. Concessions, Penny Arcade, any worth while Shows. Want one more Flat Ride, Free Acts, Motordrome, Fun House. Want Bingo Help, Concession Agents. Zadu wants Ten-in-One Workers, Feature Acts, Tattoo Artist. All contact

**SHERMAN HUSTED, Mgr.**

Rich Square, N. C., this week; Whitakers, N. C., Sept. 15-20

LIGHT TOWERS

**GOLD BOND SHOWS**

7 RIDES — OFFICE OWNED

GIANT SEARCHLIGHT

ATTENTION FAIR AND CELEBRATION COMMITTEES IN ILLINOIS AND MISSOURI. WE HAVE SOME OPEN TIME IN SEPTEMBER AND OCTOBER.

**WANT**

**WANT**

**WANT**

CONCESSIONS: Small Cookhouse, Bingo, Frozen Custard, Novelties, Jewelry, Striker, Hoop-La, Penny Pitch, Ball Games, String Game, Rumper, Short or Long Range Lead Gallery, or any Concessions that work for Stock. HELP: Foreman for #6 Eli Ferris Wheel. Ride Help for all Rides. Truck Drivers preferred. SHOWS: Five-in-One, Mechanical Show, Fun or Glass House, Grind Shows or any worth while Attractions. Wire all replies to:  
**MICKEY STARK, Mgr., (American Legion Homecoming), Wenona, Ill., this week.**

## Poking Around In Canada

(Continued from page 46)

with the times and are top attractions, and no one would be brash enough to suggest to fair managers that they should change their style.

**Worth Investigation**

However, when building materials and labor are available and the comprehensive building programs get under way at annuals large and small, the managers would do well to thoroly investigate the inside production business to augment their current outdoor revues. The grandstand productions can be offered at prices which appeal to the masses, and the indoor production can be aimed at the white collar classes of the urban territories. It all might help balance the over-all program and give fairs more general appeal.

Hot Shots—An amazing experience on a flying visit to Quebec City was to hear A. R. (Red) Cohn speaking French to invite players into his bingo. . . . Coca-Cola officials reported that a new one-day record of 400,000 bottles was established at the CNE Saturday, August 29, and that would not have been a record had they been able to get thru the dense throngs to service the stands on the first Saturday. . . . Eddie Casey, who operates three carnival units out of Winnipeg, was among the early CNE visitors, reporting his gross business was up but the profit didn't go up with it. . . . Ross Davis, veteran Pacific Coast ride operator, had a big time inspecting the new devices here. . . . Joe Streibich, secretary of the Showmen's League of America, visited for two days and was astounded at the take when he counted one ding box from Joe LaFlamme's Wild Life Exhibit. . . . Jack Hawthorne (floss) and Maxie Herman (wonder bar and fish pond) slapped their pockets gleefully when asked how they were doing. . . . Betty Herman seemed to pop up here, there and everywhere on the CNE midway. . . . Sam Mitchell, of Hutchinson, Kan., and Bill Hitzelberger, of Dallas, were among the first fair executives to visit, Mitchell to tighten up attractions for his independent midway and Hitzelberger to check on promotion ideas. . . . Mary Valentine, of the Flying Romas, was stricken a few minutes before time to ascend her rigging and was rushed to General Hospital for an emergency operation. . . . Good Kid Louie sent his regards from Quebec City to Eddie Hunter and Lou Leonard. . . . Visitors to the CNE were handicapped by the housing shortage, the Royal York management estimating 2,000 reservation requests were turned down daily during the run.

## CONCESSION TRAILERS



Write today for illustrated catalog showing 35 new models

**KING AMUSEMENT CO.**  
82 Orchard St., Mt. Clemens, Mich.

★ **OUTDOOR COMMITTEES, NOTICE** ★

Engage **CHARLES LA CROIX**, original Outstanding Platform Trapeze Act. Available now for outdoor celebrations, fairs, etc.; also indoor events. Attractive equipment, wardrobe, and a real act. Big drawing card. Can furnish references galore. (A platform is required for outdoor events. For full particulars, price and literature address:

**CHARLES LA CROIX**  
1304 South Anthony Blvd.  
Fort Wayne 4, Indiana

P.S. This is not an ordinary act. I carry 1250 pounds of baggage, 8 pieces, and I use the railroads for transportation.

## GALLERY AMMUNITION

**.22 SHORTS, \$61.50 CASE**  
SPATTERLESS, \$66.60 CASE  
NEW RIFLES, Winchester 62 Gallery  
Pumps . . . . . \$37.50 Ea.  
Send 1/3 deposit, balance C. O. D.

**SHOWMEN'S EXCHANGE**  
707 Cee Street, N.W., Washington, D. C.

## Merry Midway Attractions

Want for West Lebanon, Ind., Sept. 8-13, and Ladoga, Ind., Sept. 15-18  
Concessions of all kinds, except Ball Games, Popcorn, Mug, Age and Weight; everything else open. This Show is going south. Those joining now given preference. Out till Christmas. Need Ride Help. Contact  
**ALBERT BARKER**  
c/o MERRY MIDWAY ATTRACTIONS  
West Lebanon, Ind.

## Georgia Amusement WANTS

For Newborn, Ga., Hanky Panks and High Striker Agents.  
**H. G. COFFEY, Legal Adjuster**  
**C. D. DANIELS, Manager**

## WANT—SIDE SHOW PEOPLE—WANT

Account misrepresentation, first class Half and Half for fastest money making Annex on road today, also one more Ticket Seller, Girls for Bally, worth while Acts, Freak Strong Mental Act. This is not a gazarium but one of the flashiest Side Shows on road, at present carrying 12 Acts. This Show positively operates all winter, best dates in Georgia and Florida. Drunks, stay where you are. I have had them all but you.  
**JOE E. HILTON'S**  
**COMBINED CIRCUS SIDE SHOWS**  
Happyland Shows, Allegan, Mich. (Fair)

## WANT FOR HARDIN COUNTY FAIR

ELIZABETHTOWN, KY., SEPT. 15TH THRU 20TH

Independent Major Rides, Kiddie Rides and all types legitimate Concessions. Those joining now given preference for fairs following: Tennessee, Alabama, Georgia and Florida. Twelve more to go. No phone calls, please, unless urgent. Contact

**L. C. CRANDELL, Concession Mgr.**  
CADIZ, KY.

## SUNFLOWER STATE SHOWS

For Cherokee Strip Celebration (around Court House Square), Perry, Okla., Sept. 14 to 20. Montague County Fair, Bowie, Texas, Sept. 22 to 27.  
CONCESSIONS: Will book all Concessions. (Wire to Stafford, Kansas, for space this week as space is limited.) SHOWS: Will book any Show except Girl and Side Show. All others open. Have two Tops and Fronts. RIDES: Will book Rides that do not conflict at these two dates. Both are biz. I also have eight weeks starting Sept. 29 in West Texas in the heart of the Cotton—Bumper Crops and High Prices. West Texas has never looked better. Contact me at Stafford, Kansas, as Perry opens Sunday, Sept. 14. Wire, do not call.  
**C. A. GOREE, Mgr.**  
Sunflower State Shows, Stafford, Kan., this week.

**SOUTH LYONS, MICH., HOMECOMING AND FESTIVAL**

Sponsored by Kiwanis Club, September 18-20

PRIZES—1 car to be given away the 19th and 20th plus other valuable prizes to be given away each day.

**Disco Homecoming and VFW Jamboree, Sept. 24-28**

CAN PLACE: All legitimate Concessions that work for stock, especially Ball Games.

**COTE SHOWS**

11728 Broad St. HOGarth 1165 Detroit 4, Mich.

**BLUE GRASS STATE SHOWS**  
THE PRIDE OF OLD KENTUCKY SHOWS

CAN PLACE FOR MARIETTA, GA., HARVEST FESTIVAL WEEK OF SEPTEMBER 15

Followed By

ROCKDALE COUNTY FAIR

CONYERS, GA., WEEK OF SEPTEMBER 22

AND 7 OTHER BONA FIDE GEORGIA FAIRS

Concessions of all kinds, Fish and Duck Ponds, Balloon Darts, Pitch-Till-You-Win, Devil's Bowling Alley, High Striker, Ball Games, Cane Rack, Scale and Age, Novelties and Jewelry. All Percentage open except Pan Game. Will book any Stock or Slum Outfits. Will place any Show with own outfit, liberal proposition. For a long season South, get with a prosperous money getting Show. We carry 8 office-owned Rides and feature two Free Acts and Fireworks nightly at all Fairs. All wire

C. C. GROSCURTH, Gen. Mgr., BLUE GRASS STATE SHOWS  
All this week, Madisonville, Tenn.; all next week, Marietta, Ga.

**B & V SHOWS**

**WANT FOR CUMBERLAND COUNTY FAIR**

BRIDGETON, N. J., SEPTEMBER 16-20

Concessions all open. Shows—Any Grind Shows. Can place Fun House. Have complete outfit for 10-in-1.

J. VAN VLIET, Manager

HUGHESVILLE, PA., September 8-13

**FOR SALE COMPLETE CARNIVAL**

No. 5 Ferris Wheel, 7-Tub Tilt-a-Whirl, 2-Abreast Parker Merry-Go-Round, Chairplane, 2 30x60 Tents, 1 Bingo Stand, Jingle Board, Penny Pitch, Mouse Game, Cigarette Game, Big 6 Wheel, Beat the Dealer, 7 Over and Under Game, Bowling Alleys, 4 Number Wheels, 3 Straight Trucks, 4 Semi Trucks, 1 32-ft. 1947 Fruehauf Van, 2 25 Kw. Transformers mounted on Truck, 1,000 ft. of new Rubber Cable, 3 Public Address Systems, 1 extra Model A Power Unit, plus all miscellaneous equipment in winter quarters. All above equipment is in first class condition, including Trucks. Can be seen in operation at Footville, Wis., Sept. 10th thru 14th; and at Clinton, Wis., Sept. 17th thru 20th; after that at winter quarters at Milwaukee, Wis.

NO LETTERS

PRICE \$32,500.00

PHONE: MILWAUKEE, WIS., ORCHARD 2962

WINTER QUARTER ADDRESS: 2315 W. SCOTT STREET

**FAIRS TILL NOVEMBER 15**

SHOWS of all kinds with own outfits.

RIDE HELP—Can place Ride Help that Drive Semi-Trailers; top salaries.

CONCESSIONS—Will sell exclusive on Custard, Novelties, Popcorn and Peanuts; other Concessions open, Jewelry, Ice Cream.

All replies

L. J. HETH SHOWS

Jamestown, Tenn., now; Dalton, Ga., next week.

**FAIRS - - - FAIRS  
UNITED STATES SHOWS  
WANT**

Legitimate Concessions of all kinds: Iron Lung, Penny Arcade, String Game. Wonderful opportunity for Rotary Machines. Bingo wanted.

Need one more Grind Show. William Walcott, get in touch. We are going South. This show carries ten rides and sensational free act. Write or wire Nicholas County 4-H Fair, Summersville, W. Va., this week; then week September 15-20, Firemen's Fair, East Rainelle, W. Va.

**QUICK DELIVERY**

**ON NEW AND IMPROVED, BIGGER AND BETTER  
1948 MODEL SUNSHINE ELECTRIC CHOO CHOO TRAIN**

This isn't a streamliner, but an old-fashioned train with smoke stack and bell—a real flash on any Midway or Amusement spot. Children and adults come miles to ride and re-ride. A proven portable moneymaker that sets up in less than one hour in a thirty-five foot circle. One person operates it from ticket box. Runs on 110 or 220 volt current. All steel, fabricated metal fence, ticket box, light stringer (no bulbs). Complete and ready to run. Will stand years of hard service. It's the hit ride of the year. There's plenty of time to make it pay for itself yet this season.



Three-car 18-passenger, \$1500.00. Four-car 24-passenger, \$1625.00. Five-car 30 passenger, \$1750.00. All F.O.B. Tampa, Fla. Fast truck delivery and set up for 15 cents per mile one way. Send one dollar for large photograph and complete description.

SUNSHINE MFG. CO., 2105 E. Chelsea St., Tampa, Fla.

Member, Tampa Chamber of Commerce

**W. C. KAUS SHOWS**  
Pride of the Piedmont country

WANT for High Point, N. C., Fair; Shelby, N. C., Colored Fair and balance of season. Organized Minstrel Show, we have all equipment. Can use complete Ten-in-One or Side Show, Grind Show, Fun House with own equipment. Will book Flat Ride, Whip, Tilt-a-Whirl, Caterpillar, Rocket or Ridee-O at reasonable percentage. Legitimate Concessions and Grind Stores or Penny Arcade. Roger Fingar has for sale, priced right, Short Range Gallery, complete with guns and cards. All steel, factory built, 8'x10', on two-wheel trailer. Reason for selling, other interests. We have ten good weeks of season ahead, come in on the good ones.

Wire RUSS OWENS, General Manager — MARIE KAUS, Owner  
Martinsville, Virginia

**SIDE SHOW ACTS, ATTENTION!**

Need Feature Freak and 1 more Working Act for beautiful new Side Show. Can place fast Ticket Seller and small, attractive Girl for Blade Box. Have good proposition for A-1 Feature Attraction. Those with own transportation will be given preference. Must join quick. Wire

"THE GERRYS"

United States Shows, Summersville, W. Va.

FOR SALE

**CHAIRPLANE**

FOR SALE

MOST BEAUTIFULLY LIGHTED SMITH & SMITH CHAIRPLANE ON THE ROAD TODAY. Motor, Gears, Fence and Ticket Box, all in A-1 condition. Can be seen in operation at LACONA, IOWA, SEPT. 9-10-11; RIDGEWAY, MO., SEPT. 16-17-18-19. FIRST \$1,250.00 TAKES IT.

R. L. SINDERSON

Permanent Address: 2532 E. University Ave., Des Moines, Iowa.

**VA. RACE TRACK-FAIRGROUNDS AVAILABLE  
OUTDOOR EVENTS**

I am completing half-mile dirt race track and fairgrounds. Want outdoor attractions, all kinds, including rodeo, auto races, horse races, motorcycle races, helldrivers, and want 3-day fair early November. Interested in all outdoor propositions. Good territory to draw from. Consider myself good promoter and publicity man. Write, see or call

GEORGE CLANTON, Tappahannock, Va.

**AMHERST COUNTY FAIR, Amherst, Va., Sept. 24, 25, 26, 27  
CHESTERFIELD COUNTY FAIR, Chesterfield, C. H.,  
October 1, 2, 3, 4**

WANT Grind Shows, 5-in-1, Fun House, Small Girl Show. Want experienced Second Men on Wheel and Plane. Can use Girl for Illusion Show. WANT Bingo on percentage or flat rate, Ball Games, Guess Your Weight, Glass Store, Fish Pond, Bowling Alley, Pitch-Till-You-Win, Penny Pitches, High Striker, Stock Wheels that work for a dime. Write or wire

I. K. WALLACE ATTRACTIONS

GRETNNA, VA., this week.



**WANTED**

For Six Arkansas Fairs, Ending With Big Danville, Ark., Fair. Shows, Flat Rides, Stock Concessions. Agents for office-owned Concessions.

Bud Steele, can use your show.

**RAINES AMUSEMENT CO.**

Ozark, Ark., Fair, Sept. 11-12-13  
Mena, Ark., Fair, Sept. 18-19-20

**RIDES FOR LEASE**  
After September 20

The W.B.J. Shows close for the season 1947 but will lease our Rides for a park or winter resort for the winter. Lessee must deposit transportation from and to Toledo, Ohio, and guarantee my men their salary. Blue sky artists need not apply, as I have had a fine season and have barns to store them in. Write or wire

**WM. B. JACOBS**  
Winterquarters, Swanton, Ohio.

P.S.: Want to buy Merry-Go-Round or Flat Ride for old established park. Committee Men—Now is the time to book your Rides for 1948—write the above address.

**FOR SALE****OCEAN WAVE RIDE**

Carries 36 adults. All new gears, newly painted, in A-1 condition. Come and see same in operation.

**C. H. TOTHILL**

Lakewood Park, Youngstown, N. Y.

**WANT WANT**

Stock Concessions — Side Show, Monkey Show, Snake Show, Lead Gallery, Long or Short Range, Cotton Candy, Candy Apples. For Sale—Ridee-O with or without transportation or will trade for 2-Abreast Little Beauty Merry-Go-Round. Want capable Man for Fun House. Playing in heart of Alabama's cotton belt. "Now is the time to get it." Address all replies as per route. Sumiton, Ala., next week, or to home office,

Florence, Ala.

**KELLIE GRADY SHOWS****NOW AVAILABLE**  
**"THE LADY IN THE SKY"**

110 foot high act, 350 foot teeth slide. Just closed Michigan State Fair.

**MAYBELLE MILLER**

21 South Monroe Street, Chicago, Ill., Phone Chesapeake 7680, or Barnes & Carruthers, 121 North Clark Street, Chicago.

**FOR SALE****SPITFIRE RIDE**

\$6500.00 In good condition. Has been operating in park.

**T. A. FUZZELL**

5300 Edgewood Road Little Rock, Ark.  
(Phone 37280)

**WANT AT ONCE**

A-1 Talker at once on P. C.

**CARL J. LAUTHER**

c/o Gooding Amusement Co.  
Saginaw, Mich., Fairgrounds

**KAY KAISER WANTS**

3 Side Show Acts, Ticket Seller, Annex Attraction, Mae Joe Arnold, Bobby Jones, Geo. Searles, Ray Rayette, wire immediately.

**MADISON BROS. SHOWS**  
Prescott, Ark., Sept. 15-20

**LAST CALL LAST CALL LAST CALL**  
For the Big Route of Fairs and Celebrations with the

"AMERICA'S LARGEST AND MOST BEAUTIFUL MOTORIZED CARNIVAL"

We still have openings for a few more legitimate Stock Concessions, plus a very good proposition for Diggers.

**This is a proven route**

Poplar Bluff, Mo., Sept. 8-13, American Legion Fall Celebration.  
Dexter, Mo., Sept. 15-20 (2 Kid Days), American Legion Fair, Downtown on Streets.  
Charleston, Mo., Sept. 22-27, American Legion Watermelon Carnival.  
Gideon, Mo., Sept. 29-Oct. 5, Legion Fair and Fall Festival.  
Aberdeen, Miss., Oct. 6-11, Monroe County Fair.

With Grenada, Indiana, Canton and 2 other Mississippi Fairs pending to follow the above dates. We have a very good proposition for independent Rides. Can place Roll-o-Plane, Octopus, Spitfire, Flying Scooter or any major Ride not conflicting with ours. The above route is definitely not promotions, but are proven money spots. If you want to stay off the bread line this winter join the Great Sutton Shows now. All correspondence:

**F. M. SUTTON JR., GREAT SUTTON SHOWS**

POPLAR BLUFF, MO., SEPT. 8-13.

**WANT FOR GEORGIA FAIRS**

One more outstanding High Act, Side Show People or Organized Show. Shows with or without transportation, Flat Rides, Ride Help capable of handling; must drive semis. All Merchandise Concessions open, Custard, Long Range Gallery, Strikers, Diggers, etc.

Morristown, Tenn., week September 8; Etowah, Tenn., week September 15;  
Elberton, Ga., Fair, week Sept. 22; Manchester, Ga., Fair, week Sept. 29.

P.S.—Sport Matthews, take notice; join Etowah, Tenn.

**FALL FESTIVAL AND STREET FAIR**

NAPPANEE, INDIANA, SEPTEMBER 23-27

First Celebration Since the War—Sponsored by  
Chamber of Commerce

Have 8 rides and Bingo booked. Want Photos, Ball Games, Balloon Darts, Hoop-La, Eating and Drinking Stands, Ice Cream and legitimate Concessions of all kinds.

**C. B. LUDWIG, Mgr., Nappanee, Ind.**

**WANT**

Merry-Go-Round Foreman. Slim Cunningham wants Agents.  
Cape Girardeau, Mo., this week; Jackson, Tenn., Sept. 15-20

**COLONIAL BEACH, VIRGINIA, MONSTER MARDI GRAS**

VFW and Chamber of Commerce as sponsors.

Sept. 15th to 21st, on the Boardwalk and Dead End Streets.

**JOHN KEELER MODERNISTIC SHOWS**

Want Concessions working for Stock, Grab, Popcorn, High Striker, Darts, Fish Pond. Want Ride Help. Have a couple weeks open, any committee in Virginia or North Carolina. Have twelve committee stands, including Bingo, Merry-Go-Round, Ferris Wheel, Comet and Swings. Have 12 Reynolds stands. Can use good General Agent with car.

JOHNNY KEELER, Delmar, Del., Sept. 8-13; Colonial Beach, Va., Sept. 15 to 21.

**PEARL CITY RIDES AND SHOWS****WANT**

FOR THE FOLLOWING CELEBRATIONS: Prophetstown, Ill., Sept. 9; Monmouth, Ill., Sept. 11-12-13; Lyndon, Ill., Sept. 15-16; Forreston, Ill., Sept. 18; Kewanee, Ill., Sept. 19-20.

THE FOLLOWING CONCESSIONS OPEN: Photo Gallery, Dart Game, Balloon Game, Cork Gallery and others not conflicting with what we have. Also want Kiddie Ferris Wheel and Swings.  
WIRE OR WRITE US AT ONCE PER ROUTE.

**WANT****New ELECTRIC CORN POPPER**

Now you can go into business for yourself and pay for your machine in one week.

We also have complete supplies for you and a grade of hullless pop corn especially adapted for THE EXCEL. Also Seasoning, Boxes, Bags, Cones and Salt.

LET'S GET STARTED NOW

Write—Wire—Phone

**INDIANA POP CORN CO.**  
MUNCIE, IND.

**TENTS — SIDEWALL**

New and Slightly Used for rent and for sale. Quick Delivery.

**INDIANAPOLIS TENT & AWNING CO.**  
430 W. 13th St., Indianapolis 6, Ind.  
P. O. Box 433. Phone: RI. 6655

**NEW SIDEWALL**

10-ounce waterproof and flameproof. 7'x100', \$66.00; 8'x100', \$64.00; 9'x100', \$72.00.  
New Tent Top, 20x52, \$95.00.

1/3 deposit required.

**MAIN AWNING AND TENT CO.**

230 MAIN STREET CINCINNATI, OHIO

**GRAB FOR SALE**

Modern Mobile Grab, 27 feet long, with kitchen, two grills, ice boxes, bottle gas, coffee urn; in fact everything which makes it one of the most modern and cleanest Grabs on the road. Motor and tires in first-class shape. Must see to appreciate.

**D. M. SIMMONS**  
KEYSTONE EXPOSITION SHOWS

Robersonville, N. C., this week; then as per route.

**BRANSON, MO., FAIR**

SEPTEMBER 11, 12, 13

Concessions open — Fish Pond, String Game, Milk Bottle, Whisky Bottle, Slots, Ball Games, Nail Game, Glass Pitch, Snow Cone, Pop Corn, Candy Floss, Penny Pitch, Dart Game, "Roll Down Agent wanted." Also use good Spinlike Man. Will book Roll-o-Plane or Loop-o-Plane. Good Merry-Go-Round or any Ride not conflicting with what we have. Will book any clean Show except Funhouse. This Hillbilly Fair in Branson is a good one. Have the Aurora Fair, Republic Street Fair and several more good Missouri Fairs. Phone or wire.  
Phone 3-7720, Springfield, Mo., or Branson, Mo.  
**Thomas Funland Shows**

**WANT**

For city lots, church and lodge sponsors; also four fairs. Lots as long as you want, have some in Florida. Want Merry-Go-Round and one Flat Ride, Octopus, Tilt or Caterpillar. Straight sale. Concessions—Snow, Floss, Novelty, Scales, Rides must be A-1, capable handling crowds. Wire

**E. A. PULLIUM**

Western Union, Winston-Salem, N. C.  
For Sale—Complete set Side Show End Minstrel Banners.

**FUN HOUSE FOR SALE**

Reasonable

Can be seen in operation West Alexander (Pa.) Fair, Sept. 10-13.

**EDDIE'S EXPO SHOWS****PAUL'S AMUSEMENT CO.**

Needs all legitimate Concessions, especially Bingo; Shows, all kinds. What have you? Need Ride Help. Sarcosie Home Coming, next week, Sept. 11-13, Sarcosie, Mo.; then south to Arkansas, Clarksville, Ark., Fair, week Sept. 22; then Cotton and more Arkansas Fairs to follow. This Show will stay out until Armistice Day or later. Six office-owned Rides. Come on, next week. No time to wire or call. All reply to

**P. A. SCRIMAGER**

Paul's Amusement Co., Sarcosie, Mo.

**GOLDEN GATE SHOWS**

Want Mug Outfit, Popcorn, Fish Pond, Cigarette Gallery, Ball Games, Mitt Camps, Glass Pitch, Penny Pitch, Bumper, Hoop-La. Will book any Stock Concession. Office wants P.C. and Stock Agents. Want Snow Balls, just come on, I will book you. Playing the Coal Fields, St. Charles, Ky., this week; then Nortonville, Ky.; then the fair at La Fayette, Ky.; then we head south. **FRANK OWENS, Mgr.**

# CAPELL BROS. SHOWS

America's Cleanest Midway

**WANT**

For the following bona fide Fairs: Hughes County Free Fair, Holdenville, Okla., this week; Murray County Free Fair, Sulphur, Okla., next week; then the "papa" of all Oklahoma County Free Fairs—Okmulgee, Okla., Sept. 22 to 27; then into the cotton country of Arkansas and Louisiana. We will positively have a unit out all winter. Those joining now given preference.

Want Hanky Pank Concessions, Coke Bottles, Pitch-Till-You-Win, Darts, Slum Concessions, Fish Pond, etc.; Basket Ball or any kind of Stocks. Reasonable privilege and good treatment, with six nights of action. Want few more capable Agents for office-owned Stores. Want a few more Working Men on our ten Rides. Want Special Agent that can get paper up. We don't need any Managers, Advisors, Agitators or Office "Dusters," just cleaned house, but can always place sober, capable Carnival People. All address:

**H. N. "DOC" CAPELL**

Holdenville, Okla., this week; then per route.

**WANT**

## WALTER HALE WANTS

For State Fairs beginning at Hutchinson, Kansas (Kansas State Fair). A few more Girls to augment the sensational Pin-Up Parade that broke all records at the Canadian National Exhibition, Toronto. Candy Butchers—"Phil, you will be with me at Dallas." Jack Carter: "You'll have four sensational weeks with me." Anxious to hear from Hammond Organ player. (Ronnie, I will pay you.) Also want Useful People for Nudist Colony, Working Men who can cut it in all departments. Write, wire or come on. All address

WALTER HALE, Kansas State Fair, Hutchinson

It opens Saturday, September 13.

### WE'RE NEVER OUT OF STOCK

COMPLETE LINE wire, cable, fuses, switches, colored bulbs (insect repellent bulbs), floodlights, tape, twistlock connectors (sockets—pin type and pig tails). Also Bulbs for pinball machines, penny arcade units, music boxes, etc.; Fluorescent Fixtures, GENERAL ELECTRIC FLUORESCENT AND INCANDESCENT BULBS.

ORDERS SHIPPED SAME DAY . . . OVERNIGHT SERVICE WITHIN 300 MILES OF UTICA, NEW YORK

## ROYAL LAMP COMPANY

In the Heart of the Empire State

212-214 LEAH ST.

UTICA 3, NEW YORK

PHONE — WRITE — WIRE — FRANK OR AL DORRIS — UTICA 4-6241

## J. A. GENTSCH SHOWS WANT

For the best string of Fairs (I mean Fairs) in the South, where they have the best cotton crop in years and are getting the best price for cotton and paying the highest prices ever for picking. Want to book Tilt, Octopus and Roll-o-Plane. Bill Carneer, wire me. Want to book Novelties, Guess Age and Weight, French Fries or any Stock Concessions that work for 10¢ (no 5¢ outfit on the midway), Stock or P.C. Tex Roberts, wire me when you can come south. Want Shows who can join at once with own outfit, Illusion, Mechanical City or any Grind Show. Good proposition for you. We will give you plenty of people with plenty of money; wire me, can place you now.

**J. A. GENTSCH**

Forest, Miss., this week; Carthage, Miss., Fair, next week; then per route.

## W. S. CURL SHOWS

Want for Lawrenceburg, Ind., Firemen's Fall Festival, on Streets, Sept. 15-20; then Blanchester, Ohio, Annual Fall Festival, on Streets, Sept. 22-27, and other good Street Celebrations to follow. Want Wheel Foreman, useful Ride Help that can drive. We are open until late in November. Come on, Evelyn and Jim, Georgia, Tennessee, Mississippi and Louisiana Fair Secretaries. NOTICE! We have a few open dates in September, October and November. All replies to:

**W. S. CURL**

MARYSVILLE, OHIO, FAIRGROUNDS, THIS WEEK

## WANTED SIDE SHOW PEOPLE

FOR CREAM OF TEXAS FAIRS—9 ALL TOLD

Freaks, Working Acts, Fire Eater. Good proposition for strong Magic Act that pitches, Mind Act that can get money; also Fat Girl or Man, Bally Girls, Ticket Sellers, Front Man. All people must be reliable and sober. People that join now can work Houston, Ft. Worth, Tex., and Tulsa, Okla., Fat Stock Shows. All address:

Paris, Tex., Sept. 8 to 13; Abilene, Sept. 15 to 20.

**FLOYD WOOLSEY, Side Show Mgr.**

BILL HAMES SHOWS

## JOHNNY'S UNITED SHOWS

"Honesty is our Policy"—Now playing SHOALS, INDIANA, on the Streets.

Want: Snow Cone, Clothes Pin Pitch, Milk Bottles, String Game, or any 10¢ Stock Stores. All privileges, \$15.50 thru the South. Can place Octopus or Spitfire. Any Grind Show of merit, come on. Want Wheel Foreman, useful Ride Help that can drive. We are open until late in November. Come on, Evelyn and Jim, Georgia, Tennessee, Mississippi and Louisiana Fair Secretaries. NOTICE! We have a few open dates in September, October and November. All replies to:

**JOHN PORTEMONT, Shoals, Indiana**

## ROSS MANNING SHOWS

West New York, N. J., September 17-24 Inclusive

### AMERICAN LEGION CELEBRATION

Can place all Concessions, no exclusive except Bingo and Popcorn.

SHOWS—Want Girl Show, have complete outfit; one other with or without equipment. Will place both shows at Stanbury Fair, September 27 to October 5. Write or wire

**ROSS MANNING**

Brockton Fairgrounds, Brockton, Mass., this week

**FAIRS**

**FAIRS**

## T. J. TIDWELL SHOWS

### CAN USE

Ferris Wheel Man. Want Girl Show Manager with talent. Can place Rides and Shows for following fairs: Borger, Texas, this week; Guymon, Okla.; Portales, N. M.; Pecos, Tex.; Denver City, Tex.; Brownfield, Tex.; Tahoka, Tex.; La Mesa, others to follow in Cotton Country. Unit stays out all winter. Can place Man in well framed Cookhouse. Useful Show People wanted in all Departments who can stand prosperity. We work all the time. Wire or write what you have.

**T. J. TIDWELL SHOWS, T. J. Tidwell, Manager**

Per Route.

## WORLD OF PLEASURE SHOWS

MICHIGAN'S FINEST MIDWAY

AUBURN, IND., STREET FAIR—SEPTEMBER 16-20

NAPPANEE, IND., STREET FAIR—SEPTEMBER 23-27

OAK HARBOR, OHIO, STREET FAIR—OCTOBER 1-4

Want Merchandise Concessions that work for 10¢. Will sell exclusive Penny Arcade. Ride Help for Tilt, Wheels, Merry-Go-Round, and other major Rides. Semi Drivers preferred.

JOHN QUINN, Mgr.

MONROE, MICH., all this week.

## FOR SALE

Elaborately built Walk-Thru Fun House on 30-foot Fruehauf Semi Trailer and Mack Jr. Cab-Over-Engine Tractor with new overhaul job on motor. This Fun House was built for me and in use only one week—Du Quoin State Fair. New all-aluminum body (not corrugated), spectacular front, none like it in the business. Beautiful scenic work. Air compressor control at ticket box. Blower at entrance and exit. Takes one person to operate and sets up in thirty minutes. Have record with complete grinder's spiel. Ticket Seller need not say a word. Many other unusual features. Booked with show that has six more Fairs and this can pay for itself in that time. Taking big loss at \$2500. All replies and communications to:

**LINDA LOPEZ, care Rogers Shows**

THIS WEEK, COVINGTON, TENN., FAIR

## RIDES FOR SALE OR LEASE

To Responsible Showman

ELI NO. 5 WHEEL — ALSO RIDE-O AND CHAIRPLANE  
All in excellent condition. Get immediate possession. Address

**BILLY MORGAN, P. O. Box 670, Anniston, Ala.**

## STANDARD AMUSEMENTS

OUT ALL WINTER

Place few more Stock Stores, Photos, Fish Pond, String Game, Cork Gallery, Hoop-La, Pitch-Till-Win, any Hanky Panks. Place one more Side Show. Fairs to follow.

JEFFERSON CITY, TENN., SEPT. 8TH TO 13TH.

**ALBERT L. ANDRE, General Manager**

**DAN TYNDELL, Concession Manager**



# Carnival Routes

Send to  
2160 Patterson St., Cincinnati 22, O.

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

Alamo Expo.: Chickasha, Okla.  
All-American Am. Co.: Lebanon, Mo.  
American Eagle: Louisiana, Mo.  
American United: Pasco, Wash.  
A.M.P.: Newport, Tenn.; Asheville, N. C., 15-20.  
Anderson Greater: Lebanon, Tenn.  
Baker United: Tipton, Ind.  
B. & C. Expo.: (Fair) Vernon, N. Y.; Syracuse 15-20.  
B. & D.: Cheraw, S. C.  
Bee's Old Reliable: (Fair) Centerville, Tenn.  
Leil-Vinson: Hayti, Mo.  
Bernard & Barry: Oshawa, Ont., Can., 8-10; Welland 11-13.  
Big State Am. Co.: Luling, Tex., 12-20.  
Blue Grass State: Madisonville, Tenn.; Marietta, Ga., 15-20.  
Bohn, Carl, & Sons, United: Winston, Mo.  
Boone Valley: Dexter, Ia., 8-10; Neola 11-13.  
Brewer's United: (Fair) Honey Grove, Tex.; (Fair) Commerce 15-20.  
Bright Lights Expo.: (Fair) Rocky Mount, Va.  
Brodbek & Schrader: (Fair) Blackwell, Okla.,

## WANTED

Single or Double Acts doing two or more Acts. Want Electrician. Use two more Clowns. Howard "Straightoff" Groom, come on. Will send ticket.

Hope, 11; Magnolia, 12; Eldorado, 13; all Arkansas. Clarksville, 15; Bonham, 16; McKinney, 17; all Texas.

## BAILEY BROS.' CIRCUS

### ALFRED DE PASCALE

BBB Tuba Player, experienced in all lines of music, open for winter season. Preferably symphony orchestra or concert band. Write immediately.

#### ALFRED DE PASCALE

c/o Dalley Bros. Circus, Columbus, Ind., Sept. 10; Logansport, Ind., 11; Marion, Ind., 12; Frankfort, Ind., 13; then as per route.

### OUTDOOR ORGAN RECORDS

High Undistorted Volume. Used by Carnivals, Merry-Go-Rounds and Outdoor Shows throughout the country.

12 Records—\$11.40 (tax already included). These Records guaranteed to satisfy. Send for complete list.

#### MIDWEST RECORDED SPECIALTIES

113 LARCH ELMHURST, ILLINOIS

## Florida Amusement Shows

Agents wanted. Nick Kelley wants Agent for Razzle Dazzle. Carl Herrick wants Agents for Rolldowns. Brunswick, Georgia, week of Sept. 15; Florida Fairs to follow. Will be in Brunswick September 13. Wire

### R. W. ROCCO

Care Western Union Brunswick, Ga.

## WANT GENERAL AGENT

To book four spots in Alabama cotton belt. Must have car. Wire

### NORMAN ANDERSON

Anderson's Greater Shows, Lebanon, Tenn., this week.

## WANT WANT WANT

### KERMIT SUMNER AND JIM SIMS

Want Agents. Hoppy Chapman, legal adjuster here, and we work. Contact us. Care ANDERSON GREATER SHOWS, Lebanon, Tenn., this week.

# BEACON BLANKETS

ONE CASE OR A CARLOAD  
PLACE YOUR ORDER NOW

	Case Lots of 30 Each	Less Than Case Lots Each
No. 140 Toba Indian Hemmed Edge	Size 60x80 ..... \$2.50	\$2.60
No. 144 Midway Plaid Hemmed Edge	Size 60x80 ..... 2.50	2.60
No. 145 Magnet Plaid Bound Edge	Size 66x80 ..... 3.15	3.25
No. 146 Mingo Indian Bound Edge	Size 66x80 ..... 3.15	3.25
No. 141 Curlew Plaid Bound Edge	Size 72x84 ..... 3.75	3.85
No. 142 Wigwam Indian Bound Edge	Size 72x84 ..... 3.75	3.85
No. 154 Curlew Plaid Hemmed Edge	Size 72x84 ..... 3.25	3.35
No. 155 Wigwam Indian Hemmed Edge	Size 72x84 ..... 3.25	3.35

Our 1947 catalog is ready. Write for your copy. State business.

NEW LOW PRICES ON BALLOONS. COMPLETE LINE OF PREMIUM MERCHANDISE.

WISCONSIN DELUXE COMPANY 1902 NO. THIRD ST. MILWAUKEE 12, WIS.

8-12; (State Fair) Hutchinson, Kan., 13-21.  
Brownie Am. Co.: (Fair) Watonga, Okla.; Taloga 15-20.  
Buck, O. C.: (Fair) Morris, N. Y.  
Bullock Am. Co.: (Fair) Chesterfield, S. C.; (Fair) Bennettsville 15-20.  
Burdick's Greater: San Marcos, Tex.  
Burke, Harry: New Iberia, La.; Port Allen 15-20.  
B & V: (Fair) Hughesville, Pa.; (Fair) Bridgeport, N. J., 16-20.  
Cable Am.: Fordyce, Ark.  
Capell Bros.: (Fair) Holdenville, Okla.; Sulphur 15-20.  
Capital City: Williamsburg, Ky.; (Fair) Manchester 15-20.  
Caravella Am.: Gettysburg, Pa.  
Casey, E. J.: (Fair) Lansdowne, Ont., Can., 8-10; (Fair) Tweed 16-17; (Fair) Maxville 18.  
Cavalcade of Amusements: (State Fair) Louisville, Ky.  
Central Am. Co.: Rich Square, N. C.; Whitakers 15-20.  
Central States: (Fair) Pawhuska, Okla., 8-12; Childress, Tex., 15-20.  
Cetlin & Wilson: (Fair) Reading, Pa.; (Fair) Hagerstown, Md., 15-20.  
Cherokee Am. Co.: (Fair) Harper, Kan.  
Coastal Plain: (Fair) Princeton, N. C.; (Fair) Kenly 15-20.  
Coleman Bros.: Greenfield, Mass.  
Collins, William T.: (Fair) Bird Island, Minn., 8-10; (Fair) Hutchinson 14-18.  
Continental: (Fair) Sturbridge, Mass.  
Crafts Expo.: Fresno, Calif.  
Crafts 20-Big: San Mateo, Calif.  
Craig, Harry: Stillwater, Okla.  
Crandell's Midway: Cadiz; (Fair) Elizabethtown, 15-20.  
Crescent Am. Co.: (Fair) Spruce Pine, N. C.; (Fair) Rutherfordton 15-20.  
Crescent Canadian: Kamloops, B. C., Can.; Armstrong 15-18; Vernon 19-20.  
Crystal Expo.: (Fair) Dungannon, Va.; (Fair) Jonesboro, Tenn., 15-20.  
Cumberland Valley: (Fair) McMinnville, Tenn.; (Fair) Manchester 15-20.  
Cunningham: Amsterdam, Ohio.  
Curl, W. S.: Marysville, O.; Lawrenceburg, Ind., 15-20.  
Davis United: (Fair) Scribner, Neb., 10-12; (Fair) Leigh 13-14.  
DeLuxe: Wilson, Conn.; Wethersfield 15-20.  
Denton, Johnny J.: Middlesboro, Ky.  
Dickson United: Tipton, Okla.  
Dobson's United, No. 1: Black River Falls, Wis., 9; Iron River 12-14.  
Dobson's United, No. 2: Cumberland, Wis., 12-13.  
Douglas Greater: Puyallup, Wash.  
Down River Am. Co.: River Rouge, Mich.  
Dudley, D. S.: Waurika, Okla.  
Dumont: Pocomoke City, Md.  
Dupree, Jimmie: Hagerman, N. M., 9-14; (Fair) Livingston 19-21.  
Dyer's Greater: Vandalla, Mo.  
Eddie's Expo.: West Alexander, Pa., 10-13.  
Elliott, L. W. Am. Co.: Kingman, Ind.  
Ellman United: Weyauwega, Wis., 11-14.  
Endy Bros.: (Fair) Hendersonville, N. C.; (Fair) Chattanooga, Tenn., 15-20.  
Evans United: Leeton, Mo.  
Exposition at Home: Marion, Va.; Bluff City, Tenn., 15-20.  
Fay's Silver Derby: Golden, Ill.  
Fidler's United: Carbondale, Ill.  
Fleming, Mad Cody: (Fair) Ellijay, Ga.; (Fair) Jasper 15-20.  
Florida Am. Co.: Valdosta, Ga.; Brunswick 15-20.  
Folk's Celebration: (Fair) Santa Fe, N. M.; (Fair) Alamogordo 16-20.  
Francis, John: Normal, Ill.  
Franklin, Don: (Fair) Wharton, Tex.; Velasco 15-21.  
Franks, W. E.: Macon, Ga.  
Frear's United: St. Joseph, Mo.  
Garden State: McClure, Pa.  
Gem Carnival: Huntsville, Mo.  
Gentsch, J. A.: Forest, Miss.; Carthage 15-20.  
Georgia Am. Co.: Newborn, Ga.  
Gielow Am.: Footville, Wis., 10-14; Clinton 17-20.  
Ginther, Homer M.: Bedford, Ind.  
Gold Bond: Wenona, Ill.  
Gold Medal: (Fair) Lawrenceburg, Tenn.; (Fair) Trenton 15-20.  
Golden Gate: St. Charles, Ky.; Nortonville 15-20.  
Golden West: (Fair) Anderson, Calif., 11-14; (Fair) Orland 18-21.  
Gooding Am. Co., No. 1: (Fair) Carthage, Cincinnati, O.  
Gooding Am. Co., No. 2: (Fair) Sidney, O.  
Gooding Am. Co., No. 3: (Fair) Cadiz, O.  
Gooding Am. Co., No. 4: (Fair) Montpelier, O.  
Gooding American Expo.: Defiance, O.  
Gooding Greater: (Fair) Saginaw, Mich.  
Gooding Park Attrs.: (Fair) Bellville, O.  
Great Sutton: Popular Bluff, Mo.; Dexter 15-20.  
Greater United: Kilgore, Tex.  
Grimes United: Las Cruces, N. M.  
Groves Greater: Winnfield, La.  
Gulf Coast: Siloam Springs, Ark.  
Hames, Bill: (Fair) Paris, Tex.; (Fair) Abilene 15-20.  
Hannum, Morris: Goldsboro, N. C.  
Happy Attrs.: (Fair) Wooster, O.; Barnesville 15-20.  
Happyland: Allegan, Mich.  
Harrison Greater: Danville, Va.; (Fair) Rox-

boro, N. C., 15-20.  
Hartssock Bros.: Edina, Mo.  
Hennies Bros.: (Fair) Spencer, Ia.; (Fair) Florence, Ala., 15-20.  
Henson, J. L.: Calhoun Falls, S. C.; Abbeville 15-20.  
Heth Expo.: Boonville, Mo.  
Heth, L. J.: (Fair) Jamestown, Tenn.; Dalton, Ga., 15-20.  
Hill's Greater: (Fair) Poteau, Okla.; (Fair) Fort Smith, Ark., 15-20.  
Home State: (Fair) Grant City, Mo.; Rockport 17-20.  
Hottle, Buff: Clarksville, Tenn.  
Howard Bros.: (Fair) Upper Sandusky, O., 8-12; (Fair) Logan 14-18.  
Imperial: Ashland, Ill., 10-13.  
Imperial Expo.: Albany, Ore.  
International: (Fair) Anadarko, Okla., 10-13.  
Jackson Am. Co.: Chesterfield, S. C.  
Jacobs, Wm. B.: Maumee, O.  
Jayhawk Am. Co.: Monett, Mo.  
Johnny's United: Shoals, Ind.  
Jolly: Seat Pleasant, Md.; Bowle 15-20.  
Jones Greater: St. Marys, W. Va.; Greenup, Ky., 15-20.  
Jones, Johnny J., Expo.: (Fair) Jackson, Tenn.  
Joyland Midway Attrs.: New Haven, Ind.; North Manchester 16-19.  
Kaus, W. C.: (Fair) Martinsville, Va.; (Fair) High Point, N. C., 15-20.  
Ken-Penn Am. Co.: Greensburg, Pa.; (Fair) Derry 16-20.  
Keystone Expo.: Robersonville, N. C.  
Kirkwood, Joseph J.: Aiken, S. C.  
LaGasse Am. Co.: Weymouth, Mass., 14-20.  
Lake City Expo.: Livingston, Tenn.  
Lake State: Hermann, Mo.  
Lamb, L. B.: Memphis, Mo.  
Lawrence Greater: Roanoke Rapids, N. C.; Goldsboro 15-20.  
Lee United: (Fair) Harrison, Mich., 10-13; (Fair) Gladwin 16-21.  
Leelight, J. R.: (Fair) Bertrand, Neb.  
Long's United: Redding, Calif., 8-14.  
Lottridge, Harry: Bland, Va.  
Madison Bros.: Prescott, Ark.  
Magic City: Wakita, Okla., 15-16.  
Magic Empire: McKenzie, Tenn.  
Magnolia Expo.: Livingston, Tenn.  
Maine Am.: (Fair) Machias, Maine, 9-11.  
Manning, Ross: Brockton, Mass.  
Marion Greater: Loris, S. C.  
Marks, John H.: Charlottesville, Va.; Burlington, N. C., 15-20.  
Martin, Billie C.: (Fair) Huntsville, Mo., 11-13.  
Martin United: West Long Beach, Calif., 8-14; (Fair) San Fernando 15-21.  
McBride Bros.: Clayton, N. C.  
McCall's: Palmetto, Ga.  
McCloskey: (Fair) Pasco Robles, Calif., 11-14; (Fair) San Fernando 19-21.  
McKee, John: Sikeston, Mo.; Kennett 15-20.  
Merit: (Fair) South Paris, Me.; (Fair) Farmington 16-20.  
Merriam & Robinson: (Fair) Wayne, Neb., 10-13; (Fair) Onawa, Ia., 14-17.  
Merry Midway Attrs.: West Lebanon, Ind.; Ladoga 15-18.  
Midwest: (Fair) Blackfoot, Idaho.  
Midway of Mirth: Portageville, Mo.  
Midwestern Expo.: Clay Center, Neb.; Bartlesville, Okla., 15-20.  
Mighty Hoosier State: Madison, Ind.; Bedford 15-20.  
Mighty Page: Kernersville, N. C.  
Mighty Monarch: Richland, Ga.  
Mighty Van Dyke: Benson, N. C.  
Mimic World: Natchitoches, La.; Leesville 16-20.  
Model Shows, Inc.: Audubon, Ia.  
Model Shows of Canada: Aylmer, Ont., Can., 9-12; Hamilton 15-20.  
Modernistic: Delmar, Md.; Colonial Beach, Va., 15-20.  
Moody: (Fair) Pikeville, Tenn.  
Moore's Modern: Shawneetown, Ill.  
Mound City: (Fair) Benton, Ark.  
Northern Expo.: Mott, N. D.  
Olson's Greater: Aneta, N. D., 11-13; Buffalo 15-17; Pinley 19-20.  
Omar's Greater Am.: (Fair) Idabel, Okla.  
Page Bros.: Woodbury, Tenn.  
Page, J. J.: Fayetteville, Tenn.  
Paramount Expo.: Washington, Pa.  
Paul's Amusement Co.: Sarcoxie, Mo.; Clarksville, Ark., 15-20.  
Peach State: Coolidge, Ga.  
Pearl City Rides: Prophetstown, Ill., 8-9; Monmouth 11-13.  
Peerless Celebration Am.: Romney, W. Va.; Strasburg, Va., 15-20.  
Penn Premier: Trenton, N. J.; Edgewood, Md., 15-20.  
Pike Am.: (Fair) Salem, Mo., 8-10; (Fair) Iberia 11-13; (Fair) Ava 15-20.  
Pine State: Carrollton, Ga.  
Pioneer: Watsontown, Pa.; Tioga 15-20.  
Playtime: (Fair) Plymouth, N. H., 9-12.  
Powelson Greater: Sebring, O.; Butler 17-20.  
Prell's Broadway: Covington, Va.  
Priddy: Seguin, Tex., 8-21.  
Queen City: Sabina, O.  
Rafferty, James M.: (Fair) Whiteville, N. C.; Kinston 15-20.  
Raines Am. Co.: (Fair) Ozark, Ark., 11-13; Mena 18-20.  
Red's United: Meadow Grove, Neb., 19-20.  
Reid, King: Schenectady, N. Y.  
Regal, New, Expo.: Tabor City, N. C.; Dillon, S. C., 15-20.  
Rogers Greater: Covington, Tenn.  
Rogers & Powell: (Fair) Collins, Miss.  
Royal American: (Fair) Topeka, Kan., 8-12.  
Royal American: Topeka, Kansas 8-12; Wichita 14-17.  
Royal Amusement: Sharon, Ga.; Crawfordville 15-20.  
Royal Crown: (Fair) Huntsville, Ala.  
Royal Expo.: Sylvania, Ga.  
Rupe's Midway for Fun: Ralston, Okla.  
Sam's Funland: St. Paul, N. C.; Pembroke 15-20.  
Schafer's Just for Fun: Mexia, Tex.  
Shan Bros.: (Colored Fair) Knoxville, Tenn.; (Fair) Sevierville 15-20.  
Siebrand Bros.: Las Vegas, Nev.  
Silver Slipper: (Fair) Jasper, Tenn.  
Silver States: (Fair) Theford, Nebr.  
Smith Am. Co.: (Fair) Osawatomia, Kan.  
Smith, Casey: Pauls Valley, Okla.  
Smith, George Clyde: Duncansville, Pa.  
Snapp Greater: Washington, Ia., 8-12.  
Southern Valley: (Fair) Wynne, Ark.; (Fair) Lake Village 15-20.  
Srader, M. A.: Washington, Kan.; Broken Bow, Neb., 15-20.  
Stafford's United: Monon, Ind.; Lawrence 16-20.  
Standard Am. Co.: Jefferson City, Tenn.

# Circus Routes

Send to  
2160 Patterson St., Cincinnati 22, O.

Beatty, Clyde: Greenville, Miss., 9; Jackson 10; Yazoo City 11; Greenwood 12; Columbus 13.  
Bailey Bros.: Arkadelphia, Ark., 10; Hope 11; Magnolia 12; Eldorado 13; Clarksville, Tex., 15; Bonham 16; McKinney 17.  
Cole Bros.: Gulfport, Miss., 9; Mobile, Ala., 10; De Puniak Springs, Fla., 11; Marianna 12; Tallahassee 13.  
Cole, James M.: (Fair) Mineola, N. Y., 9-13.  
Dalley Bros.: Van Wert, O., 9; Plymouth, Ind., 10; Logansport 11; Marion 12; Frankfort 13.  
Gainesville Community: Ranger, Tex., 11.  
Gould, Jay: Petersburg, Ill., 10-11; Mt. Pleasant, Ia., 12-13; Knox City, Mo., 15-17; Palmyra 18-20.  
Gran Circo Americano: Quito, Ecuador, 8-20.  
Jones, Al, Rodeo & Circus: (Fair) Logan, O., 17-20.  
Kelley, Al G., & Miller Bros.: Platteville, Wis., 13.  
King Bros.: Americus, Ga., 9; Macon 10; Covington 11; Gainesville 12; Seneca, S. C., 13; Gastonia, N. C., 15; Rock Hill, S. C., 16; Monroe, N. C., 17; Rockingham 18; Laurinburg 19.  
Mills Bros.: Springfield, Mo., 9-10; Carthage 11; Joplin 12; Cassville 13; Rogers, Ark., 15; Fayetteville 16; Clarksville 17; Conway 18; Little Rock 19-20.  
Polack Bros. (Eastern): (Auditorium) Amarillo, Tex., 10-13.  
Polack Bros. (Western): (Ball Park) Wenatchee, Wash., 9-11; (Armory) Portland, Ore., 13-19.  
Ringling Bros. and Barnum & Bailey: Plainview, Tex., 9; Lubbock 10; Sweetwater 11; San Angelo 12; Abilene 13.  
Roger Bros.: Lovington, N. M., 9; Artesia 10; Carlsbad 11; Pecos, Tex., 12; Monahans 13; Wink 14; Odessa 15.  
Star Am. Co.: Elaine, Ark.  
Stebler Greater: Honaker, Va.  
Stephens, C. A.: Spencer, Tenn.  
Strates, James E.: (Fair) York, Pa.; Williamsport 15-20.  
Stumbo, Fred R.: Greenfield, Mo.  
Sunflower State: Stafford, Kan.; Perry, Okla., 15-20.  
Sunset Am. Co.: (Fair) Marshalltown, Ia., 8-12; (Fair) Clarinda 15-20.  
Sunshine: Ocala, Fla.; (Fair) Webster 17-20.  
Tassel, Barney: Mechanicsville, Va.  
Tassel, Sam: Lakewood, N. J.  
Tatham Bros.: Henry, Ill.  
Thomas Funland: Branson, Mo.  
Thomas Joyland: Goshen, Ind.  
Tidwell, T. J.: Borger, Tex.; (Fair) Guymon, Okla., 15-20.  
Tinsley, Johnny T.: Rome, Ga.  
Tip Top: Wheeler, Wisc.  
Tivoli Expo.: (Fair) Fayetteville, Ark.  
Triangle: Bessemer, Ala.; Athens 22-27.  
Turner Bros.: (Fair) Olney, Ill., 8-12.  
Twentieth Century: Waterloo, Nebr.  
Twin City: (Fair) Cole Camp, Mo.  
United Expo.: Durant, Okla.; Ft. Worth 15-20.  
United States: Summersville, W. Va.; Rainelle 15-20.  
Van Hooten: Cardinal, Ont., Can., 8-11; Richmond 11-13; Cobden 16-17.  
Veterans United: New Virginia, Ia., 10-13.  
Victory Expo.: (Fair) Tulsa, Okla., 13-20.  
Victory United: Menno, S. D., 12-14; Murdo 18-20.  
Virginia Greater: Warsaw, Va.  
Wade, W. G., No. 1: (Fair) Petoskey, Mich.; (Fair) Ludington 16-20.  
Wade, W. G., No. 2: (Fair) Coldwater, Mich.; (Fair) Bourbon, Ind., 15-20.  
Wallace Bros.: (Fair) Cape Girardeau, Mo.; (Fair) Jackson, Tenn., 15-20.  
Wallace Bros. of Canada: (Fair) Lindsay, Ont., Can.; (Fair) Leamington 15-20.  
Wallace & Murray: Morristown, Tenn.; Eto-wah 15-20.  
Ward, John R.: Decatur, Ala.  
West Coast: (Fair) Lodi, Calif., 9-14; (Fair) San Jose 15-21.  
Wheeler, Eddie L.: Buchanan, Ga.; Bowden 15-20.  
White Star Attrs.: Carrier Mills, Ill., 10-13.  
Wilson Famous: Nauvoo, Ill., 10-13; Astoria 18-20.  
Wilson Greater: (Fair) Hayden, Colo.  
Wolf Greater: (Fair) Willmar, Minn., 10-13.  
Wolfe Am.: Thomson, Ga.; McCormick, S. C., 15-20.  
Wonder City: Monette, Ark.; (Fair) Harrisburg 15-20.  
Wonder Shows of America: Keokuk, Ia.  
World of Mirth: Brockton, Mass.  
World of Pleasure: Monroe, Mich.; Auburn, Ind., 15-20.  
World of Today: Miami, Okla.  
Wrigley, J. C.: (Cotton Carnival) Taylor, Tex.  
Zacchini Bros.: Booneville, Ark.  
Zeiger, C. F., United: (Fair) Julesburg, Colo., 9-12.  
Ziegler: Davenport, Wash.

# Misc. Routes

Send to  
2160 Patterson St., Cincinnati 22, O.

Dwyer & Kopf Show: Montreal, Que., Can., 8-12.  
Miller's, Irvin C.: Brown-Skin Models: Berkeley, Va., 10; Gastonia, N. C., 11; Salisbury 12; Lenoir 13; Bristol, Va., 15; Kinksport, Tenn., 16; Greenville 17; Jefferson City 18.  
Plunkett's Stage Show: North Platte, Neb., 8-10; Maywood 11-13.  
Renfro Valley Folks: South Boston, Va., 10; Danville 11; Chatham 12; Leaksville, N. C., 13; Rock Hill, S. C., 15; Union 16; Woodruff 17; Greer 18; Easley 19; Seneca 20.  
Sader, Harley, Show: Brownfield, Tex., 8-10; Seagraves 11-13; Kermit 15-17; Monahans 18-20.  
Slout Players Tent Show: Mascoutah, Ill., 8-13; Waterloo 15-20.  
World-Wide Animal Exhibit: Fort Madison, Ia., 9-11; Carthage, Ill., 12-14.

Star Am. Co.: Elaine, Ark.  
Stebler Greater: Honaker, Va.  
Stephens, C. A.: Spencer, Tenn.  
Strates, James E.: (Fair) York, Pa.; Williamsport 15-20.  
Stumbo, Fred R.: Greenfield, Mo.  
Sunflower State: Stafford, Kan.; Perry, Okla., 15-20.  
Sunset Am. Co.: (Fair) Marshalltown, Ia., 8-12; (Fair) Clarinda 15-20.  
Sunshine: Ocala, Fla.; (Fair) Webster 17-20.  
Tassel, Barney: Mechanicsville, Va.  
Tassel, Sam: Lakewood, N. J.  
Tatham Bros.: Henry, Ill.  
Thomas Funland: Branson, Mo.  
Thomas Joyland: Goshen, Ind.  
Tidwell, T. J.: Borger, Tex.; (Fair) Guymon, Okla., 15-20.  
Tinsley, Johnny T.: Rome, Ga.  
Tip Top: Wheeler, Wisc.  
Tivoli Expo.: (Fair) Fayetteville, Ark.  
Triangle: Bessemer, Ala.; Athens 22-27.  
Turner Bros.: (Fair) Olney, Ill., 8-12.  
Twentieth Century: Waterloo, Nebr.  
Twin City: (Fair) Cole Camp, Mo.  
United Expo.: Durant, Okla.; Ft. Worth 15-20.  
United States: Summersville, W. Va.; Rainelle 15-20.  
Van Hooten: Cardinal, Ont., Can., 8-11; Richmond 11-13; Cobden 16-17.  
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Wolf Greater: (Fair) Willmar, Minn., 10-13.  
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World of Mirth: Brockton, Mass.  
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World of Today: Miami, Okla.  
Wrigley, J. C.: (Cotton Carnival) Taylor, Tex.  
Zacchini Bros.: Booneville, Ark.  
Zeiger, C. F., United: (Fair) Julesburg, Colo., 9-12.  
Ziegler: Davenport, Wash.

# CETLIN and WILSON SHOWS

WORLD ON PARADE

## HAGERSTOWN INTER-STATE FAIR

Hagerstown, Md., Sept. 15th to 20th Inclusive

Can place all legitimate Merchandise Concessions and Eating and Drinking Stands.

## NEW JERSEY STATE FAIR

Trenton, N. J., Sept. 21st to 27th Inclusive

All Games address CETLIN & WILSON SHOWS, as per route. All Eating and Drinking Stands address JOHN McCORMICK at the Fair.

WE CAN PLACE YOUNG, ATTRACTIVE LADIES FOR THE POSING SHOW.

All Address Reading (Pa.) Fair, This Week

# SHANK BROS. SHOWS

WORLD'S CLEANEST MIDWAY

- EAST TENNESSEE COLORED FAIR—Knoxville, Tenn., Sept. 8-13
- SEVIER COUNTY FAIR—Sevierville, Tenn., Sept. 15-20
- BARTOW COUNTY FAIR—Cartersville, Ga., 22-27
- CHEROKEE COUNTY FAIR—Canton, Ga., Sept. 29-Oct. 4
- NORTH GEORGIA COLORED FAIR—Atlanta, Ga., Oct. 6-11
- WASHINGTON COUNTY FAIR—Sandersville, Ga., Oct. 13-18
- DODGE COUNTY FAIR AND RACE MEET—Eastman, Ga., Oct. 20-25
- WIRE GRASS EXPOSITION—Waycross, Ga., Oct. 27-Nov. 1

Have plenty Rides, Shows, Concessions and Help. Don't need anything but fair weather. We will NOT play "PENDING" and will NOT stay out all winter. East Tennessee Colored Fair, Knoxville, Tenn., this week.

## CARL BOHN AND SONS UNITED SHOWS

SOUTHERN TOUR—WANT—SOUTHERN TOUR

Twelve Weeks of Fall Festivals and Celebrations, Arkansas and Louisiana. Want Ferris Wheel. Will book same for committee and tax. Can place sober Foreman on Mixup. Concessions—Will book any kind of hanky panks. Shows with own outfits except Girl Show. Want Legal Adjuster who will stay sober and can stand prosperity.

This Week, City Park, Winston, Mo., Fair and Celebration. Committees in Arkansas and Louisiana, contact us per our route. P. S. — "Rough House" Kelly, can place your ride and shows.

# MAJESTIC GREATER SHOWS

CAN PLACE FOR MONTGOMERY COUNTY FAIR

Troy, North Carolina, Sept. 15 thru 20, and six others to follow. Concessions of all kinds, including Photos, String and other Hanky Panks. Opening for a few choice Wheels and Grind Stores. People for office-owned Side Show or complete Side Show. Have equipment for same. Grind Shows with or without equipment. Address: SAM GOLDSTEIN, RICHMOND, VA., THIS WEEK.

## WANT IMMEDIATELY

Capable Merry-Go-Round Foreman; top salary to trustworthy man. Wire, don't write. Need Fun House Operator, man and wife preferred. Can use Second Man and Help on Rides at all times. Place Assistant Electricians and Tower Men.

## JAMES E. STRATES SHOWS

York, Pa., this week; Williamsport, Pa., week of Sept. 15th.

## PAUL M. FARRIS

WANT AGENTS FOR SCALES, GUESS YOUR AGE, PERCENTAGE WHEEL AND HANKY PANKS. Join Paragould, Ark., Sept. 15. Address: Washington, Ia., this week; then Paragould, Jonesboro, Texarkana, Paris. All Fairs in Arkansas.

# CARAVELLA AMUSEMENTS

AMERICA'S CLEANEST MIDWAY

THE HEART OF THE SOUTH'S TOBACCO AND COTTON BELT

WILLIAMSBURG COUNTY FAIR Kingstree, S. C., Sept. 22-27	CLARENDON COUNTY FAIR Manning, S. C., Sept. 29-Oct. 4
KERSHAW COUNTY FAIR Camden, S. C., Oct. 6-11	NEWBERRY COUNTY FAIR Newberry, S. C., Oct. 13-18

## WATCH B. B. ANNOUNCEMENTS

CAN PLACE ALL LEGITIMATE CONCESSIONS, EATING AND DRINKING STANDS FOR ABOVE FAIRS

Can place immediately and for above fairs: Cookhouse, French Fries, Custard, Photo, Duck Pond, Scales, Fish Pond, Palmistry (American) and other legitimate Concessions.

WANT: Organized Girl Show, Snake Show, Minstrel, Side Show or 5 in 1, Motor Drome, Iron Lung. We have complete outfits for all shows. Walter Langford, contact Stanley Reed.

WANT for above fairs: Caterpillar, Tilt, Spitfire, Moon Rocket; any rides not conflicting. Good proposition.

CAN PLACE: Sober, reliable men on all rides. Semi drivers preferred. Can place reliable Night Watchman.

WANT TO BUY COMPLETE CUSTARD OUTFIT  
Must Be A-1 Condition.

Get on our Southern Band Wagon for a route of bona fide fairs. Space limited, so contact at once.

All Concessions open for Gratz Fair. Wire CARAVELLA AMUSEMENTS, Gettysburg, Pa., this week.

NOTICE: Southern Fair Committees—If in or near our vicinity, please be our guest.

All Wire CARAVELLA AMUSEMENTS, Gettysburg, Pa.

## WANT WANT WANT WANT

### RUTHERFORDTON COUNTY FAIR

RUTHERFORDTON, N. C.

6 Days 6 — 6 Nights 6 — September 15th-20th

HELL DRIVERS — AUTO RACES — GRANDSTAND SHOWS

Place Concessions that work for stock. Place three Stock Wheels, Aluminum, Toys, Groceries, Photos, Age, Scales, American Palmistry, Eat, Drinks. SHOWS with own equipment that don't conflict. Have new 20x30 blue top and banner line. What have you?

RIDE HELP that can drive semi trailers. A-1 Foreman for new Merry-Go-Round, must be sober and drive; \$60.00 week. Bingo Counter Men. FOR SALE—Complete set Double Deck Snake Show Banners, finest made, used three days, with new top and banner line snake pit. Address

## L. C. McHENRY, Manager CRESCENT AMUSEMENT CO.

Spruce Pine, N. C., this week; Rutherfordton, N. C., week Sept. 15

## WANTED

### FOR CHARLES COUNTY FAIR

RIDES, CONCESSIONS AND ALL KINDS OF SHOWS  
September 22 to 28, including Sunday. This Will Be Big. Grab, Bingo and Pop Corn sold, everything else open. Stock Agents, come on. No gypsies or flats. Other red spots to follow.

## THE JOLLY SHOWS

2235 First St., N. W. Washington, D. C.  
BILL ENFANTE JACK ROBINSON

## IMPERIAL SHOWS WANT! WANT!

FOREMAN FOR OCTOPUS AND MERRY-GO-ROUND  
CONCESSIONS: Any Legitimate Merchandise Concessions.

No gypsies, please. Address  
BILL GULLETTE, IMPERIAL SHOWS  
Ashland, Ill., September 10 to 13

## PLACE CAPABLE CANVASMAN

Handle Midget Show. Also Workingmen.

CAVALCADE OF AMUSEMENTS  
LOUISVILLE, KY., this week.



## JAS. M. RAFTERY'S SHOWS

WHITESVILLE, N. C., SEPTEMBER 8 TO 13  
KINSTON, N. C., SEPTEMBER 15 TO 20  
NEWPORT FAIR, SEPTEMBER 22 TO 27  
ALL FAIRS AND CELEBRATIONS UNTIL NOVEMBER 22

WANT—Side Show Acts, salary from office; also Talker.  
WANT—Two Girls to feature in Girl Show. Salary the best. Also real Talker for same.  
CAN PLACE—Legitimate Concessions of all kinds.  
CAN PLACE—Ride Help on all Rides, Semi and Truck Drivers.  
WILL BOOK—One more Ride for balance of season.  
WANT—Several outstanding Free Acts.  
BILL PORTER wants Agents for Skillo, Swinger and Six Cats.

Address

**JAS. M. RAFTERY**

## MODEL SHOWS OF CANADA

WANT CONCESSIONS FOR FOLLOWING FAIRS

AYLMER, CAN., SEPT. 9 TO 12  
HAMILTON, SEPT. 15 TO 20  
TILSONBURG, SEPT. 22 TO 25  
OWEN SOUND, SEPT. 27 TO 30

FOR SALE—CATERPILLAR

CAN BE SEEN AT THE ABOVE FAIRS

## SHOWS AND RIDES WANTED

for the  
**KALAMAZOO COUNTY FREE FAIR**

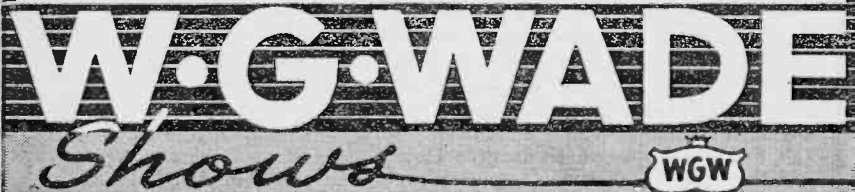
Michigan's 2nd Largest Free Fair

SEPTEMBER 22-27

CAN PLACE Monkey, Illusion, Glass House, Animal, Unborn and other Educational Shows and Entertaining Units. RIDES—Octopus, Loofer, Fly-o-Plane and other non-conflicting Rides. Write or wire inquiry now!

# W. G. WADE

Shows



PETOSKEY, MICH., FAIR THIS WEEK.

## SUNSET AMUSEMENT CO.

Wants for **INDA-CLARE DAYS** at Clarinda, Iowa

Around the Court House, September 15-20

Ball Games and Slum Concessions, Novelties, High Striker and other Legitimate Concessions.

### NOTICE, CONCESSIONAIRES

Will sell exclusive on Corn Game, Pop Corn, Photos, Custard for No. 2 Show starting September 22. Can use a full line Hanky Panks on No. 2 Show for several weeks.

Marshalltown, Iowa, Fair, this week; Clarinda, Iowa, September 15-20.

# VICTORY

EXPOSITION SHOWS

LAST CALL LAST CALL

TULSA STATE FAIR OPENS SATURDAY NOON.

CAN PLACE STOCK CONCESSIONS OF ALL KINDS, ALSO SHOWS.

Address VICTORY EXPOSITION SHOWS, Tulsa, Okla.

L.B. "JUST A GOOD CLEAN SHOW" FAIRS

# Lamb

CELEBRATIONS SHOWS

RIDE FOREMAN WANTED

For Merry-Co-Round, Tilt and Wheel. Out till December 1st. Must join at once. Kenney Spurgeon, answer. Frank Aschy wants Agent for Swinger Buckers and Slum Stores. WIRE: MEMPHIS, MISSOURI.

## FOLK CELEBRATION SHOWS

WANT FOR

ALAMGORDO COUNTY FAIR, Sept. 16-20, Alamogordo, New Mexico  
QUAY COUNTY FAIR, Sept. 22-26, Tucumcari, New Mexico  
NEW MEXICO STATE FAIR, Sept. 28 to Oct. 5, Albuquerque, New Mexico  
SOUTHEASTERN NEW MEXICO STATE FAIR, Oct. 7-11, Roswell, New Mexico

Then Celebrations up to and including big Armistice Day Celebration, November 11. This show will open the 1948 season February 15 at Tucson, Ariz.

Can use good, sober, Billposter with own car. Want first class 10-in-One with or without own outfit; good Girl Revue, must have a show that has flash and can play to entire families; Motordrome (Bob Perry, wire); Monkey Circus, Glass House, Hawaiian Show, Hillbilly Show, Miniature City (Joe Teska, wire). Can place legitimate Concessions of all kinds. Ride Help—Can use capable Ride Foremen and Second Men; must be sober and reliable. Want first class Calliope Player.

Want for Circus—Animal Acts, Horse Acts, Acrobatic Acts, Elephant Act, Trapeze Performers, Clowns and good uniformed Circus Band.

FOLK CELEBRATION SHOWS

Box 1005

Albuquerque, New Mexico

# BRIGHT LIGHTS EXPOSITION

SHOWS  
World's Brightest Midway

CAN PLACE

Shows; have complete outfits. Concessions of all kinds, no flats. Place Legal Adjuster. Good opening for Penny Arcade. Write or wire

**JOHN GECOMA or L. C. HECK**

Rocky Mount, Virginia, this week.

# HARRISON

GREATER SHOWS  
A clean modern midway

WANT

For the Great Person County Fair, Sept. 15-20, Roxboro, N. C., with Rutherford Co. Fair, Rutherfordton, N. C., to follow.

Can place Concessions of all kind, no exclusive; Grab, Popcorn, Candy Apples, Fish Pond, Ball Games, Shooting Gallery, etc. Want Ride Help on following Rides: Octopus, Caterpillar, Chairplane, Merry-Co-Round and Ferris Wheel, Ferris Wheel Shorty, William Broderick, get in touch or come on. Can place one or two more Grind Shows with or without transportation. Can place Musicians and Chorus Girls for organized Minstrel Show, salary and percentage. All wires to **Frank Harrison, Mgr.; Reid McDonald, Bus. Mgr.** DANVILLE, VA., THIS WEEK.

P.S.: All Fairs until November 15.

# PIONEER SHOWS

high class midway attractions

Tioga, Pa., Sept. 15 to 20—Firemen's Celebration

Fireworks, parades. Want Grab Outfit, French Fries, Apples, Floss and Custard. All Games open except Bingo. Shows of all kinds. Answer: **THIS WEEK, WATSONTOWN, PA.**

**MICKEY PERCELL**

John R. **WARD'S**  
WORLD'S FAIR  
SHOWS  
AMERICA'S NEWEST and FINEST RAILROAD SHOW

WANT

Train Master capable taking charge shop, all new train help and tractor crew; must be sober and produce for balance season and winter quarters. Want Ride Foreman and Help for Merry-Co-Round, Whip and Rocket; Jess Richard, wire me. Also experienced Man for Photo Machines. Decatur, Ala., all this week.

• W H E E L S •

Bazaars, Carnivals and numbered Laydown Charts, Milk Bottles, Cals, Hoopla Blocks and Rings, Horse Race, Dice Cages, Bingo Cages, Cards and Markers, Penny Pitch Charts, Darts and many others. Catalog on request.

**WILLIAM ROTT, Inc., Manufacturers**

142 W. 24th Street

New York 11, N. Y.

# C & W BAGS HOOSIER RECORD

## Bowling Green Proves Winner For Royal Crown

BOWLING GREEN, Ky., Sept. 6.—Playing here on a downtown recreation lot, under auspices of the Shrine, the Royal Crown Shows this week chalked up a winner and prepared tonight to move to Huntsville, Ala., for the Madison County Fair.

A week ago the org wrapped up plenty of kale at Princeton, Ind., where the shows had 86 concessions instead of 36 as originally reported. Org has never had less than 46 concessions at anytime this year and most of the time has around 55.

Mrs. Hazel Carrol, wife of the assistant mechanic, was seriously injured in an auto accident en route here Sunday, August 31. Roy Green, second man on the Ferris Wheel, and Ernest Mathies, in charge of the front gate, who were passengers in the car, also were seriously hurt. All are in the Hopkins County Hospital in Madisonville, Ky.

E. B. Braden and Manager E. L. Young are away on business. E. H. Smith, org's secretary, leaves shortly on a two weeks' vacation and will undergo a physical exam in Jacksonville, Fla. Carl Hansen will be in the office during Smith's absence.

Dolly Young, wife of the manager, entertained at a dinner in honor of Mrs. F. C. Thomas and Mrs. Robert Graham at the Helm Hotel in Bowling Green.

## Jones Benefit Realizes \$1,150

ST. LOUIS, Sept. 6.—A total of \$1,150 was realized for the International Showmen's Association at the benefit show sponsored by the Johnny J. Jones Exposition at the St. Louis County Fairgrounds August 28. Approximately 500 were in attendance at the midnight performance and a vote of thanks was extended to E. Lawrence Phillips, Morris Lipsky, Ralph Lockett, Tommy Allen and the entire personnel of the Johnny J. Jones Exposition.

On August 21, the International Showmen's Association entertained the entire personnel of the Jones shows in the clubrooms. The shows countered the following night with a party in the cookhouse and under the Girl Show top, to which all members of the ISA, The Missouri Show Women's Club and newspaper and radio people from St. Louis and vicinity were invited.

In addition to the \$1,150 raised by the Jones shows, 29 members of the org joined the International Showmen. They were Fred D. Williams, Romaine De Coste, Newell C. Taylor, Sam Maddaloni, John J. Shelley, Rudolph B. Jones, Michael Karr, Frank Andreano, James F. Jones, Nick Bebrant, David A. Kann, Albert Stroell, Stanley Barbay, John Saladin, Paul Crawford Long, Francis Mansion, Vic Summers, Paul Kleider, Charles A. Zern, Ross T. Hankins, Joseph Wesloski, Isaac (Silent O'Brien) Malitz, Sam Blake, Richard Cutler, Ray T. Harman, Woodrow Jones, Davie E. Fineman, John A. Young, King Carter, Albert Holler, John Warren Allyn and James Albright.

## King of Carnival, Film Short, Preems on Eve of Topeka Fair

TOPEKA, Kan., Sept. 6.—A world's motion picture premiere, unique in the annals of filmdom, Thursday night (4) at the Jayhawk Theater here marked the initial showing of a Warner Bros.' two-reel technicolor short, *King of the Carnival*, devoted to Carl Sedlmayr Sr., owner of the Royal American Shows, and his organization.

Premiere had all of the traditional Hollywood fixings—with the added touch of the carnival world. Thus it was that Sen. Arthur Capper, of Kansas, and the fat woman from the Royal American Shows, mingled in front of the mike to say their piece over the radio.

The entire personnel of the Royal American Shows was out in a body. A large section of the 1,400-capacity theater was marked off especially for them. State and city officials and dignitaries also turned out in large numbers.

### Crowd in Street

And Topeka town-folks jammed the scene, the theater's capacity being far and away too small to handle the turnout. The street in front of the theater was crammed with people, lured by an intensive publicity campaign.

Two huge ex-army searchlights, the property of the Royal American Shows, were set up on the streets, and they constituted part of the Hollywood touch.

Lending a carnival air was the appearance in front of the theater of the *Harlem in Havana* band from the Royal American Shows and Lou Stratton, talker on the shows. He emceed.

The proceedings, both in front of the theater and from the stage, were broadcast over Station WREN.

Speakers paid high tribute to Sedlmayr, with Senator Capper topping it by placing a crown upon Sedlmayr's head. Other officials and dignitaries in addition to Senator Capper who joined in the proceedings were Gov. Frank Carlson, Mayor Frank J. Warren, Dr. Kenneth McFarland, superintendent of the Topeka public schools; Jake Mohler, Kansas secretary of agriculture, and Sol Elkins, who directed the filming of the picture.

### Trace Sedlmayr's Life

Taken at the '46 Kansas Free Fair here, the film traces briefly the life of Sedlmayr, first as a young man and then thru his growth as a carnival owner. The picture abounds with striking carnival scenes and many members of the Royal American Shows are included in it. Also shown in the picture are Maurice Jencks, manager of the Kansas Free Fair, and Ray E. Lee, secretary of the Minnesota State Fair.

In the picture, Carl Sedlmayr Jr. portrayed his father when the latter was just starting in the carnival business. Carl Sr. played himself in the latter part of the picture.

During the night of the premiere Carl Sr. took occasion to emphasize that the picture, which will be released thruout the nation in the near future, will serve to build good will, not only for his shows, but for the entire carnival field.

### Cocktail Party Follows

Following the premiere, a cocktail party was held in the Colonial Room of the Kansas Hotel. This was well attended, with many members of the

press and radio on hand. The exploitation campaign in advance of the premiere had been handled jointly by Herb Pickard, Royal American press agent, and Don Walker, Warner Bros.' exploitation man. Newspapers went all out in the advance build-up. The Sedlmayr family was depicted as "The Royal Family of the Carnival World" in stories and pictures.

A tie-in publicity feature was the designation of a "Queen of the Carnival," which title went to 18-year-old Helen Stout, of this city. Accompanied by four ladies-in-waiting, she also was prominent at the premiere, and will serve as Queen during the run of the Kansas Free Fair, where the Royal American staged a prevue opening Friday (5).

Premiere was a perfect build-up for the fair here. Jencks gave excellent support.

## Harris' Model Finds Eastern Business Down

TORONTO, Sept. 6.—Joe Harris, owner of the Model Shows of Canada, visited the midway of the Canadian National Exhibition; was visibly pleased with what he saw and had some comment to make on his personal business for the season. Harris recently returned from an extensive tour of the Maritime provinces and reports that his business was "up and down like an elevator, and generally about 50 per cent lower than last year."

He verified the report made some time ago by Rex D. Billings, general manager of Montreal's Belmont Park, that seven consecutive Sundays were lost because of rain. Harris's org played Montreal lots for seven weeks and never got in a Sunday. Despite this, Montreal proved profitable as the concession business stood up well. The Maritime provinces offered something of a mystifying situation, according to Harris.

"We'd move into a spot where we figured to get some money and it would be a complete and total blank—then we'd drop into a spot we'd figure would be a blank but had to take it to fill in the time and we'd get money. There was no sense to it," he declared.

Model Shows have returned to this section of Ontario for its late fall route and will be out until October 1.

## Baker United Arcade Hit by Fire at Converse

CONVERSE, Ind., Sept. 6.—The Penny Arcade on the Baker United Shows, while playing the fair here, was hit by fire. Mr. Jones, owner of the arcade, said the top and several machines were gutted. Fast work by Jones, who dropped the top while it was still ablaze and rolled it away from the other shows, was all that kept the fire from spreading to other tents. Aided by other members of the show, Jones had the fire under control by the time the fire department arrived.

Baker, owner of the shows bearing his name, gave Jones a \$500 check to partially cover his loss and a donation was taken up on the show. Jones had his arcade operating the next night after the fire.

## Garners 142G In Seven Days

Racks up total despite drop in fair's gate — previous peak for full run was 138G

INDIANAPOLIS, Sept. 6.—Invading the lush, major Midwest fair circuit for the first time, the Cetlin & Wilson Shows eclipsed the existing midway record at the Indiana State Fair here despite a sharp drop-off in the fair's attendance and a cuffing from the weatherman.

Thru the close of business Thursday night (4) with one full day yet to go before the fair closes, the Eastern railroad organization had piled up a net of \$142,738, surpassing by more than \$4,000 the previous all-time high take for the Hoosier event set by another show in '46, when the rides and shows netted \$138,438 after taxes.

### Rain Also Hits

A decline of 73,802 in the fair's attendance thru Thursday (4), as compared to the corresponding point in '46, gave added impressiveness to the business amassed by the Eastern org. Also contributing to this impressiveness was the fact that rain Thursday afternoon sent many fair patrons scurrying prematurely from the grounds.

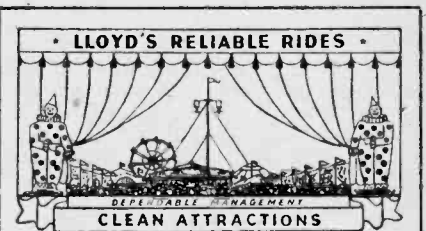
The record-breaking business had the show's co-owners, Jack Wilson and Izzy Cetlin, aglow. R. C. McCarter, org's general agent, also beamed Friday (5), as he estimated that the final day's business would further hike the take to about \$160,000, possibly \$165,000.

### Strong Array

C. & W.'s normal complement of rides and shows was bolstered here by the addition of others for the date, and the vastly increased earning-power of the huge array, as compared with the line-up in previous years, was credited with building the record-shattering totals.

Except for a flash newspaper outbreak, which resulted in the taming down of some of the shows, the engagement thru Thursday was without incident.

Shows will rail out of here for Reading, Pa., where they are scheduled to open at the fair there Sunday (7).



Want American Camp, Cane Rack, Grab, Popcorn, Fish Pond, Jewelry, Candy Floss, Ice Cream, one more Milk Bottle, Huckle Buck, or what have you? Want Shows—Mechanical, Monkey or Walk Through. Can book one or two Rides, want late model Tilt or Octopus. Upland, Ind., this week, on the streets; other Street Celebrations to follow.

## Truck Driver Wanted

Must be experienced with animals. Steady work for one year. Must be definitely sober and reliable. Top salary. SEVERAL YOUNG LIONS FOR SALE. Address: DICK CLEMENS WILD ANIMAL ACT c/o Fair Grounds Traverse City, Michigan



# EASTERN CANADA BIZ SOARS

## Quebec Gives Top Increase

Sherbrooke, Three Rivers top '46—censors make it a little rough for back-end

By a Staff Correspondent

QUEBEC CITY, Que., Sept. 6.—Bazaars, Inc., the operating firm which holds the 10-year contract to present midway attractions at the Exposition Provinciale, will have rolled up a gross better than \$60,000, and closer to \$70,000, when the annual closes here tomorrow night, it was revealed by Frank R. Conklin and James Patrick Sullivan, in charge of the operation.

Sunday (31) and Labor Day each took grosses which topped the previous all-time high marks, and as of Wednesday (3) it was evident all former records for the run will be slapped down by more than \$20,000. This gross, incidentally, kept piling up despite an all-day rain Tuesday, which was heavy enough at times so that all activity ceased except in the bingo games, which are housed in permanent buildings. Also, the bingo and other concession takes are not included in the grosses herein discussed.

### Rides in Shape

Riding devices were in top physical shape and foremen reported they had few dull moments from noon until midnight daily, except when Tuesday's rains made the folks seek shelter. There are 11 rides in the regular line-up, including Tilt-a-Whirl, Fly-o-Plane, Spitfire, Rolloplane, Octopus, Ferris Wheel, Merry-Go-Round, and four kid devices, including Auto, Boat, Train and Pony Track. Uzzell's Seaplane also was in operation, and getting it.

The back-end was slowed down to a walk, the censors here being unusually active and stern. The shows included a vaude variety, Motor-drome, Life, giant Octopus and Monkey Circus, with an Iron Lung booked independently. The censors do not permit girl shows of any type, and when they could find nothing else wrong, they sloughed the blower on the Funhouse.

Concessions were in profusion and all seemed to be getting some money. Play was restricted but enough stock was unloaded to keep all stores grinding. There were two bingo games on the independent midway, and two on the regular route, and all reported business running ahead of last year. "The week proved the cash value

## Conklin's Midway Line-Up at Toronto

TORONTO, Ont., Sept. 6.—The complete line-up of attractions and managers on the Conklin midway at the Canadian National Exhibition follows:

Shows: Aqua Follies, Alphonie Phillips; Wonderland, Ray Marsh Brydon; Joe LaFlamme's Wild Life, G. Reton; Pin Up Parade, Walter Hale; Harlem Boogie, Eddie Hollinger; Wild Animal Circus, Terrell Jacobs; Iron Lung, Ward (Flash) Williams, and Amuse-U-Arcade, W. Martin.

Rides: Moon Rocket, W. Minnies; Fly-o-Plane, F. Negrey; Spitfire, A. Pember; Flying Scooter, S. Stroschuk; Rolloplane, W. Chokan; Octopus, F. Burgess; Merry-Go-Round, R. Minnies; Hey Dey, R. Ratthe; Auto Speedway, R. Restall; Aerial Rocket, A. Morosse; two Ferris Wheels, A. Fletcher; Tilt-a-Whirl, N. Breeze; Caterpillar, F. England; Magic Carpet, J. Ray; Crystal Maze, Mrs. S. Carlos; Looper, J. Boyce; Hurricane, B. Thompson; Bird Cage, H. Traver; Auto Skooter, Joe Drambour; Big Train, N. Breeze; Laff-in-the-Dark, L. Cassidy; Merry-Go-Round, C. Coffing.

In Kiddieland Coffing also manages the Boat Ride, Swings, Ferris Wheel, 20-car Auto Ride, Whip, Roto Whip and Streamliner, while others in this area are Pony Track, L. Purcell; eight-car Auto Ride, H. Larsen, and Water Boats, H. Schiff.

of Patty Conklin's policy of paving the midways at his long-term contract stands," Sullivan declared. "Under ordinary circumstances the rains Tuesday would have shuttered us for the day but the paving drained so effectively we were in action within a minute after the rain stopped, and we could swing away until it started again."

Frank Conklin reported that Sherbrooke and Three Rivers, the first two eastern stands, both showed increases in midway grosses this year. Sherbrooke was up about \$3,000 while Three Rivers came up \$2,000 despite the fact the customers have to walk almost a mile from the main entrance to the midway entrance.

Sullivan, who owns and operates Wallace Bros.' Shows on the Western Canada B Circuit, reported his business stood up remarkably well this season.

"We had some spots that fell off, and we had others that topped 1946, so the average was as good as a year ago," he declared. This was sufficient testimony the Sullivan bankroll has been well padded for future operations.

## Gooding Set For New Mark At Mich. State

### First Six Days Point Way

DETROIT, Sept. 6.—With a total take of \$85,000, tax included, thru Wednesday (3) after six days of the 10-day Michigan State Fair, Gooding Greater Shows, on the midway, appeared headed for a new record for rides and shows for the event, which returned to action this year after its wartime suspension.

The previous record net take was \$92,053 racked up by a different org in '41, when the annual ran a total of 12 days.

### 26 Rides Operate

Floyd E. Gooding, shows' owner, brought in 14 of his own rides in addition to 12 booked rides. The latter rides, together with their owners, are Kiddie Airplane and Kiddie Auto, D. R. Gowin; Fly-o-Plane, Mr. and Mrs. Bert Britt; Pretzel and Auto Scooter, Harry Beach; Moon Rocket and Spitfire, Leonard Goldstein; Zoomer, G. Eisner, and four kiddie rides, Auto, Airplane, Merry-Go-Round and Roto-Whip, all owned by Earl Ingalls.

Shows booked in by Gooding are Frozen Alive, Gayer & Lewiston; Crime Show and Fat Family, Stanley & Fillingham; Orchid Revue, Fred Miller; Side Show, Charles Hodges; Big Horse, T. L. Lockwood; Two-Headed Cow, Carl Thompson; Monkeyland, D. Rex Barnes; Glass Blowers, Charles Mapel, and Motor-drome, Jimmie Bates.

### Hurricane Scores

Top Gooding personnel here includes Charles O'Brien, manager; George Pence, manager; Catherine Pence and Homer Dennison, office No. 1; Mr. and Mrs. William Goutermout, office No. 2; O. Buck Saunders, general representative, and William C. Leisure, locator.

Newly purchased Hurricane ride proved one of the principal attractions. Some trouble developed with the clutch, but it was able to operate without shutting down during the date.

Buck Saunders was kept busy obtaining gasoline, of which there is a critical shortage in this area, but he succeeded in acquiring enough so the midway was not affected.

### Concession Line-Up

Novelty and miscellaneous concessionaires at the fair include: B. & B. Sales Company, John C. Branscombe, George Brophy, Ray A. Chalue, Mrs. William Coffelt, Gladys M. Ervin, George H. Farrell, S. S. Field, Fred Golding, Jay Jay, Roy W. Johnson, George Kehoe, Kittle Kempton, Hassin Kohn, Joe Kury, C. Napolitano, Joel H. Mann, Rose Mathura, Clara Morin, Harold Newman, Arthur Nowatay, Harold Oehler, R. A. Otterbacher, Tracy R. Owens, W. J. Pillard, Press Picture Service, Ethel Rochman, O. A. Rorabaugh, Joseph Rynne, Sam Siegel, Albert T. Spurlock, Spyro Toy Company, Charles Stapleton, A. Stein, John J. Tobin, J. M. Trigg, Charles H. Vale, Ferrer Valle, Charles Wardell, Ben Williams, Abraham Youmans, Helene Branscombe, E. C. Miller and C. B. Smith.

Popcorn concessionaires: Vern Agababian, Angeo Bloutseas, Joe Johnson, Mike Johnson, John Mahlebashian, Galuse May, Don Naibandian, R. A. Otterbacher and H. A. Yavruian. Cookhouse and refreshments: Sam Adler, Mrs. E. Anderson, Harold Aron, William C. Baldwin, Albert Boulanger, Howard O. Briggs, Boris Chakroff, Cliff Bryant, Coca-Cola Bottling Company, D. R. Conrad, Joe Dermo, Leo Dion, Donald Dombrowski, Fred Dulin, Roger Duncan, William N. Ellah, Donald T. Elliott, John V. Pink, Julia E. Hovey, Gerald Hyman, Victor Johnson, Earl Kline, William Kort, Milford Krueger, William A. Loninger, R. C. Mills, D. T. Moffett, Robert A. Montrose, Myers Concessions, Daniel Neada, Kenneth E. Neal, R. O'Van, Walter Purdy, W. C. Rettick, R. Russell, Leo Schultz, Jack Segal, Albert Section, R. & K. Specialty Company.

## Frank Conklin's Horses Cop Money

TORONTO, Ont., Sept. 6.—Frank R. Conklin, proprietor of Midway Farm, Brantford, Ont., as well as a partner of J. W. (Patty) Conklin in far-flung amusement enterprises, nabbed all honors possible with his team of light draft horses at the Canadian National Exhibition.

His team took first honors in that division after having finished first and second in the express division.

Conklin was aided and abetted by the enthusiastic claquing of Rex D. Billings and Frank P. and Jack Duffield.

## Turner Bros. Get Record Midway Take At Du Quoin Annual

DU QUOIN, Ill., Sept. 6.—A new all-time high record midway take was scored by Turner Bros.' Shows at the Du Quoin State Fair, which closed its eight-day run here Labor Day, with a gate estimated at 200,000, also a new peak for the 25-year-old event.

Midway take kept pace with the hiked attendance. Shows also were benefited by the fact the night grandstand show broke earlier each night than in either of the previous two years the org held the midway contract.

An early arrival also aided. Rides, shows and concessions were ready to go August 24, and, with no other attractions on the grounds, they did a brisk business. Matinee Monday opened slowly but by 6 p.m., everything was in peak operation. Each succeeding day built up. Weather thruout the stand, excepting for occasional early morning showers, was good.

Fifteen rides, 12 shows and 60 concessions were on the midway.

Visitors, according to Jack Price, included Marty Alwert, of Effingham County Fair; Messrs. Norris and Jones, Williamson County Fair; Dewey Wheeler, Paris Fair; Mrs. Sidney Belmont, Alyce and Lorraine Belmont; Francis Fabick, Fabick Tractor Company; Eddie Wellons, sales manager for the Fabick org; Mr. and Mrs. Ervin Bennett and Mr. and Mrs. C. L. Horner, all of St. Louis, and Mr. and Mrs. Art Gulliani, together with their son, of the Illinois Plastic Company.

Donald L. Stanton, Fred Stevens, William Summers, Charles L. Swain, Stanley J. Telesz, Ernie Trafford, James Tucker, Ralph Williams, Florence Wills, Ira Wilson and Sons and Yanky Franky.

Midway games: George Bartley, H. C. Boyles, Walter B. Cox, Mike Demko, James H. Drew Jr., John Gallagher, Sam Ginsburg, W. O. King, John Mulder, Bert New, Carlton H. Reed, Charles Serviss, Max M. Tarbes and Laural Turner.

## WANT

Rides, Concessions, Motor Drome, Monkey Speedway or any Flat Ride, legitimate Concessions of all kind. Lucas Co. Fair Grounds, Maumee, Ohio, September 11 to 14.

Come on in.

WM. B. JACOBS SHOWS

## WANTED CONCESSIONS AND FREE ACT FOR CONFINED AMERICAN VETERANS OF WORLD WAR #2 BIG CELEBRATION

SEPTEMBER 15 TO SEPTEMBER 20 IN PHILADELPHIA, PA.

2 Automobiles Given Away Free—Cash Prizes—Fireworks—Bands—Parades All to take place on the show grounds. This celebration is well advertised.

Located on the square at 2d and Godfrey and Mascher Streets.

All legitimate Grind Concessions open to exclusives. Price, \$50.00 per Concession for this date. No reservation without deposit. No Wheels. Free Act, must be high and sensational.

**MAX GRUBERG, WORLD FAMOUS SHOWS**

Showing, this week, Marlborough and Thompson Streets. Permanent Address, P. O. BOX 101, Philadelphia 5, Pa.

# Morris Hannum Shows

*A tradition at Veterans' Conventions*

## FRANKLIN COUNTY FAIR

LOUISBURG, N. C., SEPTEMBER 15-20

### WILL PLACE

Candy Floss, Novelties, Blower, Palmistry, String Game and a few choice Wheels.

WANT SHOWS—Penny Arcade, Iron Lung, Unborn, Snake Show. Capable Minstrel Show People, come on.

WANT RIDES—Can place Whip or Caterpillar with own transportation. Ride Help, come on; will place you.

Goldsboro, N. C., now; Louisburg, N. C., September 15-20

## AMERICAN LEGION AGRICULTURE FAIR

Lynchburg, Va., Harvey Field.

Tremendous in 1946—Bigger and Better in 1947

THIS IS THE BIG ONE

# PRELL'S BROADWAY SHOWS

"BROADWAY AT YOUR DOOR"

Robeson County Fair, Lumberton, N. C., Sept. 22 to 27

WANTED—Eating Stands, Grab Outfits, Custards, Candy Floss, Pop Corn, Potato Chips—any kind of Eating Stands.

WANTED—Novelties, Scales, Guess Your Age, all types Merchandise Concessions. All other Concessions wire, wire, wire.

WANTED—Fat Show, Hill Billy Show, or what have you?

WANTED—All types Cook House Help, come on.

WANTED—Ride Help of all types; those driving semis preferred.

Wire—Wire—Wire

SAM E. PRELL, Prell's Broadway Shows

Covington, Va., Sept. 8th to 13th

# Groves Greater Shows

AMERICA'S CLEANEST MIDWAY

WANT FOR GOOD ROUTE OF LOUISIANA FAIRS, STARTING SEPT. 22, JONESBORO, LA.

Legitimate Concessions of all kinds. Want Agent for Pan Game, Milk Bottle Game. Can place Shows with own outfit. Want Foremen for Ferris Wheel and Tilt-a-Whirl; top salaries. Want Help in all departments, Truck Drivers preferred. Write or wire

ED GROVES, Mgr.

WINNFIELD, LA., SEPT. 8-13.

# EXPOSITION at HOME SHOWS

High Class Attractions for Fairs and Celebrations

### WANT

Show Electrician at once, Painter, Loop-o-Plane Foreman, Cook House for balance of season. Can use two reliable Couples for One Dice and Pan Game. Good proposition. CONCESSIONS—Will book any Concessions. Save your wires, come on. Also Mitt Camp. Want Minstrel and Girl Shows, have complete outfits. Will buy or book Tilt or Ridee-O. Marion, Va., 8-13; Bluff City, Tenn., 15-20; Greeneville, Tenn., 22-27; Rogersville, Tenn., 29; all Firemen Fairs.

ROX GATTO, Mgr.

# SAM'S FUNLAND SHOWS

WANT FOR PEMBROKE, N. C., INDIAN FAIR, SEPT. 15TH THRU 20TH

Concessions—Ball Games, Duck Pond, String Game, Hoop-La, High Striker, Bingo that works for Stock; also Grab or any Ten-Cent Grind Store. Shows—Monkey, Animal, any Grind Shows with own outfit.

S. A. FOGLEMAN

THIS WEEK, ST. PAUL FAIR, ST. PAUL, N. C.

# A.M.P. SHOWS

*Juggy*

Come on in if you are going; space limited

33RD ANNUAL BUNCOMBE COUNTY AND DISTRICT COLORED AGRICULTURAL FAIR, Asheville, N. C., September 15-20

THE GREAT YADKIN FAIR, Yadkinville, N. C., September 22-27

RICHMOND COUNTY AGRICULTURAL FAIR, Hamlet, N. C., Oct. 6-11

This show positively out all winter  
Choice Florida dates

CONCESSIONS all open except Cookhouse and Bingo; no exclusive.

SHOWS—Want Jig Show, have 77-ft. panel front and inside equipment for same. Want Wild Life, Unborn, Fun House or Glass House, Pit Show, or others not complete.

RIDES—Will book Spitfire, Flyoplane or Rocket. WANT FREE ACT for balance of season.

### All Replies

A. M. PODSOBINSKI, Gen. Mgr.

MARK "CURLEY" GRAHAM, Bus. Mgr.

Newport, Tenn., this week; Asheville, N. C., next week.

P.S.—Whitey Taulus wants Nail Game Worker. Norman Littlefield wants Count Store Agents.

# W. H. (SPLINTER) ROYAL WANTS

P. C. Dealers for One Dice and Colors, also Shum Skillo and Swinger Agents. Barney Kilbane, get in touch quick. Bill Terrill, can use you on Searchlights. Want Man and Wife to take charge of Cookhouse Diner, also Second Griddle Man and Waiter. Agents joining now will work in Georgia and Florida this fall, then Texas and Southern California this winter. All address route care Royal Exposition Shows, Sylvania, Ga., this week; Millen next week.

# FLORIDA amusement company

### WANTS TO JOIN AT ONCE

Legitimate Slum Concessions, only \$25 week; Pond, Dart, Cigarette Gallery, Short Range Pitches, etc. Want Side Show, Girl Show, Monkey Show or any worth-while attraction, join at once. Brunswick, Ga., next week; Alexander City, Ala., Fair follows. Be with a winner that has winter's work. All address:

HOWARD INGRAM  
VALDOSTA, GA., THIS WEEK.

# WONDER CITY SHOWS

### CAN PLACE CONCESSIONS OF ALL KINDS

Sell X on Age, Weight, Custard, Mitt Camp. Place Octopus, Itall-o-Plane. Shows with own equipment. Linda, wired you Du Quoin; join at once. Billy Logson, lost Ten-in-One by fire, complete loss; join or wire at once. Monette, Ark., Fair, Sept. 8-13; Harrisburg, Ark., Fair, Sept. 15-20; Drew Co. Fair, Monticello, Ark., Sept. 22-27. Address:

JOE KARR, MONETTE, ARK., THIS WEEK.

# MIMIC WORLD SHOWS WANT

Concessions—Rides and Shows for 4 solid weeks of Fairs (4), including Natchitoches, Leesville, Mansfield and Ruston, North Louisiana State Fair. Want Ferris Wheel or any Flat Ride except Octopus, also large Ten-in-One. Minstrel with own equipment or any good up-to-date Show. Also all Stock Concessions, Cookhouse and Grab, Lead Gallery, Fish Pond, Novelties, Candy Floss, Cane Rack, Pitch To Win, Hoop-La, BINGO or anything, but NO FLATTIES. Can place Agents, Lady Ball Game Agent. Address:

L. E. DOYLE, Natchitoches until Sept. 15; then Leesville, La.



# JOHNNY J. DENTON SHOWS

8 MORE FAIRS TO GO

CAN PLACE

CAN PLACE

## FOR JACKSON COUNTY FAIR SCOTTSBORO, ALA., WEEK SEPTEMBER 15

CONCESSIONS—Will sell "X" on Mug Gallery, Candy Apples, Potato Chips, Scales, String Game, Basketball, Coca-Cola Bottles.

### AGENT WANTED FOR SIX CAT

Sam Housner wants Agents for Grind Store, Cook, Griddle and Counter Man for Cookhouse.

RIDES—Want Foreman for No. 5 Wheel, Second Man for Caterpillar. Have for sale—One Smith & Smith Chairplane, now in operation on show and in first-class shape.

Address Middlesboro, Ky., this week.  
V. F. W. & Elks' Committee

# PENN PREMIER SHOWS

*world's cleanest & midway*

## CAN PLACE FOR SOUTHERN FAIRS

CONCESSIONS—Ball Games, Photos, Lead Gallery, Fish Pond, Age, Scales, Candy Floss, Palmistry or any legitimate Concession.

CAN PLACE some Percentage. Those with Hanky Panks given preference.

SHOWS—Can place Animal, Monkey, Wild Life, Iron Lung or any Shows not conflicting.

WANT Legal Adjuster, must be sober and dependable, to handle Southern Fairs. (Curley Graham, contact Patsy Montana at Stacy Trent Hotel, Trenton, N. J.)

This Show is booked until after Armistice Day. Address all mail and wires to

### Lloyd D. Serfass, PENN PREMIER SHOWS

Trenton, N. J., this week; Edgewood, Md., next week; then all Fairs.

# ROYAL

*Exposition Shows*

Sylvania, Ga., this week; Millen, Ga., next week

Then one of the best still dates in Georgia, week Sept. 22 to 27, with six consecutive weeks of bona fide fairs in Georgia, then Florida for the winter.

WANT Octopus, Fly-o-Plane, Spitfire, Kiddie Autos, Roto Whip, Motor-drome, Penny Arcade, Diggers, Rotary Merchandisers, Custard and various other concessions.

R. F. (Red) Inman wants reliable Agents to contact at once. Jimmie Herrington and Mrs., contact J. L. White. Billie Segrist, why don't you answer or come on? Need a reliable Rollo-o-Plane operator to join on wire. Bill Terrill and others get in touch. All replies as per route.

## C. A. STEPHENS SHOWS

Wanted for

Spencer, Tenn., Fair, Fayetteville, Ga., following:

CONCESSIONS—Custard, Scales, Age, Novelties, Jewelry and a limited number of 10¢ Stores. SHOWS—Need Acts and Fire Eater, Pin Cushion, Girl for Sword Box. Doc Womack will buy 20x30 Top. RIDES—Will book Roll-o-Plane, Octopus or Spitfire. Address:

SPENCER, TENN., THIS WEEK.

## ALLEN'S UNITED AMUSEMENT

Wants Concessions of all kind and one major Ride, also Kiddie Rides not conflicting. This week, West Point, Calif.; next, Pioneer Station, Calif., and then to Nevada. Contact

ALLEN A. MITCHELL

POST OFFICE BOX 371, SANTA CRUZ, CALIF.

CAPITOLA PHONE 3137-R

## Hennies Org Sets Another Midway Mark

### Tops Previous Lincoln Peak

LINCOLN, Neb., Sept. 6.—Hennies Bros.' Shows added another record-breaking midway gross to their string here at the Nebraska State Fair, which closed Friday night (5). Exact figures were unavailable, but fair execs said the Hennies' take would top any carnival gross in the history of the fair.

Sally Rand's Girl Show was the top money winner. She played to about 25,000 persons at \$1, tax included, per person.

The Hennies aggregation came in here from the Iowa State Fair, Des Moines, where it had also recorded a new high midway take, with the net for rides and shows aggregating about \$165,000. The Rand unit played to 55,000 persons, also at \$1 per, during the Iowa event.

## Concord Drafts Law To Prohibit Shows in Parks

CONCORD, N. H., Sept. 6.—New Hampshire's capital city erected an iron curtain to shut out carnivals when the city solicitor this week drafted a new regulation to deny the use of parks for commercial entertainment.

The Veterans of Foreign Wars managed to wrangle a permit for a tent show with rides and concessions August 14-16 by calling the entertainment a lawn party. When members of the Moose sought permission for a similar affair on the same lot this week, they were turned down.

Finally, however, they were permitted to take over a baseball diamond in one of the city's parks where Wednesday (3) the Granite State Shows set up their equipment on leaving the Hopkinton Fair. Coming in without advance publicity, operators shocked near-by residents into petitioning the city to ban such shows in public parks. The board of public works acted immediately on the plea and asked the city's attorney to draw up an ordinance to prevent any carnival or lawn party from playing on public property "unless of a purely local nature."

Lack of parking facilities in the neighborhood of the present carnival, disturbance to home owners, and "a serious threat to property values," were reasons given by others in letters to city officials demanding the move-along order.

Ferris Wheel, Airplane Twirler and Merry-Go-Round comprised the rides set up for a three-day stand with many refreshment booths and game concessions dotting the ball park grounds. The area was heavily policed but no attempt was made to interfere with operations.

### Lancaster, N. H., Annual Pulls Record Attendance

LANCASTER, N. H., Sept. 6.—Attendance at the Lancaster Fair August 29-September 1 established a new high.

Weather thruout was favorable. Plant improvements ready for the opening included additional exhibit space and a special ring for the horse show.

## American Carnivals Association, Inc.

—By Max Cohen—

ROCHESTER, N. Y., Sept. 6.—Our annual visitation program included visits to B & C Exposition Shows at the Monroe County Fair, Rochester, and Mattle's Rides at the new fairgrounds, Henrietta, N. Y. Owners Roy Barnes, Myron G. Colegrove and Toby Colegrove extended courtesies, as did General Agent James Kelleher and Carlyle S. Scott. Tom Hochter, former show owner, also visited.

Visits also were made to Jones Concessions at Sea Breeze, N. Y., where we conferred with Manager Samuel Lipsih; James E. Strates Shows at the Steuben County Fair, Bath, N. Y., where we met Owner-Manager James E. Strates, Business Manager Roy Jones, Peter Stamos, Starr DeBelle, Nate Eagle, Mr. and Mrs. Ernest Dellabates and Fair Secretary J. Victor Faucett.

Additional personnel membership cards were issued to Gooding Greater Shows and B & C Exposition Shows. The standings: Penn Premier, 263; James E. Strates, 250; Gooding Greater, 106; W. G. Wade, 101; J. J. Kirkwood, 75; World of Pleasure, 69; B & C Exposition, 48; B & V, 43; Lee United, 26, and H. William Jones Concessions, 25.

The War Assets Administration advises it has Diesel and gasoline-driven generators, motor generators, battery chargers and a variety of electrical equipment, magnet wire and steel strapping available.

## Culver City Terpery Plans Show Set-Up Harry Schooler Says

CULVER CITY, Calif., Sept. 6.—An amusement center is being planned by the Meadowbrook Ballroom here and a carnival will be added soon, Harry Schooler, who recently bought into the ballroom operation, said.

Meadowbrook, located on Washington Boulevard, has five acres of parking and plans are to devote at least two of them to a carnival. Schooler said the show would operate 52 weeks a year and that a line of sawdust would be placed from the show to the ballroom. Pass-out checks will be issued to those paying admission to the dance spot. These are legal in Culver City, he added.

At the present time Schooler is in contact with several outdoor showmen who are desirous of putting their show on the lot, using it as both a revenue-getter and winter quarters.

Schooler said the ballroom plans to continue its policy of name bands.

## Yup, It Happened!

TORONTO, Sept. 6.—Walter Hale was preparing to make an opening for his Pin Up Parade at the Canadian National Exhibition Thursday (4), using Charlyne Baker as a foil to snag a tip.

As the customers appeared to be a bit backward about "stepping right up close," Hale set the mike down, nodded to Miss Baker and they went to work in reverse. Waving the folks away, they cried:

"Go home—please go home. We're tired of people, so please go home."

And the tip moved forward, eager to be lured into the trap.

**WANTED**  
 CONCESSIONS, RIDES,  
 OPEN MIDWAY  
**SILOAM SPRINGS,  
 ARKANSAS, TRI-FAIR**  
 WEEK SEPTEMBER 22  
 Contact  
**ROBERT HENRY**

**FAIRS—FAIRS—FAIRS**  
 Honey Grove Fair, Commerce Fair, Cooper Fair, Sulphur Springs Fair.  
 Will place for the above string of Fairs:  
**CONCESSIONS**—Pop Corn, Candy Floss, Fish Pond, Clothes Pins, Ball Games, Coke Bottles, Balloon Darts, Mug, Country Store, Huckleberry Buck, Cigarette Gallery, Lead Gallery.  
**SHOWS**—Wild Life, Freak Show, Girl Show, Fun House, Glass House or any others.  
**RIDES**—Mix-Up, Tilt, Octopus and Kiddie Rides. Want Ferris Wheel Foreman.  
**Brewer's United Shows**  
 Route: Honey Grove, Tex., this week; then Commerce (Fair).

**WANTED**  
 Experienced Carnival Bookkeeper and Auditor, must understand all forms taxes; salary \$75.00. Must be sober. Bristol Party, wire. Address:  
**L. C. McHenry, Mgr.**  
**Crescent Amusement Co.**  
 Spruce Pine, N. C., this week; Rutherfordton, N. C., next.

**7TH ANNUAL MEXICAN FIESTA**  
 SEPT. 10, 11, 12, 13 and 14, 1947  
 Routes 25 and 68, Drake's Cor.  
 North Baltimore, Ohio  
 Legitimate Concessions Wanted.  
 Sponsor  
**TOFA N. ETOLL**  
 Iwe Schall, Lot Mgr.

**FOR SALE**  
**FROZEN CUSTARD TRAILER**  
 21 Ft., all Aluminum, inside and out. E-Z Way Machine, used one season, excellent condition. 2-Hole serving cabinet, fluorescent flash. Selling because of ill health. Immediate possession.  
 Price, \$4,500.00 Cash.  
**H. R. ROBINSON**  
 1003 S. 4th Ave., Kankakee, Ill.

**WANTED**  
 RIDES AND FREE ACTS FOR  
**Firemen's Fall Festival**  
 Leavittsburg, Ohio  
 (Right outside of Warren)  
 Address:  
**ARNOLD BICKLEY, Box 97, Leavittsburg, O.**

**RODEO AND CIRCUS DATES WANTED**  
 No place too small or too large. Have played State Fairs of Minnesota, North Dakota, South Dakota, October, South into Arkansas. What have you?  
**BAR O RODEO, Inc.**  
 Permanent address: Sturgeon Bay, Wis.

**WANTED—GOOD CLEAN CARNIVAL**  
 To play Union City, Tenn., from Oct. 13th thru Oct. 18th. Will set up in Union City Ball Park, in heart of city. Population 10,000. Carnival will be held in conjunction with  
**SECOND ANNUAL CORN FESTIVAL**  
 Sponsored by Milton Talley Post #20  
 Contact **CECIL MOSS, Union City, Tenn.**

**WANT CARNIVAL**  
 Will book Sept. 29 to Oct. 4, 1947. Lot in heart of city. 300,000 population in surrounding area. New car to be given away last day of carnival. 10,000 tickets sold. Contact **P. L. BRIM, Phone Berkeley 1008, 1341 Holly St., South Norfork, Va.** Urgent.

**ROYAL AMERICAN SHOWS**  
 WORLD'S LARGEST  
 (AND MOST BRILLIANTLY ILLUMINATED MIDWAY)  
**WANT** **WANT**  
 GOOD SECOND MEN ON RIDES  
 EXPERIENCED SLEEPING CAR PORTERS  
 TRAIN HELP — POLERS AND CHALKERS  
 GOOD CAPABLE HELP IN ALL DEPARTMENTS  
 Long Season—Best of Accommodations—Florida Fairs for the Winter. Join as per route: Kansas Free Fair, Topeka, Kan., until Sept. 12; Wichita, Kan., Sept. 14-17; Oklahoma State Fair, Oklahoma City, Sept. 19-26.  
**C. J. SEDLMAYR, Gen. Mgr.**

**BARNEY TASSELL UNIT SHOW**  
 Wants for the Following Tobacco Festivals—  
**Better Than Fairs:**  
**KEYSVILLE, VA., right in town**  
**KENBRIDGE, VA., right in town**  
**APPOMATTOX, VA., right in town**  
**BROOKNEAL, VA., right in town**  
 Rides, Shows and Concessions not conflicting with what we have. Don't let the size of the towns fool you; come get your winter bank roll. Can use Spitfire Foremen and other Ride Help that can drive semi trailers. Clifford J. Carter, contact at once. Write, wire, this week, Mechanicsville, Va.; Richmond, Va., next.

**CENTRAL STATE SHOWS**  
 Want for long season in Oklahoma and Texas, Pawhuska Fair, Childress, Texas, Fair and Exposition. Concessions of all kind, Coke Bottles, Floss, Penny Pitch, Bumper, String, Glass, Bowling Alley, Darts, Diggers, Age and Weight, High Striker. Good proposition for man and wife to operate Monkey and Jungle Land Show. Want any Grind Shows without transportation. Can use Ride Help and Truck Drivers. Wire, or come on. Pawhuska, Okla., Sept. 8-12; Childress, Texas, Sept. 15-19; then per route.  
**W. W. MOSER, Manager**

**WEYMOUTH, MASS., FAIR**  
 September 14-15-16-17-18-19-20  
**WANTED**  
 LEGITIMATE CONCESSIONS AND SHOWS  
 Address  
**LAGASSE AMUSEMENT COMPANY**  
 12 Whitcomb Street Haverhill, Mass.  
 or Fair Grounds

**VICTORY EXPOSITION SHOWS**  
**WANT** **WANT**  
 HANKY PANK AGENTS, ALSO 2 WHEEL MEN.  
 Must be able to grind.  
 TULSA STATE FAIR OPENS SATURDAY.  
 Address **DON M. BRASHEAR, Victory Exposition Shows, Tulsa, Okla.**

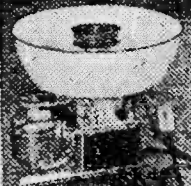
**MIGHTY MONARCH SHOW**  
**WANTS**  
 Ferris Wheel and one Flat Ride for Fairs and Celebrations. Cuthbert, Arlington, Donalsonville, Nashville, Waycross, then Florida; Miami all winter. Place legitimate Concessions. Want Plane Foreman. All address:  
**N. P. ROLAND**  
 RICHLAND, GA., THIS WEEK

**UNITED EXPOSITION SHOWS**  
**WANTS** **WANTS**  
 For the Blazest Thing In Texas  
**PALOMINO HORSE SHOW—6 DAYS**  
 FAT STOCK SHOW GROUNDS—FT. WORTH, TEXAS.  
 Free Gate—\$30,000.00 in Cash Prizes To Be Given Away.  
 Want Concessions of all kinds, no exclusive. Shows with own transportation. Independent Rides with own transportation, 25%. Then West Texas State Fair, San Angelo, Tex. Wire  
**C. A. VERNON, Durant, Okla., Sept. 8-14; then Ft. Worth, Texas.**

**GOLD MEDAL SHOWS**  
**WANT**  
 FOR GOOD ROUTE OF SOUTHERN FAIRS  
**SHOWS**  
 Fun House, Crystal Maze, Dark Ride, Animal or Monkeys, Wildlife and other Grind Shows.  
**RIDES**  
 Foremen for Tilt-a-Whirl and Flying Scooter, also Second Men that drive semis.  
 Address  
**OSCAR BLOOM**  
 Lawrenceburg, Tenn., this week;  
 Trenton, next week.

**WANTED**  
 Agents for Novelties, Scale and Age; also Man or Woman fully experienced in operating Sewing Machine for writing names on pennants, hats, etc., for Trenton Fair, Greensboro, N. C., Fair; Danville, Va.; Hickory, N. C., and Rocky Mount, N. C., and for Shrine Circus, Boston Garden, and six more large dates. Write  
**A. HYMES**  
 General Delivery Washington, Pa.

**WILSON FAMOUS SHOWS**  
**WANT**  
 Legitimate Concessions, Shows with own equipment; also Ride Help.  
**NAUVOO, ILL., GRAPE FESTIVAL**  
 Sept. 11, 12, 13 and 14  
 Astoria, Ill., Home Coming, Sept. 17-20.

**MAKE \$100.00 A DAY ON CANDY FLOSS**  
  
 This is the SUPER WIZARD you hear so much about and see at many places. The most profitable and fastest money maker of all times. Be your own boss—send us your order NOW.  
**ELECTRIC CANDY FLOSS MACHINE CO.**  
 202 Twelfth Ave., 60. Nashville 4, Tenn.

**MADISON BROS.' SHOWS**  
**WANT**  
 For Prescott, Hamburg and Magnolia, Ark., Fairs, starting Sept. 15.  
 Ball Games, Fish Pond, Coke, String, Cigarette Gallery or any other 10¢ Concessions. Don't wire, come on. Privilege reasonable.  
**MADISON BROS.' SHOWS**  
 Prescott, Ark., Sept. 15-20

**WANTED**  
**GRIDDLE MAN**  
 For Tulsa, Oklahoma, State Fair. Wire:  
**DON M. BRASHEAR**  
 c/o VICTORY EXPOSITION SHOWS  
 Tulsa, Okla.

**C. B. MOORE WANTS**  
 Agent for Six Cat who will Grind for Stock. Also Slum Store Agents. Address: c/o **JOHN MCKEE SHOWS, Sikeston, Mo.,** this week; **Kennett, Mo. (Fair),** next week; Cotton spots to follow.

**SECOND-HAND SHOW PROPERTY FOR SALE**  
 \$25.00 Wax Head Man w/horn growing from forehead.  
 \$50.00 Genuine Suit Japanese Armor. Rare bargain.  
 \$60.00 Egyptian Mummy, life size. Old and rare.  
 Mermaid, life size, with real golden hair. Cheap.  
 \$5.00 Wood Model of Dirigible, 5 feet long.  
**WEIL'S CURIOSITY SHOP**  
 12 Strawberry St. Philadelphia 6, Pa.

**WANT**  
**#5 ELI FERRIS WHEEL**  
 Must be in good condition. Will pay cash.  
**ARL LEONARD, Cuba, New York.**



## Majestic Greater

MARNE, Mich., Sept. 6.—Altho attendance at the Mecosta County Agricultural Fair in Big Rapids, Mich., showed an increase over that of last year, spending was a trifle lighter but all shows, rides and concessions had a good week.

Maxwell Kane, business manager, is recovering following a recent auto accident, as are W. A. (Bob) Hallock and Phil Cook. Hallock recently left for the South on business.

Mr. Schantz and family joined with two kiddie rides and a Chair-plane. Two-Gun Van left for a vacation.

Charles Harbaugh left for Ohio to place his wife under doctor's care. While he is away Spud Danton, who joined here with his wife and baby, will be in charge of the Harbaugh interests.—HARRY E. WILSON.

## Wolfe Amusement

AUGUSTA, Ga., Sept. 6.—This is the eighth week of scorching weather but thanks to cool evenings business has been satisfactory. New arrivals include Mr. and Mrs. Ramsey with their Animal Show and ball game; Dinsdale's Snake Show and Young Sly's modernized swinger and coke bottles.

Mrs. Sue Wolfe, who underwent an operation in Spartanburg, S. C., expects to be released from the hospital there in the near future.

Show now has four rides, two shows and 30 concessions.—ERNEST SYLVESTER.

## FOR SALE

36-ft. rebuilt Parker Merry-Go-Round, 14 passenger; Adult Chair-o-Plane, 8 passenger; Kiddie Chair-o-Plane, after Sept. 19. Running at Cozad, Neb., at that time. Will book or buy Octopus or Roll-o-Plane.

GEORGE A. RAPP, Cozad, Neb.

## FROM THE LOTS

## D&amp;P

KINGSTON, Pa., Sept. 6.—The move from Throop, Pa., here was made in good time and most of the rides and stands were up a day ahead of the official opening.

Mr. and Mrs. Sheaks's baby was taken ill and rushed to the hospital. It was released three days later. Peg Van Camp has the hoop-la; Slim Slydick, the chick pond; Freckles Howard, watch-la, and Big Jeff, fishpond. All are doing okay. Little Lonaine, in the penny pitch, reports business good.

The Ferris Wheel continues to get top money among the rides, with the swings second. With Andy Valco on the front, the shooting gallery is getting its share. Pee Pool Willie reports his business is okay, and Sheaks's new bingo is playing to big turnouts.—JACK LANG.

## Heart of Texas

MARLOW, Okla., Sept. 6.—This proved a good spot but still folks were talking about the week before at El Reno where, under the sponsorship of the Chamber of Commerce, business was excellent. Heddie Starr's Side Show continues to pace the shows with the Spitfire topping the rides. Bucky Craig, son of Harry, opened a coke concession at El Reno and reported a good week.

Mrs. Eddie Lynch, wife of our legal adjuster, and daughter, Bobbie Jean, left for Tahoka, Tex., where Bobbie Jean will enter college. Mr. and Mrs. Craig and son, Bucky, made a hurried trip to Brownwood, Tex., to look over the damage done to their property by a recent storm.—L. L. RAMBO.

## Capital City

RUSSELLVILLE, Ky., Sept. 6.—Ramblin' round the lot here after a successful engagement in Scottsville, Ky., under auspices of the Veterans of Foreign Wars.

Owner-Manager Johnny Keef on duty at the front gate, being greeted by Davidson Brothers at their neatly framed custard. The three brothers weren't complaining about business so everything must be okay. Evelyn Cowgil with a hoarse voice; could be from singing. Charley Griggs all dressed up and for a good reason. The bingo stand all flashed up but the crowd playing hard to get.

That sign on the road coming in telling you to visit Ezra's Farm was found on the midway, a neat little outfit grinding away at 10 cents. Those dimes add up fast. Minstrel Show doing big business. Smokey and Marie Jones have brightened up the front with additional paintings. Esta Wilkerson is the featured hula dancer. The Funhouse turning some people but business not up to expectations, considering the big crowd on hand.

Mickey Apple's Motordrome, as usual, in the money. Mickey recently suffered a broken arm and other injuries when she went over the top during her act. Despite the fact she has her arm in a cast, she is still riding.

The VFW members worked hard to put over the fair. Lone bad feature was that the horse show held some 3,000 persons in the grandstand until well past 11 p.m., which gave the midway little play during that time.

Visitors noted: Marshal Van Houser, Mr. and Mrs. Troy Scruggs and daughter, and Mr. Dawson, of Bee's Old Reliable Shows; Mr. and Mrs. Con Cunningham and Henry Ball, of the J. J. Page Shows; Mrs. Don Myers and daughter, Mr. and Mrs. Al Morris, Mr. and Mrs. Luke Wyatt and Shotgun Page, Waxie Moore and Esaw Bright Jr.—R. L. CVERSTREET.

## Prel's Broadway

EBENSBURG, Pa., Sept. 6.—Shows' first fair of the season was at Carlisle, Pa., August 18-23, and it proved more than okay, with every show, ride and concession getting its share. The 125-mile jump from Philadelphia to Carlisle was uneventful, being made in fast time, with all the rides and shows up and ready to open Monday (18) noon.

This was the fourth year that this fair had been revived and the success of the efforts of the committee to make this one of the finest fairgrounds in Eastern Pennsylvania was remarkable. Prel's shows opened Monday (18) night as a preview, the fair officially opening Tuesday (19). Tuesday was Children's Day, with more than 15,000 moppets on the grounds. The rides did a bang-up business, while the older folks gave the 14 shows plenty of action. On Wednesday (20) harness racing got under way and the grounds were packed all day. Result: Lots of people, liberal spending.

Remainder of the week kept up the pace and Saturday (23) there were more people on the grounds than during the entire run last year. The top gross of the week was made by the Caterpillar, with the two Ferris Wheels running second and the Merry-Go-Round third. Top show was Cash Miller's Ten-In-One. Second money was taken by Irving Lewis and His Living Statues, and third money went to Barro Brothers' Motordrome. All the other shows enjoyed a fine week.

Among the visitors on the lot were George A. Hamid, Dave Endy, Bud Bruce, secretary of the Bedford County Fair, and Mr. Davis, secretary of the Cambria County Fair, where the shows played Labor Day week.—ALLAN TRAVERS.

## Bright Lights Exposition

LURAY, Va., Sept. 6.—Org made the 160-mile jump from Tyrone, Pa., Sunday (24) in excellent time and without difficulties, arriving at Charles Town, W. Va., in time to set up for the opening August 25. Shows, rides and concessions were spotted on the streets, a block from the Jefferson County Court House, and on adjacent lots secured for rides and shows requiring added space.

The shows had appeared at the same spot in the spring and in its return, even with a thousand or more firemen delegates from neighboring States, the week's business was not up to expectations.

General Manager John Gecoma celebrated his birthday and was entertained by the show's personnel at a birthday party on the grounds attended by members of the sponsoring firemen's committee and the entire personnel of the show. Mesdames Joe Rhea, Hattie Dolan, Claudie Donnini, Mary Ann Lucas served as hostesses.

Cliff Osteen and Lew Heck made a business trip to Washington. Sonny Daniels returned to Florida to attend school.

Whitie Usher and his son came on from the John H. Marks Shows with their side show, which they will operate in addition to several concessions.

Manager Gecoma announced the shows would close November 15 and that he has signed a contract for another North Carolina fair, which gives the shows eight weeks of fairs in that State. He also stated that a Flying Scooter will be delivered shortly. Two more shows and some concessions were added, giving the org 12 shows, 12 rides and about 40 concessions.

Joe Gangler, manager of Gangler Bros.' Circus, is preparing to take out an augmented circus in association with the show's secretary-treasurer, Frank Hyde. Unit will be called the American Circus Enterprises and will play Southern territory.

## Mighty Hoosier State

AUSTIN, Ind., Sept. 6.—Move here was made from Corydon, Ind., where we played the county fair to exceptionally good business. Every concessionaire reported a red one. The afternoon crowds were good but the night crowds jammed the midway. The Flying LaVals, who ended their contract at Corydon, proved a crowd getter.

Four rides, shows and concessions moved in here and did a fair business. Five rides were sent to the State fair in Indianapolis where Owner W. R. Geren reports they played to capacity.

Green has purchased three new rides for next season, including a Wheel from John Gallagan, and a new Fly-o-Plane and Looper will be delivered this winter. The Wheel is now in operation in Nashville.—BETTY MEAD.

## Golden West

McARTHUR, Calif., Sept. 6.—Harry Polish Fisher's Golden West Shows received a big surprise here. Playing the fair here in one of the smallest towns in which the shows ever have appeared, crowds were big and the midway was packed from opening until closing.

Concessionaires reported big grosses. Bones Hartzel's Live Octopus Show and Lou Johnson's Wild Animal Zoo played to capacity throngs. Harry Dilbeck's Crime Show was close behind. All rides did capacity.

Still on the route list for Golden West are the Modoc County Fair, Cedarville; Shasta County Fair, Anderson; Glenn County Fair, Orland; Tehama County Fair, Red Bluff, and the Santa Cruz County Fair, Watsonville, all in California.

Advertising in the Billboard Since 1905

**ROLL OR FOLDED TICKETS** DAY & NIGHT SERVICE  
SPECIALLY PRINTED  
CASH WITH ORDER PRICES --- 10M, \$10.00 --- ADDITIONAL 10M's AT SAME ORDER, \$2.00  
Above prices for any wording desired. For each change of wording and color add \$3.75.  
For change of color only add 75c. No order for less than 10,000 tickets of a kind or color.

**STOCK ROLL TICKETS**  
1 ROLL ..... \$1.00  
5 ROLLS ..... @ ..... 75c  
10 ROLLS ..... @ ..... 60c

**WELDON, WILLIAMS & LICK**  
FORT SMITH, ARKANSAS

Tickets Subject to Fed. Tax Must Show Name of Place, Established price, Tax and Total. Must be Consecutively Numbered from 1 up or from your Last Number

## NEW REGAL EXPOSITION SHOWS

## WANT FOR UNIT #2

Novelty Rides. Shows with or without outfits, legitimate Concessions. No grift. Want Ferris Wheel Foreman and extra Ride Help. No drunks. This unit going south and will work Florida this winter.

## UNIT #1 WANTS

Sober Ride Help, Truck Drivers and General Working Men. Top salaries for capable people. Want Girl Show Dancers with costumes. Want meritorious Shows, Couples to handle Unborn and Viewing Shows. Prof. Tom Johnson wants Performers and Musicians for Colored Minstrel. Salary from office. Will book Custard, Floss, Suow Cones, Scales, Stock Concessions. No grift. Want Stock Store Agents for office-owned Concessions. We do not want junk. Can use Carpenter and Painter. Address:

**B. M. SCOTT**

Tabor City, N. C., this week: Tobacco Festival & Celebration, Dillon, S. C., week Sept. 15.

## PINE STATE SHOWS

WANT FOR CARROLLTON, GA., CELEBRATION FAIR GROUNDS

CONCESSIONS—Fish Pond, Guess Age, Scales, Coca-Cola, Bowling Alley, Ball Game. Sell exclusives Candy Floss, Apples, Cookhouse that caters to show people, Penny Arcade. SHOWS—Monkey, Motor Drome, Iron Lung, Jungle, Ten-in-One or any Show of merit for a long list of Fairs and Celebrations in Georgia, Alabama, Florida. Want for balance of season and all winter Fairs in Florida: Roll-o-Plane, Octopus, Caterpillar. Want one Nail, one Skillo and one Coupon Agents. Manager with two or more Girls for complete Show. Anyone knowing John Thomas, who is operating Travis Chairplane and Mug Outfit, contact manager. All address:

**JOHN J. CARUSO**  
CARROLLTON, GA., THIS WEEK.

## CONCESSIONS WANTED

Will book Photo, Ball Game, Clothes Pins, Bumper, Hoop-La, Fish Pond and Grab. Can also use Flat Concessions. Have Condemner Wheel for sale. A-#1 condition, thoroughly overhauled with new motor. Also have Kiddie Swing for sale. Address:

## OLSON'S GREATER SHOWS

Aneta, N. D., Sept. 11-13; Buffalo, N. D., 15-17; Finley, N. D., 19-20; Napoleon, N. D., 23-24.

**Madison Bros.**

RANTOUL, Ill., Sept. 6. — Shows pulled in here in plenty of time for the opening after chalking up good grosses at the Cayuga, Ind., Fair, the Windsor, Ill., Street Celebration and the Home-Coming Celebration in Pana, Ill. Stand here continues thru Tuesday (9), then we head for Arkansas and the fairs.

Cayuga proved a winner all the way. At Windsor, business the first two days was on the slow side but the final day proved a red one. Pana proved even better when this org played it a year ago. Sunday (31) beat a year ago and Labor Day this year proved a winner, with rides and direct sales doing capacity. The store line-up biz was just about even with last year.

The Madison Family took delivery on a new house trailer in Cayuga. Mrs. Rocce's brother, who went home a few weeks ago because of illness, returned to the show.

Gale Fulton's new Tilt-a-Whirl continues to top the rides and his bingo is a winner at almost every spot. Marvin Fulton left for Chamberlain Hunt Military Academy in Port Gibson, Miss., after spending the summer working for his father.—KATHLEEN GAWLE.

**United States**

COWEN, W. Va., Sept. 6.—Everyone was pleased with biz at the Clay, W. Va., Fair, Saturday being the big day. Sol Soloman bought a new Nash in Charleston. Elmer Winters and Ray McClair left for Tampa to attend school. Jerry O'Brien went to Dayton, O. Bobby and Frank Lane have added a 22-foot python to their side show. Cleo Rexea, with the John H. Marks Shows, was a visitor. Mr. and Mrs. Gus Caustus joined with novelty stand and cookhouse. Ork moved from here to Webster Springs, W. Va., for the county fair and Labor Day celebration.—MELVIN BENNETT.

**J. A. Gentsch**

GREENWOOD, Miss., Sept. 6.—Org moved in here from Canton, Miss., where shows played the week of August 18 under auspices of the Veterans of Foreign Wars. Much to the surprise of everyone the entire shows had a good week. The rides set the pace but Gus Mitchell ran them a close second.

Earl Crane took delivery on a new custard machine. Mr. and Mrs. Tommy Humphrey are sporting a new Mercury convertible. Mr. and Mrs. Gus Mitchell went to Michigan to re-enter the children in school. Russell Cooper, electrician and ride superintendent, completed and installed a radio system to provide music for the midway.

Everyone regretted seeing Dale and Fay Curtis leaving. They went to Toronto to take positions in a musical comedy.

Owner J. A. Gentsch was out of town most of last week checking on fairs. Mr. and Mrs. Smittie joined with their hoop-la.

Among the visitors was Mrs. Oscar Bloom and son, of the Gold Medal Shows.

**Capell Bros.**

CUSHING, Okla., Sept. 6.—Shows really had a red one at the Fairview, Okla., race meet. Not only was this date profitable but it was a pleasant one. Visitors including Bill Newton, former owner of the Honest and Lucky Bill Circus and the Orange Bros.' Circus. Newton now is secretary of the Fairview Chamber of Commerce, a member of the sheriff's office and the racing association.

H. N. (Doc) Capell bowed in show business on Newton's show in 1913. Newton still has a pick-out horse, called Cupid, that was on the show the year Capell joined and he still works him at some of the horse shows.

Tom Mitchell, owner of *The Fairview Republican and Editor* gave the shows plenty of space in his paper.

**Eddie L. Wheeler**

AUSTELL, Ga., Sept. 6.—Shows had the shortest move of the season here, coming from Douglasville. Org had been scheduled for Aragon, but moved here without much advertising. Weather was good and attendance increased nightly, Saturday night showing the largest attendance and gross since July 4.

Mr. and Mrs. Bob DeLawter joined here with four concessions. Bob is electrician. Mr. and Mrs. Jimmy Giffin joined with snowball concession. Mr. and Mrs. Ben Wheeler closed here with grab stand; Mr. and Mrs. Sands booked their cookhouse; Mr. and Mrs. Doug Daughtery added popcorn to their concessions.

The writer, after an absence of two months due to illness, has returned. Fred Alamany, general agent, joined in Cartersville, Ga. Mr. and Mrs. Bernie Shapiro, of Southern Poster Company, Atlanta, visited recently.—MRS. EDDIE L. WHEELER.

**Crescent Amusement**

ASHEVILLE, N. C., Sept. 6.—Org enjoyed a good week's business here, but not up to expectations despite the fact that this show was the only carnival to play Asheville this year.

Several concessions and three shows joined here. Everything from the front to back has been revamped for the fair season. Org now consists of 12 rides, 11 shows, 50 concessions and 2 free acts.

Mayor Lyle Richmond and wife, Senath, Mo., visited here. George Pennell, attorney, was a daily visitor. Rolke and David McHaffey, grandchildren of Mr. and Mrs. L. C. McHenry, visited for a week before entering school.

Mary and Bob Pollack joined here with their potato joint. Mr. and Mrs. George Lambert are on the sick list. Frank Long is back in the office. Red McGee, superintendent, is keeping the show moving on schedule.—LOUIS BRIGHT.

**WANT**

Ride Men that can drive Semis, good salary, for Octopus, Chairplane, Kid Rides. Want Agents for Stock Concessions. Want good Electricians. Want Concessions—Ball Game, Diggers, Fish Pond, Cigarette Gallery, Dart Store, Scales, Basket Ball, Sno Cone, High Striker, Penny Arcade. Book any good Show of merit. Playing best territory Missouri and Arkansas. Out until last of November. All replies:

**LAKE STATE SHOWS**

Herman, Mo., this week; then per route.

**UNITED STATES SHOWS**

Want for balance of season:

Spitfire Ride, also High Striker, Jewelry and other legitimate Concessions. Need sober and reliable Ride Hclp. Buffington, get in touch.

Summersville, W. Va., this week; East Rainelle, W. Va., next week.

**WANTED TO BUY**

A few more Unborn Specimens to enlarge my Show; must be in good shape. Wire

**ROY CRAMER**  
**JOHN R. WARD'S SHOWS**  
Decatur, Ala., this week.

**WANTED**

Two Dancers, Talker and Candy Butcher.  
**PRINCESS ANITA**  
Care of Penn-Premier Shows  
Trenton, N. J., this week

**IMPROVED KINGERY**

**1947 MODEL**

**EASY TO OPERATE**

- 1 lb. Kettle
- Safety Switches
- Large Storage Pan
- Beautiful Cabinet
- Thermostatic Control
- Chrome Plated Moulding
- Removable, Cleanable Parts
- Ball-Bearing Swivel Casters
- Efficient Exhaust Directly From Kettle



**KORN KING**

**POP CORN MACHINE**

**INCREASES PROFITS**

**BEAUTY PLUS PROFIT**

**IMMEDIATE DELIVERY**

54" High — 44" Long — 29" Deep

DISTRIBUTOR TERRITORY OPEN

**KINGERY DIVISION**

**THE CRESCENT TOOL CO. CINCINNATI 14, OHIO**



# CNE RECORDS GO TUMBLING

## Conklin Gross Better 432G

Total attendance tops two million as smarties get it while JCL's flub it

By Pat Purcell

TORONTO, Sept. 8.—Canada's annual National Exhibition, resumed this year after a seven-year hiatus, bounced back as the greatest and largest of the annuals presented in any of the hemispheres attracting 2,360,500 people thru the outside gate during the 14 days of operation.

This means that a helluva lot of folks were around to inspect the wondrous exhibits from the British Empire and the possessions from across the seas. At times there were so many folks around that even the flasher operators had difficulty keeping track of them, and at others there were the dull moments, but the dull moments were short lived for those who knew how and were prepared to get money.

Records for gross business went twisting and twirling as the in-the-know boys went to work, and the first-of-Mays, as usual wound up holding the burlap receptacle for 14 days of carnival operations, which means shows and rides. The Conklin midway captured \$432,546.75, which is an approximate \$30,896 a day. From reports this agent has been able to gather from reliable operators, this daily average constitutes an all-time high for everywhere. (Beefs will be given every consideration.)

One could compose phrases for days and days describing the appearance of the Conklin midway, but this is being sent from Toronto by Western Union at a pretty fair sting per word and those who did not attend this clam bake may see some of the (See CNE Records on page 76)

## Guenther Extends Olympic Park Season

IRVINGTON, N. J., Sept. 6.—Henry Guenther is extending season at Olympic Park until Sunday (14). Park drew a tremendous crowd Labor Day and Guenther reports the season's business as gratifying. The swim pool closed Tuesday (2) but free circus performances and concerts by Joe Basile's band continue until park shutters.

Circus line-up includes the Frabell Trio, tight wire; Kollette and Marie, acro dancers; Frederick Werner, musical clowning, and Three Honey Boys, comedy tumblers.

## Scooter Car Building Set for Seaside Park

NEW YORK, Sept. 6.—Pete Drambour, gradually adding new rides to his Seaside Amusement Park at Rockaway Beach, is set to start actual construction work on a 40 by 80-foot brick Scooter Car building in the park. Building was designed by Joe McKee and will be modern in appearance, with steel sash and trim.

Drambour is negotiating for the acquisition of additional rides for next season and plans construction of a Coaster. According to Drambour this season's business at Seaside topped that of last year by nearly 40 per cent.



THE CAMERAMAN WAS ON HAND to snap this picture when the members of the 100 Per Cent Club on the Ringling Bros. and Barnum & Bailey Circus recently got together. First row, left to right, Clayton Behee, Albert Powell, Ira Millette, Jimmie Millette, Bob Nelson and Bob Behee. Back row, Harold Ward, Gus Bell, William Day, Jim Hoy, Francis Hogan and Roland Tiebor. Bell, Ward, Day and Hoy are honorary members.

## Pat Treanor, 44 Years Selling Balloons, Makes Hay, Friends

STOCKTON, Calif., Sept. 6.—Patrick Treanor, dean of novelty concessionaires on the West Coast, is enjoying the biggest business in the 44 years he has been peddling balloons, batons and beads on fair midways. Treanor, despite his years in the United States, still injects a lot of Erin into his speech. After he goes to the barn this season he will fly to Ireland with his wife and son to visit with his 13 brothers and sisters.

Treanor came by his career in the novelty business naturally for his grandfather was selling cheese sandwiches, cornbread and gingerbread at fairs in the land of the green in 1840. Pat's father was also in the business.

Treanor arrived in this country in 1903 and joined the Walter L. Main Circus in Connecticut. The following year he joined Buffalo Bill's Wild West Show for a tour of England. In 1907 he worked Madison Square Garden with the Barnum & Bailey Circus. After a tour with the Barnum show he migrated to the West Coast, arriving in Los Angeles in 1909. Six years later he moved his headquarters to San Francisco.

"The novelty business is upside down," Pat said, as he worked the midway at the San Joaquin County Fair. With a cigar clinched snugly between his teeth and a Robin Hood-feathered hat perched cockily on his head, he moved around like a modern day Peter Pan getting a hot foot. "We never used to sell anything for more than 15 cents. You just didn't ask any price higher than that. Now we have to pay more than that for many items. Take those balloons—they retail for 50 cents."

Specializing in balloons, squawkers, whips and beads, Treanor does a big volume of business.

"Beads were my specialty in the old days on the Buffalo Bill Show. I sold millions of them. They were imported from Italy but the people thought the Indians made them."

When the San Joaquin Fair closed its nine-day run here, Treanor took his keister to Sacramento for the California State Fair. His son, John, now 36, worked Napa while Pat was in Stockton. The firm is known as Pat Treanor & Son.

Pat is anticipating three weeks in

Ireland and a few days in England and Scotland. When he returns to New York he will visit there for several days. This will be his first trip to Ireland since 1938.

While Pat was making one of his numerous sales at San Joaquin, a little boy moved timidly up to him.

"Mister, mister, how much are those balloons?" he inquired, enthusiastically.

"Balloons? balloons? How much ya got, sonny?"

"Twenty-five cents," the kid answered.

"Twenty-five cents it is," said Pat immediately, as he finished tying the string on a helium-filled item marked 50 cents.

The kid walked joyfully down the midway, watching the balloon as it pulled skyward.

"I never turn a kid down," Pat said, contentedly.

It's things like this that make Pat popular with show people.

## Canton, O., Gate Put at 120,000

CANTON, O., Sept. 6.—While final figures were unavailable, attendance at the four-day Stark County Fair, which closed here Thursday (4), was estimated at close to last year's 120,000 gate.

Biggest single day was Labor Day, when the turnout was estimated at 40,000, slightly under last year's opening day. On the midway the rides of the F. E. Gooding Amusement Company registered business on a par with '46.

Grandstand entertainment, contracted thru the Gus Sun Agency, included Mark and Marsha, acrobatic and balancing; Tom and Betty Waters, perch; the Sherman brothers, clowns; the Two Kays, aerialists; Eddie Kuhn's wild animals, with Whitey Ford, the Duke of Paducah, billed in the final day. Harness races, with purses of \$9,400 were held each afternoon.

## Edgar Closes Sparks Circus

Org concludes in Tacoma because of poor business—Murphy joins Polack Bros.

CHICAGO, Sept. 6.—James Edgar, owner of the Sparks Circus, today wired *The Billboard* from Aberdeen, Wash.:

"We are closing in Tacoma, Wash., Sunday (7) due to lack of business since our return to the United States. This is no rumor."

The Sparks show has been touring the Canadian Provinces where, Edgar had said previously, business was spotty but profitable. Two weeks ago, Edgar denied a report he would winter his show at Whittier Park, Calif., and take out the Al G. Barnes title next spring.

Dave Murphy, who has been writing the Dressing Room Gossip column on the Sparks show for *The Billboard*, also wired today to report he was joining the Polack Bros. Western Unit immediately in Portland, Ore.

## Peak Attendance Scored at Huron In Opening Days

HURON, S. D., Sept. 6.—All attendance records were shattered on the second day of the South Dakota State Fair when 50,000 persons poured into the grounds here by mid-afternoon Wednesday (3). The previous single day's record of 45,000 was set last year on a Friday.

Announcement of the 50,000 record-breaking attendance followed Secretary Frank L. Hafner's announcement that the opening-day gate Tuesday (2) was 14,000, topping the '46 opening crowd by 4,000.

Barnes & Carruthers' *State Fair Revue of 1947* played to capacity crowds at the grandstand the first two nights. Acts, also booked by Barnes & Carruthers, supplemented the evening revue and also were presented in the afternoon.

Auto races staged Tuesday and Wednesday afternoon by National Speedways (Al Sweeney and Gaylord White) pulled capacity.

Harness horse racing, featuring horses from several Midwestern States and Canada, was skedded for Thursday and Friday, with Frank Winkley's Thrill Show billed for this afternoon.

Max Goodman's Wonder Shows of America on the midway were piling up a record gross for rides and shows.

## Belle Isle Zoo, Detroit, May Slash Admish Fee

DETROIT, Sept. 6.—A 50 per cent reduction in admission charges for the new Belle Isle Children's Zoo is in prospect, according to Frank G. McInnis, director. The 10-cent admission price brought a gate of \$12,800, against total expenses, including tax accrual, of \$5,800 for the period. Result is a surplus McInnis wants to cut by reducing admission to a nickel if the present condition persists.

No decision on cutting fees will be made until after a year of operation, to see what the net results of seasonal factors are.

## 2 Former Showmen Get Game Positions

TALLAHASSEE, Fla., Sept. 6.—Two former showmen, Charles H. Anderson, Sarasota, and Bill Snyder, St. Petersburg, have been appointed to the State Game and Fresh Water Fish Commission's division of information and education.

For two years Anderson was official photographer for Ringling Bros. and Barnum & Bailey Circus. One year he served in similar capacity for Beckmann & Gerety. Traveling Florida he will take wild life pictures for use in national and State papers as well as the commission's monthly magazine.

Snyder, veteran St. Petersburg police reporter for 10 years, in recent years was publicity director for Zachini Bros.' Shows, Lawrence Greater and S. W. Thomson's Thrill Show in Riverview Park, Chicago. He will act as news and publication assistant.

## Ontario, Ore., Annual Is Canceled by Polio

ONTARIO, Ore., Sept. 6.—Malheur County Fair was canceled and the opening of schools was postponed for two weeks after the fifth case of polio was recorded here August 28.

## ROY CRAMER WANTS

Two more Yard Ticket Sellers for Fairs or Combination Ticket Sellers and Talkers, also Working Boy who knows what it's all about on Side Show Canvas. If you drink, don't answer.

Care John R. Ward Shows, Decatur, Ala., this week.

## WANT AGENTS

Pin Store, Count. Following Agents contact immediately: White Morgan, Jimmy Davis, Vernon Seely, Harry Head, Jimmy Burns, Tommy Engle; also Strash Rubin. Two Slum Skillo Agents, wire before coming on.

Anderson Greater Shows  
Lebanon, Tennessee, this week.

## FOR QUICK SALE

Lost lease. 1 A.B.F. Rifle Range, 6 Guns, 1 extra Gun. In good working condition. Will be in operation till 20th of Sept. Extra parts all included. Complete, \$1000.00 cash. A real bargain. Address: 132 Beach 116th St., Rockaway Park, L.I., N.Y.

Care Mr. R. Hahn or Mr. Al Meyers

## DENNIS BROS.' SHOWS

Will book any Slum Concession, \$15.00 rates if more than one. Can place few more Grind Stores. Due to disappointment can place Cook House. All replies: F. B. DENNIS, Carter, Okla., this week; following week, cotton fields of New Mexico.

## WANT TO BOOK 1947 ELI WHEEL

On good reliable Carnival that has good route of Southern Fairs.  
C. A. WOODIN  
JOPLIN, MO.

## FOR SALE

1941 Dodge Half-Ton Truck, motor and rubber new last season; 1942 20-Ft. Deluxe House Trailer, completely furnished except linens; 10-Ft. Coke Bottle Outfit, Stock, etc.; canvas junk; \$2100.

## SILVER RALEY

c/o Blue Grass State Shows Madisonville, Tenn.

## Want-WOLF SHOWS-Want

Concessions of all kinds for Harvest Fall Festival, on the streets, at Benson, Minn., Sept. 23-27. All mail to Lake Crystal, Minn.

## A Great Showman Passes On

By Frank (Doc) Stuart

OKLAHOMA CITY, Sept. 6.—Uncle Leo is dead. The brass hat of the Oklahoma City Municipal Zoo passed away recently after a two-week illness in the St. Anthony Hospital. He was 68.

It is doubtful if any person will be more missed in this city of more than 300,000 than Leo Blondin, the same Uncle Leo whose booming voice was heard weekly over a five-State radio hook-up. He was the idol of the kids. Leo Blondin became the curator and the zoo-keeper of the sprawling Lincoln Park Zoo in 1930 and he built it from a small black bear to the fifth largest municipal zoo in America and the wonder is, he did it without money. . . . He traded and always managed to get the best end of the bargain.

Leo Blondin was a great showman, probably a greater mud-showman than a circus showman. At one time he had nine railroad sleepers and baggage cars winter-quartering in the Oklahoma City railroad yards. Then Jerry Mugivan discovered him and decided that he would make an ideal lot superintendent for the Sells-Floto Circus.

He held that position for a season and a half and then returned to Oklahoma City. It was a fortunate move on his part but more fortunate for Oklahoma City. He built the zoo. He raised animals and traded animals. Some of his lions can be seen on the Ringling-Barnum and Clyde Beatty circuses.

Leo Blondin had two passions, kids and the zoo. He never tired of either. It was not unusual to see five or six big school busses from as many different towns visiting Uncle Leo and the zoo at one time.

As a mark of respect, the Oklahoma City council ordered the zoo closed until after his funeral.

As Mayor Allan Street said: "The State of Oklahoma and Oklahoma City will miss Uncle Leo." The newspapers also will miss him. He was grand copy.

## Seymour Sets Free Acts for Fall Fete

SEYMOUR, Ind., Sept. 6.—Sponsored by the local chamber of commerce, this city will hold its first Fall Festival and Home-Coming Celebration in over 25 years on the streets here September 23-27, it was revealed this week. City council has granted the sponsoring committee permission to close the streets to traffic during the celebration period and among free attractions booked thus far are the Great Seigfred, ski jumps, and Kaylette, high perch.

Numerous tents, sponsors said, are to be erected to house agriculture, industrial and automobile displays. Walter Brinkman, of this city, is booking all concessions.

## Suit Against Richwine, Williams Grove Settled

HARRISBURG, Pa., Sept. 6.—A \$2,000 settlement in the damage suit against Roy E. Richwine and the Williams Grove Speedway, Mechanicsburg, for the death of a spectator at an auto race October 7, 1945, is announced. Damages were asked by the widow and two children of the man, Miller Hoover, Mechanicsburg, who was fatally injured when a car left the track and crashed into a group of spectators.

The agreement filed in court showed the children withdrew from the law action and waived their claims in favor of their mother, Mrs. Maude M. Hoover, who will receive the \$2,000.

## Hamilton, Mo., Ann'l Event Attracts 30,000

HAMILTON, Mo., Sept. 6.—The four-day annual American Legion Race Meet, which closed Friday, August 29, pulled an estimated attendance of 30,000 persons. Event was held on the North Missouri Fairgrounds, now known as the American Legion Memorial Park.

Besides the harness races a revue and acts booked thru Williams & Lee Attractions, were presented. Activities were aired daily over Station KFEK, St. Joseph, Mo., and this helped attendance.

Event was without a carnival, due to the fact, the committee said, that a carnival which had signed in early spring to play the date advised the committee that it would not fill the engagement. The midway, however, was not dark, as many concessionaires set up.

Colored motion pictures of the event were taken, and these will be used to publicize the event in the future.

## S. Wales Easter Show Profits

SYDNEY, Australia, Sept. 6.—Royal Agricultural Society of New South Wales made a profit of \$309,800 on this year's Easter show, altho the net profit for the year was only \$224,100.

## Circus Clown Club

LOS ANGELES, Sept. 6.—New member is June Christy. Jack Vinnick, former clown and now a novelty jobber in Los Angeles, has been named a life member and appointed to the advertising committee. Stan Bult, CFA and publisher of Croydon, Surrey, England, is the European representative of the club. He is a life member. Also named a life member is Dr. Carl Salem Karland, of the Great Karland Circus.

President Richard Arcand recently visited Larry Valli, Bozo the magical clown, in Los Angeles. Prince Leo, clown, sent in his photo.—MARGE V. KELLY.

## Bill Powell Is Visiting Mijares-Schreiber Circus

STOCKHOLM, Sweden, Sept. 6.—Bill Powell arrived here after brief stop-overs in London and Copenhagen and is spending most of his time on the back lot of the Mijares-Schreiber Circus. This is one of Sweden's top cirks, owned and operated by the Mijares family, familiar to old-time circus fans in America as wire walkers with the Barnum & Bailey and other circuses.

Circus recently returned from a successful tour thru Lapland.



10 KW.—120/240 Volts—60 Cycle—Single Phase—3 Wire

### NEW JEEP GAS ENGINE GENERATOR SETS

(Model GPW-101)

**THESE ARE NOT GOVERNMENT SURPLUS!**

Engine 4 cylinder, 4 cycle L-head, water cooled, rated 30 horsepower at 1800 RPM.

**IMMEDIATE DELIVERY! (Subject to Prior Sale.)**  
These plants are ready for immediate use.

**\$1,145 EACH**  
F. O. B. New York City  
25% Dep., Bal. C. O. D.

Have 5 Kw. Plants available for immediate use. Gas and Diesel powered. What are your requirements?

Manufactured by International Diesel Electric Co., Inc., for  
**HARRY HAYKIN**  
290 Empire Blvd. Brooklyn 25, N. Y.

## CONCESSIONS WANTED

for the **BOURBON FAIR**  
**BOURBON, IND., SEPTEMBER 16-20**  
Limited space available for Stock and catering Concessions. Contact

# W. G. Wade Shows

UNIT NUMBER TWO

Coldwater, Mich., Fair this week; Ligonier, Ind., Street Fair follows Bourbon

<p><b>WANT</b> For the following Fairs: Wilson County Fair, Lebanon; Lions' Club Fall Festival, Milan; Gibson County Fair, Trenton; Henderson County Fair, Lexington, all in Tennessee; Cordova Fair and Horse Show, Guin A. &amp; I. Fair, and four more spots following in Alabama.</p>	<p><b>WANT</b> CONCESSIONS—Want Stock Stores, \$20.00; Bingo, \$30.00 (2 weeks' deposit required); Diggers, \$40.00 (2 weeks' deposit required). Want Red &amp; Black Percentage and Pan Game, 1/3. No Dice on this Show. Want Girl Show with own outfit, 30%. None here. Want any Show not conflicting with Snake, Monkey or Five-in-One. Want to book Flat Ride for above dates, prefer Tilt, Octopus or Merry-Go-Round, 25%. Can use Ride Help and Semi Drivers. No troublesome neon to mess with on this Show. Please wire, do not phone. All address:</p>	<p><b>WANT</b> ANDERSON'S GREATER SHOWS (GRAND OLD SHOW—FINE OLD NAME) LEBANON, TENN., THIS WEEK. P.S.: Good opening for Tip Boards. Dee Hale, contact.</p>
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**MODERN** **IMPROVED**

## CHAIRPLANE AND KIDDIE AIRPLANE RIDE

WRITE FOR CATALOGUE.  
Immediate delivery on Chairplanes. Also on Gears and Clutch Parts.

**SMITH & SMITH, SPRINGVILLE, N. Y.**



## James Cole Circus Will Be Featured At Mineola Annual

NEW YORK, Sept. 6.—With thousands of competitive exhibits, commercial displays and special new features, the 105th annual Mineola (Long Island) Fair gets under way on Tuesday morning (9) for a five-day run, ending Saturday night (13). Special features include high school band concerts daily; square dancing Tuesday (9), Wednesday (10) and Friday (12) evenings; free modern dancing Thursday (11) and Saturday (13) evenings; a massed band concert of nearly 500 musicians Thursday night (11); fireworks nightly and the first annual field day of the New York State Association of Drum Corps, with approximately 3,000 participants, Saturday (13).

### Cole Circus Skedded

The James M. Cole Circus is scheduled for the front of the grandstand. The circus will be presented in its entirety, with menagerie, side show and concert. Performances will take place under the regular canvas big top with one-half of the tent open, permitting spectators to view the show from comfortable grandstand seats under cover. The method of presentation is brand new and the experiment will be surveyed with interest by showmen. Owner James Cole, a veteran of World War II, will be host to some 1,000 veterans from Long Island and Staten Island hospitals and rehabilitation institutions at the opening performance Tuesday afternoon (9).

### I. T. Shows on Midway

The midway will again be occupied by the I. T. Shows, Inc. (Phil Isser and I. Trebish).

The exhibition departments include livestock, fowl, farm, fancy work, home industry, hobby show, amateur photography, health exhibit, 4-H clubs, Home Bureau, Farm Bureau, Girl Scouts, Boy Scouts, U. S. Navy, U. S. Army, Marines, Air Force displays.

## S. M. S. Rodeo Does Okay In N. Y. Despite Rainout

NEW YORK, Sept. 6.—The S. M. S. Ranch Rodeo closed an eight-day engagement in the Rego Park section of New York City August 30. Ideal weather helped attendance the first four days, but heavy rains August 26 washed out the night performance and threatening skies held down attendance Wednesday, August 27. Fair weather during remainder of the run hypoed attendance and gave the promoters a break.

Show was under direction of F. A. Mainfish. The B. C. D. Concession Company had a large refreshment stand between the main entrance and the chutes, while Al H. Shriner had his novelty stand just inside the main gate. The arena seated about 4,000 and was effectively lighted by floodlights mounted on high extension ladders.

In addition to the rodeo, features included the Singing Sons of the Purple Sage, clowning by Ted (Bozo) Cole and trick riding and roping.

## Gangler and Hyde Plan To Take Show on Road

NEW YORK, Sept. 6.—Joe Gangler, manager of Gangler Bros.' Circus, dog and pony show, which has been the free act with the Bright Lights Exposition Shows this summer, has teamed with Frank Hyde, secretary-treasurer of Bright Lights, and will take a circus on the road this winter.

New outfit will be known as American Circus Enterprises and will be ready to open Thanksgiving week. A tour of Southern States is planned.

## CNE Records Go Tumbling

(Continued from page 74h)

pictures to be published in the Cavalcade of Fairs edition the last week in November. (Reserve your space now.) And when you guys see those pictures you will realize that the contracted five-year midway tops anything in quality offered at any recent world's fair as far as fronts are concerned.

This midway gross was piled up at 35 attractions whereas in 1941, the previous midway high, 37 attractions collected about \$265,000, which means the run closing today was over any previous mark by better than \$167,000.

Success of the entire exhibition is reflected in the official attendance report. The first eight days were recorded in *The Billboard*, September 6 and figures for the remainder of the run follow:

	1941	1947
Saturday (Aug. 30).....	173,000	224,500
Monday .....	267,000	238,500
Tuesday .....	106,000	128,500
Wednesday .....	93,000	139,500
Thursday .....	81,000	126,500
Friday .....	91,000	141,000
Saturday .....	173,000	232,500

Previous record was set in 1928, when 2,039,000 folks were registered, giving an overall new record of 321,500.

Midway operators got terrific competition the nights of the closing week from the United States Naval Band, which played for free at the band shell. An estimated 12,000 parked their carcasses on the seats or grass in this area each night, and the program ran so long that it was impossible for them to think of anything but home after it was over.

Dave Pickard, genial concession manager for the Conklins, was a busy fellow escorting visitors around when J. W. (Patty) Conklin was busy, as usual, checking every minute detail of every operation. Frank R. Conklin came over from Quebec City Thursday (4) to give everything a fast look-see, and returned before the visitors could penetrate his thinning locks.

Among those observed on the Rialto, with or without being in business there, were Rex D. Billings, Mr. and Mrs. Harry A. Illions (the misus objected to the spelling of Scooter), Lee Cuddy, Bill Wendler, Bernie (The Face) Mendelson, Frank P. and Jack Duffield, Maurice Fortin, Major Vermett, Cliff Wilson, Ida E. Cohen, Art and Bertha Briese, Mr. and Mrs. Sid T. Jessop, Bill Carsky, Bob and Leona Parker and Mr. and Mrs. Whitey Woods.

And William B. de L'horbe Jr., Bill Fleming, Oscar C. Buck, Bill Kershner, Fern Lafavre, Walter Jackson, Herd McElroy and 10 directors of the Ottawa Exhibition, Bert McClain, Cecil Stobbs, Harry Prince, Norman Bartlett, Jim Mitchell, George and Phil Hall, Jake Nagle, Jock Mathewson and Omer (Hamid-Morton) Kenyon. Most of these folks are string-pullers in the outdoors show business.

Patty Conklin was too busy to give a rundown of the folks who sent him congratulatory telegrams on his opening and he squared his late working office staff with their wives by letting them lug home the amazing collection of floral tributes.

## Quincy, Calif., Lands In Record-Breaking Class

QUINCY, Calif., Sept. 6.—Most successful Plumas County Fair in history closed here Sunday, August 17, with a total attendance for the three-day event estimated at more than 10,000. A heavy influx of visitors swelled the normal population of this small mountain town to create a housing problem during the annual.

Events featured were a fly-casting contest, horse show, harness and running races and a gold panning contest.

## Wirth's Eastern Spots Set Records; Afton, N. Y., Climbs

NEW YORK, Sept. 6.—Early Eastern fairs featuring talent secured thru Frank Wirth, head of the New York booking office bearing his name, have set new records, despite adverse weather in some instances, Wirth reports. Afton, Sandy Creek and Walton, N. Y., and Carlisle, Pa., all finished strong. Grandstand winnings were ahead of last year in every instance, indicating his remaining fair dates will at least equal, if not surpass, previous records.

Afton, reported as "sensational" by Harry G. Horton, secretary, featured a bill of acts including Torrelli's Liberty Horses, Stafford's Dogs and Ponies; Gracie Orton, aerialist; Ben Yost's Beau Jesters, Laddie Lamont and the Spring Garden Band conducted by Martin Keller, with Romeyn at the Hammond.

Paul J. Woodard, secretary of Sandy Creek, reported business ahead of last year. Wirth's *Salute to Freedom Revue* was featured grandstand entertainment. Line featured 10 girls with specialty dancer Mary Jean Brown. Acts were the Jansleys, Sensational Apollos; the Bricks, trampoline; Plutocrats novelty dog act; Danny Dennis, comedy cycling, and Spring Garden Band led by Hal Hildebrand.

Heavy winds and some rain failed to spoil business at Carlisle, according to W. S. Morrison, president. A revue featured the Holiday Dancers; Jerry Toman, ventriloquist, as emcee, and Diana Lure, specialty dancing. Acts were the Five Willys, juggling; Roberta's Comedy Circus and novelty Cart-O-Mobile number; Count Reno, tramp cyclist, and Gracie Orton, aerialist. B. Ward Beam's Congress of Daredevils played to capacity opening night.

Paul G. Williams, secretary-manager of the Walton fair, said business was above par. Acts were Ernie Wiswell's Funny Ford; Kay and Karol, comedy juggling; Bert, Bert & Bert, comedy acrobats and bicycle baseball, and Smetzler's Majorettes. Jimmie Lynch's Death Dodgers played to capacity closing night.

## Northampton Big At Opener; Rain Hampers Midway

NORTHAMPTON, Mass., Sept. 6.—A record estimated crowd of 35,000 jammed the 130th Tri-County Fair here Labor Day, the second of its seven-day run, virtually to assure successful operation in every department. The holiday crowd bet \$183,771, 20 per cent over the record set last year, on pari-mutuel harness racing. About 10,000 attended opening day.

The midway got a bad break Tuesday (2), Children's Day, when rain caused the cancellation of most planned activities. However, another attempt was to be made today to give the kids a day to themselves.

The paid gate Wednesday (3) was about 6,500. Attendance Thursday (4) jumped to an estimated 12,000.

An estimated 12,000 viewed the 36-vehicle 1st Army recruiting caravan Labor Day. The soldiers drew additional attention with the appearance of the 25-piece Westover Field band and a smoke screen and flame-throwing demonstration.

## 500,000 Attend Berlin Export Fair in Two Weeks

BERLIN, Sept. 6.—More than 500,000 persons attended the Hanover Export Fair during the first two weeks of its showing. British authorities reported contracts for German goods totaled nearly \$12,000,000.

## The La Veldas Get Real Workout With Monroe Org

MASSILLON, O., Sept. 6.—Fans of this area were treated to something novel this week with the appearance in several near-by villages of Monroe Bros.' Circus.

The owners, Ted and Freda La Velda, sell and take the tickets and put on the entire hour and 20-minute performance without a moment of lost motion.

Playing in a tent seating 400 persons at Dalton Tuesday (26), the show had a half house at the matinee and capacity at night.

Freda opens the show on a swinging ladder and Ted does a clown number. She brings out the ponies and he does a clever chair-balancing act. She turns contortionist and he gives a cartooning exhibition. She presents four Liberty ponies, and he follows with a clown magician number. She then gives a knife-tossing exhibition followed by a rhesus monkey number, and he displays a llama. They then join for a William Tell clown number, and she puts a dog thru its paces on a wire. The wind-up features the ponies, llama and monkey.

The side show includes three monkeys, tiger, llama and a burro and catches its share of the trade. The La Veldas carry their own Diesel light plant and are aided by four workers and an advance man. They ordinarily work a candy pitch but had run out of candy when they were in this area.

The circus, with a gate of 30 and 60 cents, was sponsored at Dalton by the Veterans of Foreign Wars. Volunteer firemen sponsored it at Strausburg.

## New York State Fair Group Inspects CNE

TORONTO, Sept. 6.—Members of the New York State Fair Commission, headed by Chairman Assemblyman Clellan S. Forsythe, Syracuse, planed in here August 26 for an inspection tour of the Canadian National Exhibition.

In the group were Col. Hugh Barclay, secretary of the commission; C. Chester DuMond, commissioner of agriculture and markets, Assemblyman Lawrence Rulison, William Roseboom; Perry A. Duryea, commissioner of the department of conservation; Alfred J. Worsdell Jr., deputy commissioner of the department of commerce; Bligh A. Dodds, director of the division of fairs; Charles H. Sells, superintendent of the department of public works; Dr. Lewis A. Wilson, deputy commissioner of education, and Nicholas R. Amato, research director of the commission.

Chairman Forsythe said: "I consider the Toronto exhibition and the Dallas Fair outstanding enterprises. They are both self-supporting and self-liquidating, and so designed they may be used for multiple purposes thruout the year. This is the type of operation we are seeking so that in addition to New York State having a great fair, it also may have a year-round exposition."

## Mills Show Big in Scotland

ABERDEEN, Scotland, Sept. 6.—Playing Aberdeen for the first time in nine years, the Bertram Mills Circus played a week's stand here with all seats sold out in advance for the entire run. Previous week at Dundee also was a record-breaker for England's big show, which is making an extended tour of Scotland.

## Pennsy Censor Going After 16mm. Exhibs

HARRISBURG, Pa., Sept. 6.—Pennsylvania State Board of Censors is starting to crack down on the showing of uncensored 16mm. films in the State. According to Mrs. Edna R. Carroll, chairman of the board, because of the growth of the juke box pic field and the reissue of 35mm. commercial subjects on 16mm., "the board considers 16mm. exhibition a definite part of the motion picture industry subject to all the rules and regulations of the act under which we operate."

The State Department has ruled that pictures used exclusively for promotion in educational, religious and charitable fields are exempt from censorship. Mrs. Carroll, however, cited the 35mm. *March of Time* series as an example of films which are frequently educational in content but are used for commercial purposes. She said some "producers and exhibitors try for exemption from censorship on the basis of the ruling" despite the fact that their films are shown commercially.

## Minstrels Ahoy

By E. F. Hannan

ALL SIGNS point to much activity in the minstrel market this season. There is a heavy play by promoters and minstrel coaches all over the country. One coach who handled 14 shows sponsored by fraternal orgs last season, is out to do 25 this year. It is surprising how much local talent is available for such entertainment, and when you look them over after getting a good drilling by a capable director, they sure do convince that here is the natural American showbiz. Every town has a nearstyle Arthur Deming or Lew Dockstader, and as they all love to caper before friends, everybody is in high glee and a good time is had by all.

Along with these amateurs there are more than 20 small-cast corky tricks that are professionals in every sense of the word. I have had wide experience with most of them and they measure up with those of the days of Al G. Field and Hi Henry. Blackface entertainment just will not play dead.

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## REP RIPPLES

RECENT VISITORS to the Byron Gosh Hit Parade Tent Show in Tennessee were Joe Pearre, of the Sugar Foot Green Show; J. W. Page, of Page Bros.; Clarence Chrisman and Joe Reilly, Clyde Beatty Circus; Dan Burke, Burke's vaude unit, and the Sullivan family. . . . Tidd's Show again will operate with films around Nashua, N. H., after middle of September. . . . Pavillion Show, 16mm. pix, will play sponsored dates around Berwyn, Ill., this fall and winter. . . . Doss & Mae Show, vaude-film, have been around Parsons, Kan., recently. . . . Southern Players, five in cast, will again be active in the Atlanta area, their second season, with sponsored dates. . . . Reward Players, four people, will soon start their third season on a circle out of Gettysburg, Pa. . . . Eugene Witham has been booking dates for his 16mm. film trick which will operate around Torrington, Conn. . . . Arthur Kinsley, vaude-film, will open his winter season in Salem, N. Y. . . . Allen H. Holland will have 16mm. films for sponsored dates around Macon, Ga., after middle of September. He has been operating a circuit of towns in Alabama. . . . Ed W. Lowery, who had Lowery's Comedians for some years in the Southwest, will promote E. F. Hannan's

*My Dad's a Fireman* in the Denver area at sponsored dates. . . . Robert Wells is laying out a circuit of towns for a 16mm. show in vicinity of Lewiston, Idaho. . . . Grenfell Players, five people Negro group, will operate around Vicksburg, Miss., on sponsored dates. . . . After several weeks in West Kansas, Nye's School Show, three people and films, has moved into Colorado.

CHARLES AND LEONA BARRY will have a four-people dramatic show in the Seattle area on sponsored dates. . . . Ford Elwell writes from Greencastle, Ind., that he has closed his summer show and will have a circuit of pic towns in Central Indiana. He recently sold his library of religious films to Howard Anderson, of Fort Wayne, Ind., who will soon have an org moving toward Florida. . . . Temple Players, four in cast, will move around New Haven, Conn., this fall. . . . Chestnut Hill Players, who are readying their New England route of sponsored dates, will open the season with *The Shrew*, by E. F. Hannan. . . . William L. Lynch is working 16mm. pix around Erie, Pa. . . . Carroll brothers, with a film-vaude org, will soon leave Wilmington, Del., for the South. . . . Leon Long, who has Irvin C. Miller's *Brown-Skin Models* booked as far ahead as Miami in January, reports big business at Sunset Park, Charlotte, N. C., August 31-September 1.

## Georgia Minstrels Enjoy Fair Takes

DUMAS, Ark., Sept. 6.—Famous Georgia Minstrels, who opened April 11 and have since played in Louisiana, Texas, Arkansas, Oklahoma, Missouri, Kentucky, Tennessee, Alabama and Mississippi, have hit a few weak spots but on the whole biz has been good, reports A. L. (Tommy) Thompson, agent. Forty-people org moves on trucks and trailers.

Show is owned and operated by Jack Nailor. Mr. and Mrs. Leon Milloni have concessions and reserves, and Bob Whatley is handling the top with a crew of eight. Band is conducted by Don Conway and features Richard King, singer.

Advance is being handled by Thompson, assisted by his wife, Sylvia.

## Renfro Headed For Deep South

NEWPORT NEWS, Va., Sept. 6.—Renfro Valley Folks Tent Show is heading for the Deep South. After another week in this State, org will jump across North Carolina to South Carolina for a week, then across Georgia to Alabama, where the show will work four weeks, following which it will go into Florida.

Agent Ed Hiler, three weeks ahead, was in Anniston, Ala., Labor Day and led the Labor Day parade. He is a member of the Fraternal Order of Police, which led the doings.

## CONEY ISLAND, N. Y.

(Continued from page 48)

show business 54 years. For many years he was a headliner in vaude of the team, Shaw & Morris. . . . Mrs. Rose Cohen, cashier at Sam Holtzman's Arcade, introduced the hamburger to Coney when she had a concession at Paddy Shea's Gilsey House, then on the Bowery and Oceanic Walk. Mrs. Cohen also owns the property where Dave Rosen's Palace of Wonders is the lessee. . . . Murray Kaufman, photog, awaiting the end of the season when he will embark on a hunting trip thru Canada in his new Buick and with Danny (Red) Beisher and Lester (the tout) Leivitt, as guests. . . . Jerry Mongell, of Harry Nelson's fan game, passed around the perfectos August 23 to celebrate another birthday.

Spacious rooms on Surf where the Hebrew Social Club has been in existence since 1912, have been carpeted and furnished by its officers, including Harry Gleicher, fight judge, prexy; Moe Silberman, treasurer; Abe Seskin, financial secretary; Albert Gorman, secretary, and Butch Ehrman, chairman of the house committee. . . . Bob Jacobs has changed the name of his Surf Avenue arcade from Sea Breeze to Amuse-O-Mat. Installation of four drink machines this season has upped receipts so well that next year he will add ice cream venders and additional

soda slotters. . . . Harry Lewis, of the races group game, is slated by Meyer Harris for promotion to manager before latter returns to his detective job in Miami Beach. . . . Helen Wojtczak is the new manager of Paul Pudillo's Italian eatery on West 15th. . . . Stanley Tarplin is new pianist at Tirza's. . . . Filomena Hobstock is assisting Helen Bonder, ex-dump-the-lady, at Johnny Santos's souvenir stand at Feltman's. . . . Leo and Harry Prostavok, with their basketball game, left the Island for the State Fair in Kingston, R. I. Both operated similar games, former at Feltman's and latter on West 16th.

### Ainley Has Novelty

Bob Ainley, old-time silhouettist, is introducing a new novelty, profile sketches in copper, in Feltman's Arcade. . . . The Gumas brothers, James and George, and John Lampros, Island newcomers, with milk bottle and balloon racing games in Feltman's, have built a 24-unit balloon racer, their own design, which they will tour the fair route with starting at the New Jersey State Fair in Trenton Monday (22). . . . Lester Winick, graphologist, is now on Jones Walk. Last season he operated on Stillwell, and on Luna's front. . . . Faisy DuVal, Tirza's ma and Wine Bath cashier-executive, celebrated a birthday August 27.

## Airplane Party Catches Sadler In Littlefield

LITTLEFIELD, Tex., Sept. 6.—Harley Sadler showfolk got a thrill on opening day here (August 25) when 18 planes landed at the airport in the afternoon loaded with folks from Dallas and elsewhere to catch the performance. The party was headed by Homer Snowden, oil producer and owner of 1,543 planes purchased from the War Assets Commission. The 18 pilots put on an exhibition of stunt flying for the spectators before landing. At the field to welcome the party were Mayor Art Chesher, Harley and Billie Sadler, photographers, newsmen and city officials. Among those in the party were the Snowden family; Tom Pollard, former member of the Texas Legislature; J. W. Maddox, Swan Reeves; Rev. Luther Holcomb, pastor of Baptist church in Dallas, and S. Pierce.

Seats were roped off for the party which caught a performance of *The Girl Next Door*. The Sadlers, who have been friends of the Snowdens for years, and the cast were guests of the party after the performance. At the performance the night of August 27, Harley and Billie were presented Western hats, boots and Indian blankets by the chamber of commerce.

Marion McKennon and son, Leigh Cross, have left for the East, where Leigh will enter Harvard. Chick Dale, who is in a Lubbock hospital after a slight stroke, is reported improving and hopes to return to the show soon. Erman Gray, of the Musical Grays, who now is doing lyceum work, was a recent visitor. While in Muleshoe, Tex., Ray Kemo's Mountain Music Boys broadcast from the Clovis, N. M., station, KICA.

Harry Phelps, formerly with Sadler and now residing in Littlefield, worked in the juggling act with Munde and June in that city. There is talk of Sadler running for governor in 1948 or 1950. He is now a member of the Texas State Legislature.

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## Scholle Frames New Skate Spot For Canton, O.

CANTON, O., Sept. 6.—A five-year lease with a five-year renewal option on the large automobile exposition building on Stark County Fairgrounds has been taken by W. W. Scholle and work has been started on the installation of a roller rink, 260 by 100 feet, including a 60-foot lobby. This city has been without roller skating facilities since last June when Scholle sold his lease on the building he formerly occupied with his Skateland.

Scholle, originally of Cincinnati, has operated a rink at Brady Lake for the past 21 years, as well as one in Cleveland for eight years. He is installing a cushioned floor and new lighting and heating equipment. He plans to feature skate-dancing from 8 to 10:30 nightly.

However, one threat of trouble besets him. The building is on county-owned property but is inside the city limits and council has asked its legal department for an opinion.

## Portland Rollerries Stressing Mass Appeal; Juve Work Hyped

PORTLAND, Ore., Sept. 6.—This city's three rinks—each having completed remodeling or improvements—start their fall campaigns with emphasis on mass skating appeal and beginners classes. Any changes in class schedules this year stress development of general skating.

Robert E. Bollinger, Oaks Rink operator, said indications were that classes would be even larger this year, the Oaks already being noted for the size of its groups. Professional Dean Songer's staff has been trimmed to one assistant, Sally Arnoldy, who has been at the rink for years. The Oaks, starting classes September 8, will have more juvenile work, said Songer, in skating, dancing and racing. Work starts with one weekly class in fundamentals, from which skaters will graduate before more advanced classes are offered.

Bollinger announced that a new steam heating plant has just been installed.

At the Rollerdom, Operator Jess Fee announced that an extra long class is being conducted for beginners—7:30 to 10:30 p.m.—with the more proficient skaters discouraged from participating. Classes began

September 2, under direction of Professional Evelyn Zanotti and her assistant, Hank Zanotti. Floor has been refinished and rink redecorated during a week's closed period.

Imperial Rink is inaugurating an after-session class this year, said William T. Brown, operator. Classes start September 8. A new sales room, office and spectators section have been built. Professional is Danny McNiece.

## Portland Ops Take Issue With Milam Over Coast Skating

PORTLAND, Ore., Sept. 6.—What was deemed a slur on the quality of Western skating drew sharp retort from local rink operators in commenting on a statement in *The Billboard* August 30 by Cecil Milam, co-operator of the Arena Recreation Center, Washington, Pa. Milam, after a 9,200-mile trip to the West Coast, said skaters in some California rinks don't want dancing, that they would rather dress in overalls and roll around on the floor.

Jess Fee, operator of the Rollerdom here and secretary of the Oregon chapter of the Roller Skating Rink Operators' Association of the United States, particularly took issue with Milam's implications, having just completed a month's tour of rinks in California, Utah, Wyoming, Montana, Idaho, Washington and Oregon. He was backed in his views by Robert E. Bollinger, operator of the Oaks Rink and president of the Oregon chapter of RSROA, and William T. Brown, national RSROA president and operator of the Imperial Rink here and of Seattle rinks.

"Milam must have been slumming and must have visited rinks in small towns," Fee said. "I failed to see any overalls in rinks I visited in California. And, as for dancing, I'd like to point out that Oregon and Washington entries won three out of the five dancing championships at the recent contest in Oakland—one each from Portland, Seattle and Centralia, Wash. In the course of my month's tour I didn't see any conduct such as Milam described. And in Oregon and Washington we take particular pride in the high quality of our skating and dancing."

## Jacobs Sets East, West Tilt for Denver Gardena

DENVER, Sept. 6.—Final preparations have been completed for the East-West roller hockey game to be held in Irving L. Jacobs's Mammoth Gardena Roller Rink here September 18, Mrs. Lucille Otto, garden publicity director announced this week. Competing will be the Mammoth Gardena roller hockey team and the Arcadia Wildcats, Detroit. Game is said to be the first inter-city contest to be played here or any other part of the West.

Jacobs is underwriting a campaign to organize a roller hockey league in Denver public and parochial schools and other organizations for the fall and believes that the game scheduled for September 18 will stir the same enthusiasm that the sport won when inaugurated here when over 1,400 turned out to witness the game.

## Acts, Bands Lure Biz to Ludwig's Carroll Rollery

CARROLL, Ia., Sept. 6.—Park-view Roller Skating Palace, owned and operated the year around here by Charles C. Ludwig, has been enjoying good business despite the recent humid weather. Located across the street from the city park's athletic field and swim pool, rink manages to do satisfactory business in summer as well as winter, with the rollery chalking up a good patron count from picnickers during the hot season.

Sporting one of the largest rinks in the territory, Ludwig whose experience in the rink industry is wide and varied, has lined up numerous daily advertising stunts and novelties as a constant lure to his specially constructed rollery. Layout, according to Ludwig, was constructed at a cost of over \$20,000, and it is stocked with everything in the skating line, Ludwig says. He also is a firm believer in the use of acts and bands at the rink and employs them constantly.

Ludwig says he has laid the ground work for a number of new ideas when building materials come back to some sort of normalcy and that he plans to increase the size of the rink when that time comes.

Rink has been conducting skating classes and promotes many types of contests. Recent skating attractions included Mohler-Huese and Woodward, the Castletons and Pop Carver.

Ludwig, long a producer of roller skating floor shows, is currently re-heating a new one. When the new show shapes up it will be presented at his rink first, after which it will tour all nearby rinks. Ludwig says the venture is a non-profit affair, but that it does create much interest in the sport.

Among recent visitors to Ludwig's palace were Thurman North, rink operator from Storm Lake, Ia., and Mr. Gould, operator of the Midtown Rink, Des Moines.

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SHOE SKATE  
Laces  
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Plaid laces, 36 pair to the box; also white and black, any length. On your skate room counters they'll catch the eye and fancy of your skaters.

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## Eddy's Skatery Biz Continues in High

GRUNDTVY, Va., Sept. 6.—Alexander Eddy, whose Amusement Park Skating Rink chalked up a successful bow here some two months ago, reports that subsequent business has been highly satisfactory. Rink has been newly equipped, including spot lights and rotating color wheels.

Local operation marks Eddy's first since 1941 when he operated a portable rink in West Virginia for two years. When he entered the armed forces in 1941 he disposed of his equipment.

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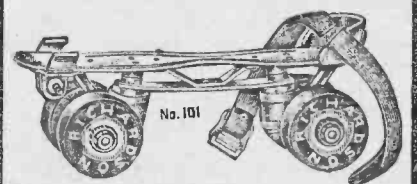
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Two Roller Rinks, one in Breckenridge, Tex.; one in Santa Fe, N. Mex. Each 40x100 ft.; new Tents, Record Changers, P.A. Systems, 125 pairs Chicago Skates with each. Both operating at present. Price, \$5,000 each.

**IKE MOORE**  
R. 1, Box 338, Roswell, N. Mex. Phone 04752

**WANTED**  
**PROFESSIONAL ROLLER SKATING INSTRUCTOR**

**Mobile Roller Arena**  
600 Block Michigan Ave. Mobile, Alabama

# Mooar Finds Varied Features On Annual Midwest Junket

PHILADELPHIA, Sept. 6.—E. M. Mooar recently returned to the Carman Roller Rink here from his annual vacation tour of Midwestern rinks, a trek which was somewhat slowed up because of the fact that Mooar sustained a slight stroke, which for a time had him contemplating canceling the jaunt.

A running account of his journey, pointing up some of the highlights of his trip follows:

"After consulting a physician in Cincinnati," says Mooar, "I took a week's rest and underwent treatment, which seemed to do the trick. After a visit to *The Billboard's* new plant and offices, where I was conducted on a tour by E. W. Evans, I headed for Waterloo, Ind., for a few days' visit with a former rink assistant. From Waterloo, I went to Detroit and spent a pleasant Sunday with Fred Martin and had the pleasure of meeting Mr. Flanagan and his daughter, who is credited with being the top woman skater of New Zealand. They had flown to the Oakland, Calif., contests and were on a tour of the rinks in this country. Flanagan proved a pleasant and interesting conversationalist and his ideas and conception of American skating were of extreme interest to me.

**Zindel's Air-Conditioning**

"My next stop was at Grand Rapids, Mich., for a visit with George Zindel and his Coliseum Rink. Altho the weather was torrid, one would never suspect it after entering Zindel's near-perfect air-conditioned spot. Plant was constructed by Zindel and it delivers clean, cool air to every nook and corner of the plant. Both the regular skating surface and the beginners' floor were filled with an orderly group of skaters.

"From Grand Rapids I went to Ravenna, O., where I found my old friend, Francis Baldwin turning out some new fangled wood novelties and rather neglecting wood rollers. However, he did show me a non-slip wood roller, which he claims has been used on a concrete surface and which shows very little wear. Incidentally, Baldwin is introducing attractive wood wheels in colors to unit costumes. Ravenna has a city-controlled rink which has proved successful.

"My next stop was Russells Point, O., where I found Mr. and Mrs. Rex Powers and Albert Crookson busy as bees at the "rink over the water." Builders of resort rinks should by all means get a look at this plant. It's a compact affair, boasting a good floor and has been well patronized since it was erected some six years ago. Rex and Bethy may well be proud of this summer spot, which must be a comfort to them during their summer lay-off from night club glamor. Al Cookson will return to the Lez Vous Rink in Upper Darby, Pa., for the winter.

"Dayton, O., altho well supplied with roller rinks, is yet to have another and one to be proud of. Delayed on account of the material hold-up, it is nearing completion and has been promised to bloom in October. It is reported that it is a \$150,000 building and it looks it. It should prove a fitting addition for this busy city.

"Had a pleasant visit with Mr. and Mrs. Jack Marasca, who know everybody and their brother in the Gem City, especially if they have any connection with the National Cash Register Company. Jake at one time was deeply interested in roller skating.

"Greenville, O., brought to light the first portable rink on my tour. It is operated by one of the Meyers brothers of Indiana and boasts an all-blue 50 by 100-foot canvas and complete rink equipment. This date was to be the final stand before the operators left for Florida for the winter. Incidentally, Mrs. Meyers holds

a pilot's license and owns a couple of planes. She uses one with the portable and puts it to good use, offering plane rides as well as lessons to rink patrons winning various contests.

"Piqua, O., was the next stop and this is the city where Hi Ruhlman, H. B. Greenmeyer and I campaigned. It has been among the better smaller spots for a number of years. I couldn't find a rink in Newark, O., which was next on my list. Planned to make a stop in Columbus, O., but because of the Ohio State Fair and Moose convention there, I pushed on to Pittsburgh and spent a pleasant Sunday with Mr. and Mrs. Hi Ruhlman. Hi was all smiles over his new floor and many other rink innovations at the Lexington, as well as a goodly crowd of orderly skaters enjoying the surroundings.

"Rink possesses a first-rate, air-conditioning plant and the cool breeze it was dispensing proved a real treat especially since the thermometer was hitting the 100 degree mark. Following the regular session, a private party of skaters took over and I think Ruhlman will be able to afford another trip to California and a couple more cars and still remain on the black side of the ledger.

"Returned here and back to work from Pittsburgh. Regarding business last season, it was generally regarded to have been from 20 to 30 per cent less than the preceding year and predictions for the coming season indicate that it will be about the same. Candidly there seems to be an uncertain feeling, but once Perry Rawson gets his mass production idea working, not one but two cashiers will be needed to handle the box office rush."

**Gale Lifts Skateland Roof**

MEDINA, O., Sept. 6.—Musch's Skateland, built about two months ago at a cost of \$40,000, was left roofless when a wind and electrical storm struck here late Monday night (1). The roof was carried a short distance and landed on a near-by highway. Two barns and a house also were damaged by the storm.

**Choice of Champions!**

Roller skaters have accepted Liberty as unquestionably the finest skate ever constructed. No other skate is used by so many present-day champions!



**LIBERTY ROLLER SKATE CO., Inc.**  
FARMINGDALE, L. I., NEW YORK

**SELLING IMMEDIATELY**

New portable skating rink, 52' wide, 112' long. Flamefoil 11 ounce Kluki canvas with 8' side-walls, 5 steel telescoping push poles. Top 4 months old in excellent condition. First grade hardwood Maple floor used 3 months and has never been sanded. Guaranteed to be one of the best portable floors in the South. 185 pairs Chicago rink clamp skates, new, many have never been used. 50 pairs Chicago shoe skates, 30 ladies' and 20 men's shoe skates. New Masco sound system used less than 50 hours. Rink now in operation. This rink is complete in every respect. Wire or write

**SNAFU ROLLER RINK**  
1417 N. Cleveland  
\$8,500.00 SHERMAN, TEXAS \$8,500.00

**RIEDEL**  
**THE BETTER SKATING SHOE**  
**NOW AVAILABLE**

2727 Milvia Street Berkeley, Calif.

For information about  
**CURVECREST "RINK COTE"**  
THE PLASTIC RINK SURFACE  
Write  
**PERRY B. GILES, Pres.** Muskegon, Mich.  
Curvecrest, Inc. Originator and Sole Distributor.

**FOR SALE**

Permanent Rink and 18-Hole Putting Course complete. Half interest or all. Rink building 130x64, no posts, 125 pr. Chicago skates, good P.A. System, new Floor Sander. Good location, small town, big trade territory. Write to  
**J. J. RENO**  
Gen. Del., De Kalb, Texas

**ENROLL NOW**

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**BODY CONTROL**  
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**SKATE DANCING**  
**JUDGING**

**MUSIC**  
**BUSINESS**  
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**RINK MANAGEMENT**  
**SHOW PRODUCTION**

For information, write **MISS VIVIAN HEARD**

**ARCADIA ROLLER RINK 3527 WOODWARD, DETROIT 1, MICH.**



Rink Skaters who like to 'lean', jump, dance, and figure-skate with trouble-free performance, will want the best...

**Superb Gloria Nord Skates**

**CLEVELAND SKATE CO.**  
6800 Denison Ave. Cleveland 1, Ohio

Write for descriptive folder & price list



**EXCITING BUYS**  
Prices Cut Very Low To Move Large Stock on Hand

**PAY STATION TELEPHONE BANK.** \$2.00 value. Dozen, \$7.20. Gross \$79.20

**UKULELE.** Biggest flash and value. Plastic, two-tone colors. Individually boxed. Retail \$1.39. Dozen, \$6.25. Gross 69.00

**CHARACTER FIGURE LAMPS.** A real fine super value. Each \$2.50. Dozen Complete 27.00

**TOYS.** Assorted. Very big values. Gross 39.00

**TOYS.** Giant sizes. Gigantic values. Dozen 7.80

**PERFUME.** Old Acquaintance with Bud Vase. By Karoff. Retail \$1.00. Very exquisite. Dozen complete, \$4.50. Gross 48.00

**DUSTING POWDER.** Bubble bath salts, baby bath salts, baby talcum powder. Retail to \$1.00. Gross Assorted 18.00

**MEN'S TOILETRIES.** Also for milady. 6 oz. to 32 oz. sizes. It's a must. 10 gross, \$144.00. Gross Assorted 18.00

**SQUIBBS.** Kolynos, 25¢ cans tooth powder. Special price. Gross 9.00

**KEY CHAINS.** With assorted charms. Carded. 10 gross, \$27.50. Gross Complete 2.95

**POCKET COMBS.** Terrific value. Gross 1.35

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**LADIES' NYLON AND SILK HOSIERY.** Firsts. Dozen 9.00

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**SACCHARIN TABLETS.** 12 bottle lots. 1000 to a bottle. 1 grain, 90¢. 1/2 grain, 65¢; 1/4 grain bottle 40

**EDUCATIONAL** system of the deaf, also ex-service men envelopes with close-out merchandise. Your choice 100 Assortments 4.50

Deposit or payment with all orders. Act fast. We defy all. Our prices cannot be beat.

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IMAGINE! 95% REPEATS!  
**"IT'S A NATURAL—HUMOROUS MIRTH-PROVOKING!"**  
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**Sells on Sight**

A New "KILROY STATUETTE" That Is Sweeping the Country by Storm!  
**Beautiful, full rounded, colored plastic figure**

A Million Dollars' worth of laughs—retails for 50¢! They'll be the life of the party when they pull this out of their pocket! A mirth-provoking souvenir that will make conversation buzz with quips and excitement! A natural for salesmen and sales conventions. Make BIG cash profits just by showing it to every customer.

Quantity Prices:  
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25% deposit with order to unrated accounts—Immediate Delivery.  
**JOBBERS, WIRE OR WRITE**

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For the best in Engravers' Merchandise use "Morse Finish"; it stands up. Old reliable and new 1947 numbers now ready. New post-war Engraving Machines.

"Always Something New"  
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**RATES:** Display 70c an agate line . . . . Minimum 10 lines  
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**IMPORTANT—All Classified Advertisements Must Be Accompanied by Remittance in Full**

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**THURSDAY NOON IN CINCINNATI**  
FOR THE FOLLOWING WEEK'S ISSUE

To insure publication of your advertising in the earliest possible issue arrange to have your copy reach the publication office, 2160 Patterson St., Cincinnati 22, early in the week.

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**A GREAT SONG (SURE HIT)—"GEE, I WISH I Had a Man."** Prof. copies free. Liberty Music Co., 612 E. 11th St., New York 9, N. Y. se13

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—Super Grip, the hottest big money making item in years. This 3-purpose kitchen utensil is selling fast at \$1.00 apiece in Atlantic City. We sell them for 25¢ each in dozen lots. Special offer sample, 25¢. They sell themselves. Order today and start making big money. Morris Mandell, 131 West 14th Str., New York City.

**AGENTS WANTED—PLEASANT AND PROFITABLE.** Sell Perfumes and Toilet Waters, large commission. Write Drams Company, 213 Tenth Ave., N. Y. C.

**AN ACTIVE SPECIALTY SALESMAN INTERESTED** in volume sales commissions selling profit building item direct to concession trade. State territory covered and qualifications. Write Tulsa Canvas Products, Box 2072, Tulsa, Oklahoma.

**AMAZING NEW GLOW IN THE DARK** House Numbers, Switch Plates, Details, Pictures, Religious Articles, etc. Factory Representative Wanted. Wonderful opportunity. Free Samples. Madison Mills, 803 Fourth Avenue, New York, N. Y. se27

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Free catalog—sample assortment sent for \$10. Write to home office or to branch at 85 E. Gay St., Columbus, O.

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The sweetest handling target pistol we've seen in years. 8 1/4" barrel, palm-fitting grip. Streamlined model with an easy take-apart. Positive strong action, accurate for target shooting. Cocks by pulling rear lever back and down. Strongly made of heavy steel with a silvered finish. Handsome and long lasting. Sells like hotcakes. Be first with this item—RUSH YOUR ORDER TODAY!

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- F. O. B. Pittsburgh.

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*It's amazing — Squeeze, clip cartridge drops out — slip in new cartridge, squeeze clip and locks in position automatically.*

- Push-pull for instant action
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**4 SMALL PONIES—DO NICE DRILL, WRESTLING Bear, anyone can work. Large white Collie, doing pickout act, lots other tricks. Don't write if you can't come and see. All young and handsome, best money can buy. Wick Leonard, 3200 Sullivant Ave., Columbus 4, Ohio.**

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**\$75.00 WEEK GUARANTEE PLUS BONUS TO good Tip Man or Bally Man with top Jam Man; excellent opportunities. Write Jack Parker, Gen. Del., Spencer, Iowa.**

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A Large List of Second-Hand Coin Machine Bargains will be found on page 91 of this issue.

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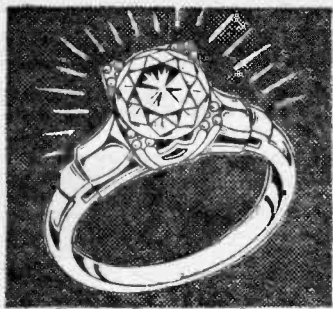
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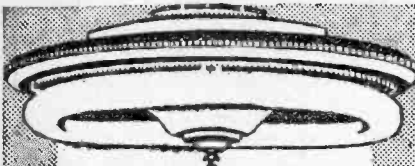


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Next to the diamond . . . nature's most brilliant gem. Dealers' price, \$3.00 and up. Write for free catalogue.

## National Jewelry Co.

DEPT. 1-W, WHEELING, W. VA.

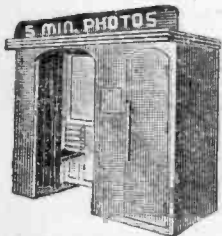


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Fluorescent Fixtures  
The greatest lighting fixture yet made.  
Here's Your Big Opportunity for Big Money Making.  
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### ABRAMS LIGHTING

MANUFACTURERS FLUORESCENT FIXTURES  
113 No. 7th St., Philadelphia, Pa.  
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Machines  
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Amso means more profits. Fastest delivery. Plenty supplies. New — Use d. Beautiful, durable, portable. Low for literature. American Stamp & Novelty Mfg. Co., Dept. 913, 1132 W.N. 2, Oklahoma City 4, Okla.

Name \_\_\_\_\_  
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**IMMEDIATE DELIVERY!**  
• ELECTRIC FLASH BOARDS  
• RUBBERIZED and WIRE CAGES  
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## IMPERIAL PENS

Unconditionally Guaranteed

14K pl. points, doz. . . . . \$3.60  
Hooded-Points, doz. . . . . 7.20  
Ball-Points . . . . . 7.20  
Sets: Hooded or ball, pencil, in clear plastic box, doz. . . . . 10.75

All on cards, FREIGHT PREPAID.  
Send 1/3, balance C. O. D.

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Direct Positive Supplies. Write for price list. Murks & Fuller, Inc., 70 Scio Street, Rochester 4, N. Y. se27

### DIME PHOTO OUTFITS CHEAP—ALL SIZES.

Drop in and see them; latest improvements. Real bargains. P. D. Q. Camera Co., 1161 N. Cleveland Ave., Chicago 10, Ill. oc25

### FOR SALE—PRACTICALLY NEW DIRECT

positive Studio on wheels, ready for road. Roller type Camera with Hex 3.5 lens. Takes head and shoulder shots, billfold size. Trailer 9"x6 1/2". Cost over \$600.00 to build and equip. Going into other business; must sell. Price \$300.00. James V. Sanders, P.O. Box 446, Huntingdon, Tenn.

### FOR SALE—NEW 16MM. SOUND PROJECTORS.

Natco, \$469.00; Victor 60, \$468.00. Cash with order. Beck, Box 20, Ithaca, N. Y.

### MODERN FIXED FOCUS, DP ENLARGERS

—Easy to use, \$79.00. Write to Beautiful Products, Box 871, Poland, Ohio. se27

### OLSON DIRECT POSITIVE CAMERAS—WILL

not buckle, jam or scratch the paper. 1 1/2"x2" or 2 1/2"x3 1/2" size, \$25.00; 3 1/2"x5 size, \$35.00. Olson Sales, B-905 Walnut, Des Moines 9, Iowa. se20

## PRINTING

### ATTRACTIVE 100 8 1/2"x11 LETTERHEADS

and 6 1/2 Envelopes. Hammermill Bond, four lines copy, \$1.50 postpaid. Samples. Dickover Printing, 5233 Cleveland, Kansas City 4, Mo. no29

### AUTO BUMPER CARDS FOR FAIRS, PARKS,

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500 Envelopes, \$3.00. Quick Service. Ace Press, Clearwater, Florida. se27

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sweeping country! Fabulous profits selling stores, offices, homes. Also exclusive Fluorescent Table Lamp. Complete line Modern Fixtures. Rush name for Free Sales Kit, sample offer, Rose Co., 5290C, South Franklin, Chicago.

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record and radio salesman in large appliance and radio shop. Good salary and commission on radio, records and television. Broder's, 341 Main St., Huntington, N. Y. Tel. 941.

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of first Hot Coffee Vending Machines on market has opening for salesman on strictly commission basis, free to travel. Protected territories; interested in men used to earning \$10,000 and over. Write giving all particulars. Box C-304, Billboard, Cincinnati 22, Ohio.

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### BEST CARNIVAL AND CIRCUS BANNERS—

Positively no disappointments. Nieman Studios, 1236 S. Halsted St., Chicago 7, Ill. Canal 2544. se20

## TATTOOING SUPPLIES

### ENGLISH NEEDLES—11, SHARP, \$12.00

th.; 12, sharp, \$15.00 th. Coil Tubes, Designs and complete Tattoo Outfits, Rogers, 1704 N. Broadway, Baltimore 13, Maryland. oc11

### TATTOOING AND DIAMOND POINT EN-

graving Outfit. Also supplies. Complete information free. William Moore, 412-B South Green, Chicago 7. se13

### TATTOOING OUTFITS—IN HAND TRUNK.

Battery, designs, stencils, inks, machines, complete, \$75.00. Send 12c for photo. World's finest machines, design sheets, colors, rheostats, supplies. Free catalog. Owen Jensen, 120 West 83rd Street, Los Angeles 3. oc4

### TATTOOING OUTFITS, SUPPLIES—MODERN

Tattoo Machines, \$7.50; new Liner Tubes, \$1.50; book on Tattooing, \$1.00. Milt Zeis, 728 Lesley, Rockford, Ill. no1

## WANTED TO BUY

### SEEKING TO BUY LARGE USED CIRCUS

Wagon or circus Bandwagon. Describe fully, giving dimensions, condition and selling price. Send picture if possible. Box C-307, Cincinnati 22, Ohio.

### WANT TO BUY OR LEASE SMALL ROLLER

Rink in California or building suitable for same. McCall, 921 Yale St., Santa Monica, California. se20

### WANTED TO BUY—SEVERAL TURNSTILES;

must be in good working condition. Reply to Ferris & Kerner, Inc., 613 Walbridge Bldg., Buffalo 2, N. Y. se13

### WANTED—BUILDING TO RENT FOR ROLLER

rink business. Write Joseph Freitas, 252 East Main St., Amsterdam, N. Y.

## PLASTER STATUARY

Make your own liquid rubber molding units  
1 GALLON RUBBER . . . . . \$8.00  
1 QT. RUBBER . . . . . 3.00

Complete instructions. Unit consists of liquid rubber and package of reinforcing compound.  
25% with order, balance C. O. D.

### FERRELL BROS.

4170 Hamilton Ave. Cincinnati, Ohio

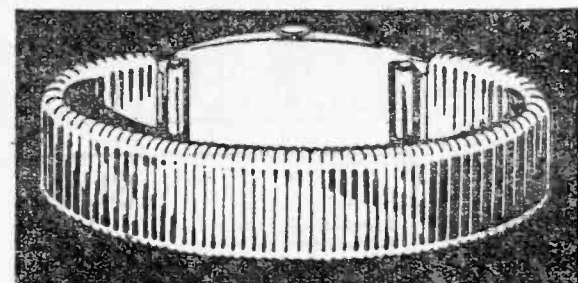
## FAIR WORKERS—DEMONSTRATORS SAME DAY SERVICE

 No. 1X7 \$12.00 Per Gross	 No. 4X1, \$1.85 Doz. Gold Finish	 No. 4X8, \$1.35 Doz. White Finish	 No. 3X20 \$24.00 Per Gross
 No. 2X1 \$22.50 Per Gross	 No. 4X3—Gold Finish . . . . . \$2.10 Dozen	 No. 3X8 \$24.00 Per Gross	
NO. 4X14—GOLD FINISH . . . . . \$2.65 DOZ.		NO. 4X15—WHITE FINISH . . . . . \$2.65 DOZ.	

 No. 3R157 Dozen, \$4.50	 No. 3R159 Dozen, \$5.25	 No. 1R6 Dozen, \$1.50	 No. 1R5 Dozen, \$1.65
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### NEW CATALOG #102 NOW READY WRITE FOR YOUR FREE COPY TODAY.

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## EXPANSION WATCH BANDS

Stainless Steel ★  
Will not tarnish ★  
Quality guaranteed ★  
Packed 12 on a display card—cellophane wrapped.

STOCK UP NOW!  
Gross.. \$18.00

25% deposit with all C. O. D. orders.

### PARKER PROD. CORP., 3 East 19th St., N. Y. C. 3, N. Y.

# BALLOONS

Pure Latex

#10

## \$1.50 per gross

Packed 40 Gr. to Case.

Less Than Case, \$2.00 Gross.

Mail or telephone your order.

## UNITED FIREWORKS MFG. CO., INC.

Dayton 7, Ohio



## NOW AVAILABLE OUR OWN FLOOR STAND FANS

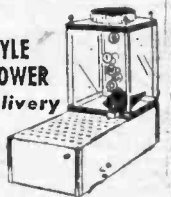
with 24" Blades.  
110 Volt, AC, 1140 R.P.M., G.E. Motor. Also available in 18", 20", 30" sizes.

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Shipped in 2 days! Big profits. Exclusive features—easy to operate. Hands not in chemicals. KD or 1 piece. 5-year warranty. Cameras only or complete. 10 sizes—single, double or triple. Write—phone—wire.

\$495

### Federal Identification Co.

Dept. 48, 1012 N.W. 17, Oklahoma City, Okla.

## CHAIRS

Folding, non-folding  
Many Styles  
Steel, Wood,  
Bridge.

Minimum order—two dozen

### ADIRONDACK CHAIR CO.

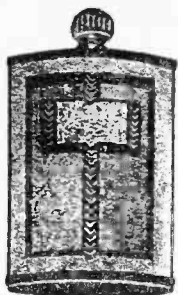
Dept. 5, 1140 Broadway, New York 1, N. Y.

### FIREWORKS

Salesmen, Agents and Dealers to sell direct from manufacturer. 2" Salutes (assorted colors, Bulldog type), \$1.00 per gr., packed 5 gr. to case; Torpedoes (Globe type), \$1.40 per gr., packed 5 gr. to case.

Box 211 ELKTON, MD.

**WHILE THEY LAST**



**"A PERFECT LIGHTER THAT NEVER FAILS"**

It is known as the "Match-King" and makes an excellent gift for either ladies or gentlemen. Has beautiful lines and is well made. Comes in assorted two-tone designs; packed one dozen assorted designs in patriotic colors to a box.

No. BB-110  
**\$3.00** Per Dozen in Lots of 12 Dozen or More.  
 \$3.50 Per Dozen in 1-Dozen Lots.

**ROHDE-SPENCER CO.**

223-225 W. MADISON STREET  
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**5c A WORD, MINIMUM \$1, CASH WITH COPY**

**BANDS AND ORCHESTRAS**

**BOOKERS AND NITE CLUB OPERATORS**—5 Piece Band, Piano, Drums, Tenor Sax, Trumpet. Special arrangements and stocks. Sweet, commercial, swing. Write to Tiny Biggs, Ave. K, Port Madison, Pa.

**ORCHESTRA**—FIVE MEN AND GIRL VOCALIST; fine society dance orchestra. Leader can produce good floor show, emcee tags, novelty vocals, etc. Manage club if needed. Box C-306, % Billboard, Cincinnati 22, Ohio.

**CIRCUS AND CARNIVAL**

**EXPERIENCED PALMIST**—CAN TRAVEL anywhere. Very enchanting, looks Gypsy, can do Half and Half Parts. Phone Avella 2575, Rose Davis, Avella, Pa.

**HORSE TRAINER**—WITH THREE TRAINED horses; some other acts. Own transportation. H. R. Miller, Wilton, Wis. se13

**MISCELLANEOUS**

**AT LEASURE**—ONE OF THE WORLD'S greatest living Divine Healers and Sensitives. Erwin Spies, 202 Lyell Ave., Rochester, N. Y. L. A., N. B., Los Angeles, take notice.

**EMCEE, HOST, VIOLAHARPISIT**—OUTSTANDING personality, appearance, background, age 37, married, all essentials; want permanent connection above capacity or social director A-1 hotel or lounge, doubling Vibes with staff band. 18 years' experience; some radio. References. Complete information, photos, on request. Only permanent locations considered. Box C-302 Billboard, Cincinnati 22, Ohio.

**FEATURE ONE HOUR MAGIC ACT**—AVAILABLE for School Assemblies, Theaters, Shows, Celebrations. Best of Wardrobe. Jack Hanson, 2714 W. St. Paul, Milwaukee 8, Wis. se13

**PROGRAM DIRECTOR**—SEVEN YEARS' experience, announcer with leading stations. Single, 27, clean cut. Attended Illinois and two special schools. Interested in new station. Ex Marine, o. k. You live wire station managers, write me. Hard hitting program director, Harry D. Mitchell, 1027 Texas Avenue, Danville, Illinois.

**TECHNICAL DIRECTOR**—LITTLE THEATER, available Oct. 1st; 27, married, reliable, experienced in scenery, lighting, properties, also acting. For details contact Roger Hoffman, 3309 Tuckaseegee, Charlotte, N. C.

**MUSICIANS**

**ACCORDIONIST**—AVAILABLE IMMEDIATELY. Would like to join combo, popular or Western swing, doing radio work, night club engagements, etc. Play sweet, swing, novelty and Western. Union; read and fake. Nine years' experience. Bob Barry, 705 E. Main St., Danville, Illinois. se20

**AT LIBERTY**—ALTO SAX, TENOR CLARINET and Flute. Musician, Box C-291, c/o Billboard, Cincinnati 22, Ohio. se20

**AT LIBERTY**—BARTONE, FLUTE, ALTO, Clarinet, Tenor. Local 802; name band experience. Have automobile. Wire details. Eddie Beau, Tazchedah, Wisconsin.

**AT LIBERTY**—TENOR AND TRUMPET available immediately. Good section. Good jazz. Cut or no notice. Box C-303, Billboard, Cincinnati 22, Ohio.

**AT LIBERTY**—PIANO LEADER FOR TRAVELING Vaudeville Unit, experienced and reliable. Available now or for coming season. (Permanent address) Arthur Crais, 30 Rowley St., Greenville, S. C. se20

**ATTENTION, COMMERCIAL LOCATION** Bands—Drummer, age 24, semi-name experience, sober, reliable, own transportation. Don Hansen, c/o Gen. Del., Austin, Minn.

(Continued on next page)

**NATIONALLY FAMOUS**

- ELGIN
- BULOVA
- WALTHAM



**MEN'S WRIST WATCHES**

Your PROFITS start with the first order! They sell on sight!

7 JEWEL ..... \$12.95  
 15 JEWEL ..... 15.95  
 17 JEWEL ..... 18.95

(Wholesale Only)

Handsome 10K r.g.p. case • Steel Back • Genuine leather band • Beautiful dial • Reconditioned like new. FULLY GUARANTEED! 25% with order, balance C. O. D. Sample orders—\$1.00 Extra

Write for Our New Catalog Showing Our Complete Jewelry Line

**LOUIS PERLOFF**

737 Walnut St., Dept. C  
 PHILADELPHIA 6, PA.

**TREE LIGHTS TRIMMINGS  
 XMAS CARDS  
 TOYS - GIFTS**

SUNDRIES, HOUSEHOLD ITEMS, ELECTRICAL ITEMS, AND MANY OTHER ITEMS. WE'RE HERE AGAIN WITH A LARGER CATALOG THAN IN THE PAST. SEND FOR YOURS NOW!

**LIBERTY-METRO SALES CO., Inc.**  
 777 6TH AVE., NEW YORK, N. Y.

**FIREWORKS**

FOR THE HOLIDAY TRADE

Cap Guns, Caps and all kinds of Fireworks for the Jobbing and Chain Store Trade.

**WHOLESALE ONLY**

**SPECIAL**—8-Inch Sparklers—9 to a Box. 1 Gross Boxes, \$4.95. Send check with order.

**FREE:** Complete catalog mailed on request—Low Prices.

**STANDARD SPECIALTY CO.**  
 Oostburg, Wisconsin

**WESTERN BRONZE HORSES**

Jobbers and Salesboard operators, our Bronze Horses are good sellers, also good for premiums, all bronze finish, not plastic, wood or enamel; at present have 4 different sizes. Our Jobbers going to follow. We sell for less, special price to large users—immediate shipments. Mail check or money order for \$15.00 for all 4 samples. Satisfaction or refund in 10 days. Our Jobbers going to town with our horses. Be convinced.

**C. GAMEISER**

250 West 88th St., New York City 24

**LEADING SELLERS FUR COATS**

**LOW PRICES JACKETS CHOKERS & SCARFS**

**ALL GENUINE FURS**

Our new 1948 Sure Fire Line is our greatest variety of best sellers for you! Latest styles. All sizes. Write for FREE NEW COMPLETE CATALOG! Satisfaction guaranteed or money refunded. Prompt deliveries.

**H.M.J. FUR CO.**  
 150-B W. 28th St., New York 1

**Western Bronze Ash Trays**

Jobbers and salesboard operators went to town with our Bronze Horses which we introduced about eight months ago. Here goes 2 new numbers which will be knockouts. Beautiful bronze finish Ash Trays with large Cowboy Boot attached—also with beautiful Bronze Horse attached. Send check or money order for \$4.00 for both samples. Satisfaction guaranteed or money back in 10 days. Hook up with us. More new numbers to follow. You deal direct with one of the largest manufacturers in the country. Immediate shipment. Nobody can beat our prices. All our items spell money for you. Please, no post cards.

**C. GAMEISER**

250 West 88th St., New York City 24

**SPECIAL FOR FAIRS**

DeLuxe Yellow Flying Birds, loud whistle. Per Gross .....	\$10.00	8 1/2" Doll With Feather Backs and Sticks, complete. Per Gross .....	\$27.00
Long Cowboy Lash Whips. Per Gross .....	12.00	<b>BALLOONS</b>	
Lancaster Batons, R.W.B., With Bells. Per Gross .....	14.50	Dart Balloons. Per Gross .....	\$ 1.00
Maple Walking Canes. Per Gross .....	45.00	25 Balloons, assorted. Per Gross .....	1.25
DeLuxe Fur Monkeys. Per Doz. ....	2.50	48 Balloons, assorted. Per Gross .....	1.50
Fur Monkeys With Stick and Feather and Hat—\$2.00 Per Doz. Per Gross .....	21.00	7 Balloons, assorted. Per Gross .....	2.25
Jumbo White Fox Tails With Comic Sayings—\$4.00 Per Doz. Per Gross .....	45.00	9 Balloons, assorted. Per Gross .....	3.00
Large Fox Tails—\$3.25 Per Doz. Per Gr. ....	36.00	11 Balloons, assorted. Per Gross .....	4.00
Rabbit Feet With Key Chains, Jumbo size. Per 100 .....	6.00	16 Jumbo Paddle Balloons. Per Gross .....	7.50
Large Rabbit Feet Key Chains. Per 100 .....	4.50	7 Circus Prints. Per Gross .....	3.25
Large Gun & Holster, complete—\$13.00 Per Gross. Per Doz. ....	1.25	99 Circus Prints. Per Gross .....	4.00
Large Lels. Per Gross .....	6.25	448 Air Ship Style Balloons. Per Gross .....	1.80
Medium Lels. Per Gross .....	3.25	224 Air Ship Style Balloons. Per Gross .....	3.00
Comic Hat Bands, long length—\$1.50 Per 100. Per 1000 .....	13.00	222 Air Ship Style Balloons. Per Gross .....	4.00
Comic Buttons, 50 ligns—\$1.50 Per 100. Per 1000 .....	14.00	Cat Balloons with ears, Jumbo, #14. Per Gross .....	8.50
Feather Backs for Dolls. Per Gross .....	9.00	Cat Balloons with colored ears, large size. Per Gross .....	7.20
Green Wiggle Snakes. Per Gross .....	7.75	Balloon Bellows. Each .....	5.50
12-Inch Metal Horns. Per Gross .....	10.00	24-Inch Balloon Sticks. Per Gross .....	.75
12-Inch Saxophone, assorted colors, plastic. Per Doz. ....	4.00	2-Inch Squawkers for Balloons, the good loud kind. Per Gross .....	1.25
Plastic Water Bird Warblers that sing—90¢ Per Doz. Per Gross .....	9.00	<b>AIR SHIP PACKAGE</b>	
Chinese Paper Snakes, complete with sticks. Per Gross .....	12.00	The Greatest Flash in the Country	
<b>HATS</b>		3-Color Wax Envelope, complete, sells on sight. Per Gross .....	\$ 8.50
Cowboy Hats (Felt) —\$2.75 Per Doz. Per Gross .....	30.00	Sample Package—25¢	
Spanish Hats—\$2.50 Per Doz. Per Gross .....	27.00	Workers, all silver, complete with cabin and fins .....	.50
Mexican Cholo Hats—\$2.00 Per Doz. Per Gross .....	22.50	<b>PENNANTS</b>	
Fireman Hats—\$2.00 Per Doz. Per Gross .....	21.00	Foot Ball Pennants, 12x30 Inches, Big 10 Colleges—\$12.50 Per 100. Per 1000 .....	\$115.00
Robin Hood Hats with comic sayings. Per Gross .....	15.00	Pennants made to order of any description	
Yodel Hats With Feathers. Per Gross .....	15.00	Gold Foot Balls for Badges. Per Gross .....	4.00
Miniature Hats With Feathers. Per Gross .....	5.50	Brown Foot Balls for Badges. Per Gross .....	3.75

We take orders to put advertisements on Balloons. Also take orders for special made Pennants and Buttons. We ship all orders same day we receive them. 25% deposit required on all orders. We ship to Canada, Mexico, Cuba, Honolulu, Philippines and all parts of the world. Write for 1947 catalog.

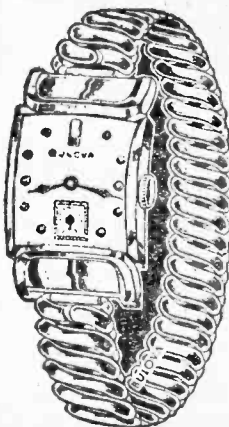
**HARRIS NOVELTY COMPANY**

1102 ARCH STREET Phone: Market 7-9848 PHILADELPHIA 7, PENNA.

**SENSATIONAL PURCHASE!**

Our Buyers Scanned the Country To Bring You These Fine Watches at These Lowest Prices!

- ELGIN
  - WALTHAM
  - BULOVA
  - GRUEN
  - BENRUS
- LADIES' AND GENTS' WRIST WATCHES**
- Reconditioned Like New
- 7-JEWEL ..... 11.95  
 15-JEWEL ..... 13.95



Above Watches with Rhinestone Dials, \$2.00 additional. Available in white stone with Rubies, Black with white stones, and all white stones.

With Expansion Band, \$2.00 additional  
 All Mesh Band, \$4.00 additional  
 Combination Mesh and Expansion Band, \$3.50 additional  
 Minimum Order, 3 Watches—For Resale Only  
 25% with order, balance C. O. D.

Write for Free Catalog for Other Money-Making Items

**JOSEPH BROS.** MEMBER JEWELERS' BOARD OF TRADE

59 E. Madison St., Dept. B-2, Chicago 3, Ill.

**MEN—Build a Wholesale Route GET INTO A Big Pay Business**

We Help You Establish a Steady Route of Dealer Customers

Make good weekly earnings selling stores our BIG line of 200 products—all daily necessities. Show merchants in your locality a sensational line of self-selling counter goods. Retail at 5¢ and 10¢. You make up to 112% commission. No large capital required. Easy to Start. Our products are known coast to coast—nationally advertised in leading magazines and weekly in over 2,300 local newspapers. Send for our booklet "Your Future in a Wholesale Business of Your Own." It's FREE—no obligation. WRITE TODAY!

**WORLD'S PRODUCTS CO.** Dept. 8-T Spencer, Ind.

**MARION FLYER** Fireman's Red & Ivory Trim

Sample ..... \$10.00  
 1/2 Dozen ..... 8.50  
 Dozen ..... 7.50

For Children 2-9 Years. Used on Salesboards and Pushcarts. Jobbers' Exclusive Territory.

Sidewalk Bicycle 25% Deposit, Balance C. O. D.  
**MARION COMPANY** Wichita, Kansas



**ALABAMA LEE-TEX SKA FOOTBALL BALLOONS ILLINOIS MICHIGAN WASHINGTON**

**LEE-TEX**

**ANOTHER TIMELY MONEY-MAKER FROM LEE-TEX**

Football is in the air. And here's a sure-fire way to cash in on those easy-spending football crowds. Lee-Tex gives you all the color and flash of balloons, plus real football shape and design—imprinted with your favorite team. You'll find them easier to inflate, tougher, more uniform, because of the special Lee-Tex processing. Right now is the time to ask your jobber for Lee-Tex Football Balloons.

**Lee-Tex Rubber Products Corp.**  
2762-92 N. CLYBOURN AVE., CHICAGO 14, ILL.  
321 JACKSON ST., LOS ANGELES 12, CALIF.

**8123 BALLOON PEOPLE**

### MUSICIANS

**AVAILABLE—VIOLINIST, AFTER LABOR** Day or by arrangement. Read, take, section, combo; some arranging. Sober, personality; local 802; photo. Musician, Brandreth, N. Y. se13

**BASS MAN—AVAILABLE IMMEDIATELY.** 21, single, sober. Write or phone George Dalton, 3745 Charloe Ct., Cincinnati 27, Ohio. REdwood 2928.

**BASS MAN — AVAILABLE IMMEDIATELY.** Experienced, sober. Musician, 3002 N. Prairie, St. Louis 7, Mo. Phone Jefferson 0735.

**DRUMMER—AGE 30; MARRIED, EXPERIENCE** stage, screen and radio. Will travel but prefer location. Will consider anything not under \$70.00. Ralph Kemp, 446 N. 9th, Coshocton, Ohio. Phone 952. se20

**DRUMMER—AGE 23; GOOD BEAT, NEW IN-** struments; micky or jump. \$75.00 minimum. Eugene Beyer, 1619 Kentucky Ave., Joplin, Mo. se20

**DRUMMER—AGE 21, UNION, EXPERI-** enced. Finest equipment. Available immediately. Minimum, sixty dollars. Prefer combo or band playing modern arrangements; location only. State all first communication. Dick Glerum, 1148 Ontario St., Oak Park, Ill. Telephone Village 2355. se13

**DRUMMER—LOCAL 802, AVAILABLE IM-** mediately. Age 24, single, sober, fine appearance. Read well, cut any show. Commercial, authentic Latin rhythm. Name experience. Go anywhere; minimum \$90.00. Box C-305, Billboard, Cincinnati 25, Ohio.

**DRUMMER—28, EXPERIENCED, UNION;** commercial or jazz, good beat, available immediately. Bob England, 1408 4th Ave., Columbus, Ga. Phone 2-2498.

**DRUMMER — AVAILABLE IMMEDIATELY.** Formerly with Carlton Hayes, Milt Britton, Ray Featherston, Al Trace, Herbie Fields, Chris Cross, Ray Morton, and Denny Beckner. Wire Drummer, Room 5, 1932 Vermont Ave., Toledo, Ohio.

**ELECTRIC GUITAR, VOICE — MODERN** rhythm and take off. Single, short, reliable; small combos only. Join on travel notice. Box C-207, c/o Billboard, Cincinnati. se13

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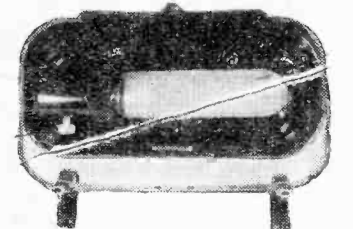
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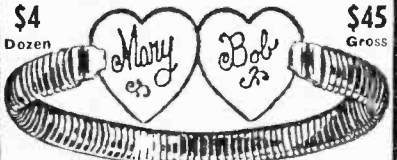
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(Continued from page 87)



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Chelly, David  
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Curtis, John  
De Lee, Joan  
Duval, Max  
Eisher, Jean  
Fantez, Lonise  
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Sevell, H. H.  
Sherman, Tex  
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T. R. Honor  
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Hale, The  
Hamasaki, Frank  
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**Quebec Annual On "A" Level**

(Continued from page 56)

importance to the accent on youth, 4-H activities being mirrored in the agricultural and stock divisions. Interest in stock was particularly high, the parades of the winning classes before the afternoon grandstand audiences getting unusual attention considering that pari-mutuel betting was largely responsible for the heavy attendance.

It has been customary here for many years to present a few acts between the harness race heats with a revue capping the day's amusement program in the Coliseum. Emery Boucher, capable general manager, shifted his policy from the usual revue type this year and introduced Harold Steinman's *Skating Vanities of 1948*, and the response more than justified the change.

The rolling skate experts were permitted to open Friday, August 29, with what amounted to a pre-venue dress rehearsal. Attendance was light the first two nights, but the exhibition really did not get away until Sunday, and with it came the throngs. *Skating Vanities* grossed over \$24,000 Sunday and Labor Day; pulled another 4,000 people in the rain Tuesday, and was sold out (capacity about 6,000) for Wednesday and Thursday nights, the last time this observer looked. Comment on *Skating Vanities* in hotel lobbies, pubs and taxi cabs was so animated it is reasonable to believe that Steinman's prediction of a \$60,000 net run is not too far fetched.

**PNE Attracts Record 586,000**

(Continued from page 55)

rides (five of the rides from Baddeley's Royal Canadian Shows). The remaining 12 rides and 2 shows were those of the Happyland Parks, permanent plant set-up.

Midway business topped all expectations, with the Imperial Exhibition Shows grossing \$80,000. Since the closing of the exhibition, the Amusement Corporation of America has offered to build a modern midway with 50-foot roads. Decision has been reserved until the next meeting of the board of directors, at which time it probably will be accepted.

Afternoon horse races, with general admission pegged at \$1.25 and the clubhouse at \$2, played to a daily attendance of from 7,000 to 14,000. The Hobby Show, with 25 cents admission, pulled four times the patronage it did in '41. It was crowded daily from early morning until midnight.

**Red Hot Values!**

**LEAPING FROG!**  
Now! Terrific! Multicolored metal. Sturdy spring action. Leaps HIGH into air.  
\$9.00 Gross  
Sample Doz. \$1.00

**ELECTRIC FLOWER**  
A sensational novelty for all the family. Complete with battery and bulb.  
\$6.50 Dozen  
\$72.00 Gross  
Sample \$1.00

**ELECTRIC BOW TIE**  
America's fastest selling novelty item. New, brilliant colors, finest material. Complete with bulb, battery and wiring.  
\$9.00 Dozen  
\$96.00 Gross  
Sample \$1.00

Send for FREE Catalog of over 3,000 hot items!

**FRANCO AMERICAN NOVELTY CO.**  
1209 BROADWAY NEW YORK CITY

**"THAT FUNNY RUBBER MAN IN A BARREL"**  
The fastest selling pocket novelty to be had. Doz., \$3.00; 100, \$22.50. Express prepaid in lots of 3 doz. or more. Cash with order. And now comes the latest pocket novelty.

**"KILROY WAS HERE"**  
A 3-inch plastic statuette that really gets a laugh and sells. Doz., \$1.80; Gro., \$18.00  
Send 25 per cent with order, balance C. O. D.

**OUR NEW COMPLETE CATALOGUE IS READY**  
Write for your copy today. Be sure to mention line of business for proper classification.

**MIDWEST MERCHANDISE CO.** 1010 BROADWAY KANSAS CITY, MO.

**5-Mile Race Features**

The harness race program ran Sunday thru Sunday with the closing program tomorrow featured by a 5-mile race which, according to precedent, will attract more than 20,000 to the grandstand enclosure.

The act bill for the racing program was purchased locally so a variety license could be obtained, thereby eliminating the 20 per cent admission tax levied on straight race programs.

The midway was en route to a new gross record. (For further details see the Carnival Section.)

**Big Night Stand Draw**

The grandstand show, presented on a mobile 72 by 32-foot stage, mounted on railroad tracks and powered electrically, did capacity (4,700) night business every night, except the opening night. The stand was scaled at \$1, \$1.25 and \$1.50 for the night show.

Produced by Hilker and Allen, the night show was headed by Allan Jones and emceed by Don Rice, comic. Show featured dance routines by the 16 Sunkist Lovelies. Acts included Winston's seals and the Titans, acrobats, with Harry Price and his ork in the pit.

Other entertainment included a continuous free vaude show, interspersed with band concerts, from an outdoor bowl stage; local radio shows and helicopter and airplane stunts and demonstrations.

Livestock and agricultural exhibits filled their respective buildings to capacity. Mining industry offered an exhibit covering the different phases of gold, coal, copper and other mining activities. A huge display of the latest in agricultural implements, road-building equipment, lumbering machinery and fishing boats, engines and gears also was featured.

# Pipes for Pitchmen

By Bill Baker

**HARRY MATSUMAKA** . . . cards from New York that he is heading West and plans to do his pitching in Englewood, Colo., for a long while.

There must have been a plethora of solid geedus counts chalked up by the boys and girls over the Labor Day week-end. Tell Bill all about 'em with a note to the Pipes column.

**COWBOY WILLIAMS** . . . is working foot aids in South Dakota spots to lucrative tips.

Don't rest on your laurels. The last fellow we knew who did it found that it was only poison ivy.

**BEN (HOB) BENSON** . . . scribbles from Britt, Ia., that an estimated 20,000 attended the annual hobo convention there, where Benson

was elected King Emeritus and secretary of Tourists' Union No. 63. "Many pitchmen," says Ben, "turned out for the event and all managed to get a goodly share of the lucre." Ben worked his sketch act to sock results in good weather. Benson hopped a rattler for New York at the conclusion of the convention and plans to make his headquarters in the East until New Year's Day, when he will head for Florida for the rest of the winter.

The pitchman leaves no stone unturned to let his tip know how enthusiastic he is about the big product he has for sale.

**FRENCHY THIBAUT** . . . and Al Rice continue to ply their wares to click returns at Iowa fairs.

*Fancy Freddie Says: "Few pitchmen will continually beef over bad breaks for, like the horse, he always pulls an honest load."*

**RICHARD ARCAND** . . . West Coast pitch proponent and president of the Circus Clown Club of America, fogs thru the following from Los Angeles: "Finally closed my demonstration in the Kress store in San Diego. It proved to be a big one for six weeks, but my spot in the Grant store basement here developed into a larry when traffic proved too small to accomplish any results. Plan to work some super markets here for two weeks, and then will make a number of fairs. Only demonstrations in Los Angeles stores now are foot salve and ointments. Sheriff's Rodeo here proved a blank for street peddlers and crowds were poor spenders. I'd like to read pipes here from Phil Kallail, Al Freeman and Harry Mills."

A pitchman or demonstrator differs from the salaried salesman in that he is more proficient in continually hammering away with all the exploitation and promotion ideas he can dig up to push his sales.

**BILL BARING** . . . of grater note, is working the new Dial-O-Matic Wonder Grater to re-

ported good takes in the Kress store in Long Beach, Calif. Bill says he'd like to read pipes here from Charles Loveland.

*A pitchman's rise to fame is something more than just a few short rungs up the ladder.*

**E. L. KIEHL** . . . vet pitch proponent, comes thru with the following from Nashville: "See that the boys are well represented in a recent issue of *Coronet* mag, namely Matt and Gertie Harcourt, with scopes at the Allentown, Pa., Fair, which proves that Pitchdom is not at all dead. I've been in the South a long time and haven't seen many of the boys and girls of the fraternity. They are wrong if they think they can't make a living down here. I'm getting too old for the strain of pitching, but I see that the Ragan girls, Mary and Madaline, are still up there at it. I'd like to read pipes here from Paul Haugh, Frenchy Thiebault, Carl Swanson, Jimmy Collins, Bertha Stebbins, Ralph Costerman, George Brophy and some of the few thousand others whom we know but who just hate to take their pen in hand like myself."

The fellow who always manages to get by is the one who does more than merely exist. He lives.

**WILLIAM CARR** . . . after a lengthy silence, letters from Woonsocket, R. I.: "I recently made Worcester, Mass., and, after failing to turn many tips, decided to look up an old friend whom I hadn't seen (See PIPES on page 90)

## OAK-HYTEX RODEO "Prints"

An Exciting New Series of Wild West "Prints" on OAK-HYTEX BALLOONS

• "Lasso" yourself some big money with these OAK-HYTEX Balloons decorated with ever-popular Wild West scenes. Big sellers on rodeo days, and all other times.

Be sure you get OAK-HYTEX, in the Blue Box with Yellow Diamond Label.

The OAK RUBBER CO RAVENNA OHIO

**THIS IS IT!**

Here is the new "Spirit Crystal Ball" sensation for demonstrators. We have leading main floor spots in top department and variety stores all over the country. Open from now through January. Producers make \$20.00 to \$50.00 in a day. We supply location and stock for this wildfire seller which demonstrates in 20 seconds. Write or wire Alabe Crafts, Dept. 16, 348 W. 5th, Cin'tl 2, O.

REG. U.S. PAT. OFF.

# GIANT DAREX BALLOONS

For IMMEDIATE DELIVERY

A PRODUCT OF

DEWEY AND ALMY CHEMICAL CO. CAMBRIDGE 40, MASS.

**MEDICINE MEN!**

HERE IS NO SUBSTITUTE FOR QUAITY

WRITE TODAY for new wholesale catalog on tonics, oil salve, soap, tablets, herbs, etc. **LOW PRICES—RAPID SERVICE!** (Products Liability Insurance Carried) We are MANUFACTURING PHARMACISTS established 1934.

GENERAL PRODUCTS LABORATORIES, INC. 137 E. SPRING ST. Dept. X COLUMBUS 15, OHIO

### "SESSIONS CLOCKS"

#339W \$3.12 Ea. Lots 12	#386W \$2.96 Ea. Lots 12
--------------------------------	--------------------------------

No. 339W—8 1/2" Wide, 7" High, 4" Banded Dial. White Plastic Tea Pot Kitchen Clock With Self-Starting Electric Time Movement.

No. 386W—7" Wide, 7 1/2" High, 5" Square Dial. White Plastic Molded Case. Self-Starting Electric Time Movement With Convenient Bottom Hand Set.

#451W  
\$2.90 Ea.  
Lots 12

No. 451W—7 3/8" Wide, 4 1/2" High, 3 1/2" Metal Dial. Ivory Colored Plastic Desk Clock With Self-Starting Electric Time Movement.

For Better Profits Use **SESSIONS CLOCKS**

Smart, Modern Styling—Accuracy and Lasting Performance.

25% Deposit, Balance C. O. D. Order Now by Number.

**GOTTLIEB-CUTTLER, CORP.**  
928 BROADWAY NEW YORK CITY

## DANCING HEP CATS

**CASH IN ON THIS TERRIFIC SELLER**

OVER 35,000 WERE SOLD AT THE RECENT NATIONAL EXPOSITION HELD IN TORONTO, ONT., CANADA. ONE INDEPENDENT DEMONSTRATOR HAS SOLD OVER 350 GROSS AT ONE STREET LOCATION. VARIOUS DEALERS ARE SELLING 5 TO 10 GROSS PER DAY.

Yeah-man! People are going for this new number in a big way. Over 25 inches high, this exciting toy is designed in a combination of five appealing colors. It has a seven-inch round rubber head that nods up and down, coinciding with its flexible body, arms and legs members in a surprisingly realistic manner. By following the simple instructions that are included with each unit you can amaze people by making the Hep Cat do a most mysterious dance while standing several feet away from same. Dealers are making a killing selling this number at 50¢ each. Bags and instructions furnished with all gross orders.

6 Samples Sent Postpaid \$1.00

**ONLY \$12.00 PER GR.**

6 Samples Sent Postpaid \$1.00

FOB Washington, D. C.

WE CARRY ALL SIZES FIRST QUALITY AIR-TESTED BALLOONS, FLYING BIRDS, COMBS, FUR MONKEYS, NOVELTY PAPER GOODS AND ALL THE LATEST FAST SELLERS.

**Terrell-Kochler Enterprises**  
802 F STREET, N. W. (RE-2058) WASHINGTON, D. C.

CANADIAN BUYERS: Contact WARREN & WARREN ENTERPRISES, 26 OSSINGTON AVE., TORONTO, ONT., CANADA.

Distributors for DANCING HEP CATS and other fast sellers.

## New Metal ASH TRAYS

Light and Dark Wood Grain Finish

100	.....	\$7.50
250	....	\$15.00
500	....	\$25.00

JOBBERS: Write for quantity prices.

1/3 Deposit With Order, Balance C. O. D.

**Modern Artware Company** • Manufacturers • 131 W. 75th St. Chicago 20, Illinois

**Hand Made CUTOUT WOODEN NAME PINS**

300 GIRLS NAMES \$22.50 or Only 90¢ PER DOZEN

CHAS. DEMEE 108 E. WALNUT ST. PHOENIX, ARIZ.



# PUSH CARDS

ALL sizes of straight or skip numbers, with all winners, or with one winner under Master Seal. Also regular Cards up to 600 Holes.

**FREE Catalog. Write**

**W. H. BRADY CO., MFRS.**  
 CHIPPEWA FALLS, WISC.

## JAR DEALS & SALESBOARDS

Write for prices

**Galentine Novelty Co.**  
 520 E. Sample St.  
 South Bend 18, Ind.

### TIP CARDS—PULL CARDS

Write Stating Your Requirements

**NOVELTY PRINTING CO.**  
 3608 EOFF ST. WHEELING, W. VA.

## SALESBOARD SIDELIGHTS

**New York:**

New catalog for the Profit Manufacturing Company is ready, according to Max Greenglass, firm executive. . . . Bork Manufacturing Company is readying its new line. . . . Radios, long considered a first-rate premium on salesboards, really are coming into their own now that lower-priced, fewer-tubed sets are again starting to appear on the market.

Use of salesboards in Latin-America is on the increase, with importers buying boards and merchandise here for assembly in Chile, Brazil, Colombia and the other South American countries. Arnold Purez, of Bogota, Colombia, has just completed a three-week stay in this country, with salesboard and premium merchandise one of the major reasons for the visit.

N. F. Katz, of N. F. Katz Specialties, is putting finishing touches on a new board venture. . . . American Premium Corporation, Baltimore, has a merchandise board about set to go. . . . Otto Goldman, Globe Printing Company, is back at his desk—at least for a while. . . . ANS Sales, Inc., of Elmira, reports biz rushing. . . . Joseph Rake, Rake Coin Machine Exchange, Philadelphia, states his firm has its newly remodeled salesboard department all set.

**Chicago:**

Peerless Products, Inc., in former columns identified as Excel Manufacturing Company, is a separate company, tho closely related to Excel. Both are located at the same address tho currently Excel is not active. Irv Padorr, v.-p. of Peerless, says business has really been popping and lists August as the biggest month in the firm's history. September, while yet young, gives indications of surpassing the August record. Ben Maltz is flying thruout Western Pennsylvania and Ohio on behalf of Peerless this week. Padorr states the sales staff is still expanding.

Superior Products announces the appointment of Bill Hayward as district manager for Montana and Idaho. Bill took over the territory as of September 1. Seymour Trott, Superior's sales manager and v.-p., states that the salesboard business experienced more of a spurt this fall than even optimistic observers looked for. With a good winter market ahead, and high sales continuing, Seymour sees big things for the industry for many months to come.

Harlich Manufacturing Company's sales director, Manny Gutterman, left for the East Coast September 4. He will be gone about a week tending firm business there. . . . Boys over at Pioneer Manufacturing Company are staying close to the home fires this week; Harold Boex and William Woolpert took off traveling shoes.

**Kansas City:**

Jack Warren, sales manager of Exhibit Sales Company at Philadelphia, was in town last week helping Charley Page, of Frankel Distributing Company, get set up with a new line of boards. . . . Advance Music Company, operated by Dave Cooper and Dave Fleider, also has added a line of boards. Cooper right now is on the lookout for a new operator in K. C. because the thieves who broke into Advance over Labor Day weekend and blew the firm's safe for \$200 apparently also had the idea of setting themselves up in business, on the side. As they left, they took half a dozen or so of the best boards in the display rack.

Earl Jasper, sales manager of Consolidated at Chicago; Seymour Trout, sales manager of Superior at Chicago, and Morris Landau, of Container Corporation, all were in town at the same time the other day. . . . Odray Luby is out in Colorado on a business trip, and Jim Brundage, of Hutchinson, Kan., was up looking over the new lines of novelties. . . . Milo Baker and Gerald Knost, of Pittsburg, Kan., also were in scanning the new items.

Ernie Marley, who distributes thruout this territory, managed to get home for the Labor Day holiday, and reports business pretty good. . . . Joe Glazier, of Glazier Distributing Company, spent the holiday down in the Lake of the Ozarks country. . . . H. M. Wills, of Steinberg-Wills Company, is back from Colorado and ready for the fall rush. . . . Martin Friedman, who has been operating Friedman-Klein Sales Company alone since the death of his partner, Jack Klein, has sold his juke box and pinball operation and is concentrating on the novelty business.

**INDIANA GATE SLUMPS**

(Continued from page 58)

shows. (See story in the Carnival Section.)

A new fair feature this year was a hymn sing, held Sunday morning in the Coliseum. A free attraction, it drew about 7,000.

## Midwest Salesboard, Ticket Firms Biz Up

**KANSAS CITY, Mo., Sept. 6.**—Joseph Berkowitz, general manager of a trio of salesboard and ticket companies located here, in Chicago and Minneapolis, reports that production is on the increase in all three plants.

Berkowitz, in commenting on progress being made at the Kansas City firm, Universal Manufacturing Company, Inc., voiced praise for its managers, Sol Levinson and Stanley Jensen. Jay Zelle and Jay Goldman, handling affairs at Triangle Manufacturing Company, Minneapolis, came in for mention as capable managers in the ticket business.

Third plant, Bee Jay Products, Inc., Chicago, is managed by Reuben Berkowitz, Joseph Berkowitz's son, who with assistants A. C. Binder, Clement C. Stubstad and Eddie Gill, are helping develop the firm into one of the leading salesboard plants in the country, according to R. Berkowitz.

### PIPES

(Continued from page 89)

in years. I headed for Whitinsville, Mass., where I made a successful pitch and, while talking with some of the townsfolk, I learned that my friend, Chick Shaw, had been working there in the Whitin Machine Company foundry during the war, only they referred to him by his correct name, Eddie Shaw. They further advised that he was confined in Memorial Hospital, Worcester, so I visited him there. He looked like he was in good shape and said that he was to be released around the middle of September. He plans to hit the road with a new show after he's fully recuperated. He has a part in the show for his wife, Adelaide, that is sure-fire. Chic says he'd like to see some pipes in the column from Doc Harold Woods, Mae Lithgow and John Looney."

*Tackle a difficulty at first sight and it's easily licked. The longer you ponder it, the larger it looms.*

**NICK DeMARTINO** . . . erstwhile pitch lad of note, is currently directing the activities surrounding, the Knickerbocker Barber Shop in New York.

Now is the time to begin planning your holiday layouts. Don't put it off another couple of months when all the good stock is depleted.

**LOU KREM** . . . is in New York contemplating setting up a balloon layout.

*Everybody understands a smile. And it takes less effort and time on your part to smile than it does to leer.*

Famous Last Words: "Your local merchants offer you all the items you'll need."

## SALESBOARDS

**IMMEDIATE DELIVERIES — 25% DEPOSIT**

Holes	Name	Profit	Price
400	5¢ Dollar Board	Def. \$ 7.00	\$ 55
1000	25¢ Charley Board	Def. 50.00	.89
1800	5¢ Lulu Board, X Tk.	Def. 18.00	1.48

**NEW! 6 TICKETS PER HOLE BOARDS**

200	25¢ Kwik Fin	Max. Avr. \$37.50	\$2.93
200	25¢ 6 in 1	Max. Avr. 37.50	2.93

Many More. Write for Catalog Sheet.

1000	25¢ J.P. Charley, Thck.	Avr. \$52.08	\$1.15
1000	5¢ Win-a-Fin, Jumbo	Avr. 25.20	1.79
1200	25¢ Tex, Charley, Seal.	Avr. 102.28	1.79
1000	5¢ J.P. Girlie, Jumbo	Avr. 27.00	2.59

2160 10¢ Rd.Wh.Bi. 8gls. Tickets \$72.00 \$1.48  
 2170 5¢ Rd. Wh.Bi. 8gls. Tickets 38.50 1.48  
 120 Tip Ticket Books, Gr. \$19.95; Doz. 1.89  
**NEW LOW PRICES—WRITE FOR CATALOG.**

**WORLD'S BEST BOARDS, TICKETS, CARDS**  
**DELUXE MFG. CO.**  
 DeLuxe Building Blue Earth, Minn.

# READY FOR IMMEDIATE DELIVERY!!

**FIVE SLOT SYMBOL TICKETS IN EACH HOLE - - ONE TICKET IS FREE**

**GOLD BAR SPECIAL**  
 FORM NO. 207 MGL

**200 HOLES - - 25¢ PLAY**

**Takes In - - - \$50.00**  
**Average Payout - \$24.18**  
**Average Profit - \$25.82**

**1200 N. HOMAN AVE. HARLICH MFG. CO. CHICAGO 51, ILLINOIS**

**Make \$250 to \$500 a week**

**BE YOUR OWN OPERATOR OF PUSH CARDS**

A once-in-a-lifetime opportunity to make \$250 to \$500 a week with little investment. These watches have outstanding, high-priced features. Precision built, imported Swiss watches. Handsome case. Red sweep second hand. Genuine leather band.

**Watches Styled for Beauty and Built for Accuracy!**

Place these Push Cards in factories, clubs, taverns and cigar stores. They will sell for themselves. Quick turnover, card sells out in 2 or 3 days. You can place hundreds of these cards each week.

25% Deposit with Order, Del. C.O.D., F.O.B. Chicago

**PUSH CARD WITH 2 WATCHES**

1 Watch to the seller and 1 Watch to the winning seat.

Push Card Takes In \$21.  
 Your Cost . . . . . \$10.  
**EXTRA PUSH CARDS 10¢ EA.**

*Your Profit \$11.00*

Write **J & M SALES CO. — 708 S. STATE ST. — CHICAGO 5, ILL.**

### MULTI-GIANTS (6 TICKETS IN EACH HOLE)

Holes	Play	Name	Profit	List Price
200	25¢	They All Go (Def.)	\$24.25	\$5.55
200	25¢	Prize Game	26.50	7.47
240	25¢	Sparkling	33.00	8.70
200	25¢	Trial Treat (Def.)	27.00	5.55
200	25¢	Hat Box	25.15	7.47
200	25¢	Striking	28.50	7.47

Drop In To See Our Complete Line on Display in Our Showroom. We are direct factory representatives for Consolidated Mfg. Co. "First With the Latest in Quality Boards." Regular Discounts Given to the Trade.

**Rake Coin Machine Exchange**  
 609 Spring Garden St., Philadelphia 23, Pa.  
 Phone: Lombard 3-2678

**COIN-OPERATED MACHINES, SECOND-HAND**

Only advertisements of used machines accepted for publication in this column.

RATE: 12¢ a word . . . Minimum \$2.00

Remittance in full must accompany all ads for publication in this column.

**A-1 CIGARETTE AND CANDY VENDING MACHINES.** All makes, models, lowest prices. What have you to sell? Mac Postel, 6750 N. Ashland, Chicago. se13

**A-1 CIGARETTE AND CANDY VENDING MACHINES,** all other coin equipment. Mac Postel, 6750 N. Ashland, Chicago, Ill. se20

**AAA STAMP MACHINES, SHIPMANS, VICTORYS,** Singles, Duplex, Triplex, Roll Types, Multiply Folders. U.S.P., 100 Grand, Waterbury (3), Conn. se13

**FOR SALE—CLUB TROPHY,** \$54.50; SPORT Special, \$47.50. Will buy for cash late F. P. Convertible Bang Tails, if price is right. Will pay \$125.00 for Seeburg \$200 in walnut finish, if in good condition. Music Machine Co., Brunswick, Ga.

**BIG MONEY IN VENDING MACHINES—** Smallest capital start, brings immediate profits that build permanent profitable business. Becker Venders, 105-W. Dewey, Brillion, Wisconsin. se27

**FIVE PENNY ELECTRIC SHOCKERS—USED** three weeks, cost \$18.50, will take \$10.00 each for lot. A. Bonadio, 202 East North Alley, Connelville, Penna.

**FREE PLAY CONSOLES—SALE, LEASE OR** Consignment. Standard Scale Co., 4333 Duncan Ave., St. Louis 10, Mo. se27

**OPERATORS!—WAKE UP THOSE RAY GUNS** to new profits this season. Convert with extra moving Target Units now. Write for complete information today! Coin Amusement Games, Inc., 1335 E. 47th Street, Chicago 15, Illinois. se27

**REBUILT POPCORN MACHINES FOR SALE—** Fully guaranteed. Priced from \$150.00. Consolidated Confections, 1314 S. Wabash, Chicago 5, Ill. se27

**SLOT SCALES—100, ALL MAKES AND** styles. Lot used Ideals, \$35.00. Wanted—old style Guessing Scales, any make. C. C. Hanes, 906 S. 60th St., Philadelphia, Pa.

**SPECIAL—ONE RECONDITIONED PEANUT** Vendor and 5 lbs. of Peanuts all for \$8.50, or one reconditioned Ball Gum Machine and 1,000 Balls of Gum for \$10.00. One-third deposit, balance C.O.D. T. O. Thomas Company, Dept. B, 1572 Jefferson St., Paducah, Ky. se27

**WANT TO BUY—DU GRENIER "S" MODEL** cigarette machines. L. & H. Vending, 4807 Foster Ave., Brooklyn, N. Y.

**WANTED—THEM OLD KEENEY WALL** boxes, working or not working, at \$2.50 each. Also twelve coil Packard Adapter Rings. Welker Supply, 3357 Indiana, K. C., Mo. se13

**WANTED—ERIE HAND OPERATED DIG-** gers, Exhibit Rotarys; we buy Diggers of all types, no packing, we pick up. J. W. Landi, 323 Sanford, Upper Darby, Pa.

**VENDING MACHINE STANDS—IN ANY** quantity, \$3.50 each in dozen lots. 15 inch diameter base pipe comes uncut. When filled weighs 40 lbs. J. & S. Sales, 924 South Fairfield Avenue, Chicago, Ill. se20

**GENCO PLAYBALLS—CLEAN, EXCELLENT** working condition. \$95.00 each. Acme Amusement Co., 3210 Boardwalk, Wildwood, N. J. Phone 22816. se20

**10 EXHIBIT IRON CLAW DIGGERS, 10 ERIE** Diggers, hand operated; 8 Rotarys (Puffer Type); 10 Merchants. National, 4243 Sanson, Philadelphia, Pa.

**EMPIRE**  
FOR THE *Finest*  
in SALES BOARDS  
**EMPIRE PRESS**  
637 SOUTH DEARBORN ST.  
CHICAGO 5, ILLINOIS

**TIP-BOARDS**  
State Your Requirements  
**G. & H. NOVELTY CO., Mfg.**  
Wheeling, West Virginia

*Husky PROFITS with these New Giant Hole Boards*

**SIX 25c TICKETS IN EACH GIANT HOLE**  
**25c You Can't Miss!!**  
**25c**  
**SIX 25c TICKETS IN EACH GIANT HOLE**  
**FREE**  
**12 TWELVE BIG FINS**  
**100%**  
**\$5.00**  
**AND 50c WINNERS**  
50 150 250 350 450 550 650 750 850 950  
100 200 300 400 500 600 700 800 900 1000  
EACH RECEIVE ONE PUNCH IN JACKPOT  
ANY ONE OF THE GIANT HOLES MAY CONTAIN 2 OR MORE WINNERS

**ORDER No. 200 "TWELVE BIG FINS"**  
Giant Holes  
6 Tickets in each Hole  
25c Per Hole  
- Thick -  
Number Tickets  
Avr. PROFIT \$28.16  
(Maximum) PROFIT \$39.50

**ORDER No. 200 "YOU CAN'T MISS"**  
Giant Holes  
6 Tickets in each Hole  
25c Per Hole  
- Thick -  
Poker Tickets  
Average PROFIT \$27.45

**GARDNER & CO.** 2222 S. MICHIGAN AVE. CHICAGO 16, ILL.

**SALESBOARDS—All Orders Shipped Same Day Received**

Holes	Play	Description	Average Profit	Net Price
400	5¢	LUCKY BUCKS, DEFINITE PROFIT	7.00	\$.85
520	5¢	EASY ACES, DEF. PROFIT, SLOT SYMBOLS	13.00	1.25
520	25¢	EASY FINS, DEF. PROFIT, SLOT SYMBOLS	55.00	1.25
720	5¢	BABY BELL, SLOT SYMBOLS	17.37	1.75
1000	25¢	ALL OUT CHARLEY, DEFINITE PROFIT	60.00	3.25
1000	\$1.00	JACK POT CHARLEY, THICK & PROTECTED	185.30	2.50
1000	5¢	OUT DOOR SPORTS, THICK, JUMBO HOLES	28.40	3.25
1000	5¢	SPOT OF GOLD, THICK, JUMBO HOLES	28.40	3.25
1000	10¢	BIG DIME DOUGH, THICK, JUMBO HOLES	42.75	3.25
1200	5¢	TEN BIG FINS, THIN, JUMBO HOLES	35.20	2.50
1200	5¢	VICTORY BELL, THICK, JUMBO HOLES	38.57	3.80
1200	50¢	TEXAS CHARLEY, THICK & PROTECTED	152.75	3.00

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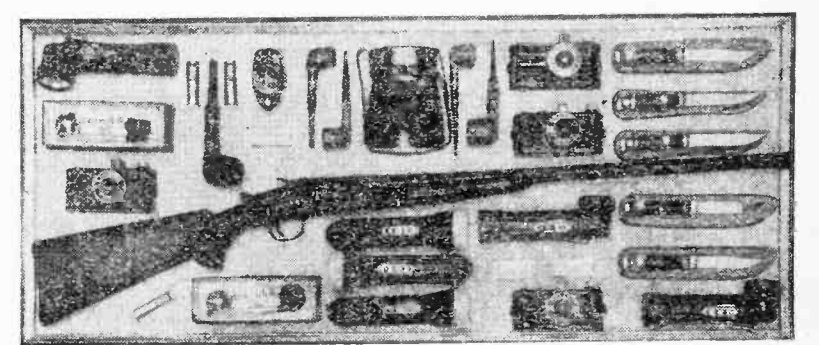
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# PARK ARCADE BIZ HOLDS UP

## Despite Weather, Season's End Shows Play Went Over Forecasts of Last Spring

Arcade Coin Play Still Above Pre-War Normal

CHICAGO, Sept. 6. — Reports gathered this week from amusement parks in various sections of the nation that depend upon coin-operated machines for an appreciable part of their gross income indicated that business at the close of the season was off approximately 10 per cent from 1946 as a whole but still much above the pre-war years of 1937-'39 which most park officials regard as normal.

In virtually every instance where this condition was reported, the operators of coin machine concessions qualified the condition with the fact that drastic weather conditions beginning as early as May, when the weather was unseasonably cold in all sectors of the country, except the Pacific Coast. They also revealed that after a period of relatively good weather, the season was again brought to a virtual standstill by one of the hottest Augusts ever recorded since weather bureau statistics have been available.

Considering the extreme weather conditions that prevailed for the major portion of the season, which in most parks is from Memorial Day to Labor Day, operators actually did a better business than was anticipated.

### Riverview Play Good

In Chicago, where Riverview Park holds the amusement park spotlight for the more than 5,000,000 people who live in the city and its huge suburbs, A. J. Botts, park controller and secretary, revealed that Riverside attracted approximately 2,000,000 persons. This figure he characterized as within 8 per cent of the 1946 season, 15 per cent above the pre-war average years, and some 7 per cent above the total attendance predicted by the park's statisticians before the season opened. He explained the latter statement by the fact that prior to the opening of the park in mid-May all business conditions, a good barometer for pleasure spending, dictated a drop off of 15 per cent in the amusement park business.

Riverview has 250 coin-operated machines, park owned and all on penny play. The machines are located in three separate Penny Arcades, strategically spotted about the park. Botts revealed that machines and games in the Riverview arcades are on penny play since nickel and dime-operated equipment has never done well when tried in the past. The equipment in this park's arcades includes a good percentage of machines first introduced this year, as well as older equipment that has been a stand-by for many years.

### Fire Hits K. C. Play

In Kansas City's (Mo.) Fairyland Park which houses a coin machine arcade operated by C. A. and W. B. Kirkpatrick, information released by Harry Duncan, park manager, re-

veals that business for the season has been exceptional on all concessions and stacks up with previous good years. This, he said, prevailed despite the fact that a fire destroyed many of the best pull concessions in the park. He further stated that the Labor Day week-end was "probably the biggest in the history of the park and certainly the biggest in the 21 years I have been with the park."

Duncan said that the reopening of the pool in Fairyland Park next year, plus the rebuilding of the damaged concessions, presages an even better season in 1948, providing current business conditions prevail again next season. He felt that the general high prices now in vogue in other amusement businesses apparently helped, rather than hindered, play on coin machines at Fairyland.

### Coney Island Down

Switching to the East Coast, reports from coin machine concessionaires in New York City's gigantic Coney Island indicate that play Labor Day week-end equalled or (See *Park Arcade Biz* on page 118)

## Special Platter Destined for CMI Cancer Fund Campaign

CHICAGO, Sept. 6.—New angle in contributions to the Coin Machine Industries, Inc. (CMI) campaign for the Damon Runyon Cancer Fund was given this week by several operators who offered to donate all or a percentage of the proceeds from the playing of the Esquire Trio recording of *Ella* and *You're the Sunshine of My Heart* on their juke boxes.

Such contributions would make the record an all around producer of fund money since 8½ cents has been set aside for the fund by United Artists, the recording company; composer Maurice O. Wells; the Esquire Trio, and record distributors, on all sales to juke box operators.

Meanwhile, how the fund is growing was typified by a \$400 check from

### Legion Hi-Jinks

NEW YORK, Sept. 6.—Lost in the shuffle of American Legion hi-jinks here last week-end was the story of one delegate who was hauled in for pulling a fire alarm box in midtown. The bewildered Legionnaire turned to the police sergeant and demanded to know why he had been arrested. "For sending in a false alarm," was the retort. "False alarm?" asked the bewildered gent, "I thought that there thing was a parking meter, and I was just lookin' for a place to drop my dime." The charge was dropped.

### Md. County Reports On 1st Pin Licenses

CHESTERTOWN, Md., Sept. 6.—John A. Legg, clerk of the Board of County Commissioners, reported last week that to date a total of 80 pinball licenses at \$10 each, and 100 console licenses at \$25 each, have been issued in the county and city, in accordance with an act of the Maryland Legislature providing for legalizing their operation in this county.

Licenses are issued for one year from June 1 to May 31, with the privilege of renewal of existing licenses. Clerk Legg estimates that the total revenue from the coin machine licenses will be approximately \$4,500 during the year.

### New Ordinance In Boston Would Allow Pin Games

BOSTON, Sept. 6.—Police Commissioner Thomas F. Sullivan has proposed a new city ordinance under which all pinball games would be licensed for a \$25 fee and all children would be banned from using the machines unless they had the written consent of their parents. Sullivan has asked Mayor Hynes to advocate the ordinance.

The commissioner requested the following revisions to the current ordinance controlling automatic coin machines, which he claims is "inadequate."

1. Machine operators shall be required to pay an annual licensing fee of \$25.
  2. The mayor shall issue rules controlling devices and require ownership reports and other pertinent information regarding their operation.
  3. Indirect or direct gambling shall be illegal.
  4. Minors shall be prohibited from playing the machines without the written consent of their parents.
- The mayor has received the proposed changes and has turned them over to the city auditor for consideration.

### CoinMchs. Displayed At Mich. State Fair

DETROIT, Sept. 6.—Coin machines appeared prominently for the first time at the Michigan State Fair this year in two distinct capacities—as an integral part of the commercial and industrial exhibits and as a special amusement attraction.

Marston Distributing Company here set up the commercial display of the new AMI phonograph in their own exhibit booth. Machine was kept in continuous operation, according to Max Marston, who was in charge of the display. Assisting Marston were Philip Schlacht, a former Detroit operator, and Harry White, head of Jackson Music Company, Jackson, Mich. Marston said that the juke display helped to draw fair-goers as well as a number of operators to the exhibit.

Another commercial display featuring coin equipment was the State Amusement Company's booth containing three games; a Bang-a-Fitty, Belgian Pool and another roll-down game.

Among the fair's amusement attractions were the two new Zodi machines operated by Swami K. Hassin, who has concessions at local amusement parks. The Zodis were operated as a straight concession for public play.

### Texas Reports Dip In Cig, Bev Taxes

AUSTIN, Tex., Sept. 6.—State cigarette and alcoholic beverage tax returns showed a decrease in August from July, 1947, and August, 1946, receipts. The decrease amounted to (See *Texas Reports Dip* on page 118)

### Scale Shipments Off

WASHINGTON, Sept. 6.—Value of shipments of penny weighing machines during the second quarter of this year dropped about 7 per cent from figures for the first three months, Commerce Department estimated this week from reports made by the nine largest coin scale manufacturers.

Total value of domestic and foreign shipments of these machines during May-August was \$577,242, according to commerce figures. Exports of penny scales amounted to \$32,629 for the first quarter this year.

## Telecoin Films Will Advertise Coin Laundries

NEW YORK, Sept. 6.—With more than 1,200 laundrettes now in operation thruout the United States, the Telecoin Corporation this week completed production of a series of 13 film shorts to be used locally to promote the laundrettes thru neighborhood movie houses. The series of pictures, each running slightly more than one minute, stresses the local services offered to the housewife and to the community.

The Telecoin Corporation contracted for the films with five commercial producers, including the Alexander Film Company, Colorado Springs; A. V. Kauger Service, Inc., Independence, Mo.; Motion Picture Advertising Service Company, Inc., New Orleans; Ray-Bell Films, Inc., St. Paul, and United Film Service, Inc., Kansas City, Mo. The five concerns, with their branch offices, will cover the entire country, arranging for the showings in the local theaters in co-operation with the individual launderette owners. Representatives of the film companies, who will visit the laundrettes to explain the films in detail to the ops, are authorized to book the 13 pictures as a package, or any combination of the 13, with the local theaters. The films, which are straight promotion for laundrettes, do not mention Telecoin.

Titles of the films follow: *Password to Washday Freedom*, opening launderette announcement (which will introduce the new store to the immediate community); *Goodby Washday Blues*, *Top Priority*, *The Smart Thing To Do*, *Jim Knows the Answer* (designed to educate the husbands on the use of the launderette); *Keeping Up With the Times*, *30 Minutes Does It*, *Question of the Week*, *It's a Pleasure*, *Dreams Can Come True*, *Best Bet of the Day* and *History in Our Town*.

## American Time Adds Coin Mch. Contract Div.

SPRINGFIELD, Mass., Sept. 6.—A contract manufacturing division for the coin machine industry has been added to the facilities of the American Time Corporation, here it has been announced by Frederick H. Hunter, president. Largely devoted to the design of electrically driven timing devices for coin-operated equipment, the new division is being added as part of the firm's 1947 expansion program.

Utilizing newly developed facilities within its recently acquired Pond Engineering Division, American Time will offer production design and engineering as well as facilities for tooling, model making, electrical and mechanical engineering design. Physical facilities to be made available include welding, soldering, brazing, wiring, riveting, stamping, tooling, a screw machine, warehouse and shipping.

## Hub Enterprises Reopens Offices

BALTIMORE, Sept. 6.—Hub Enterprises, well-known distributing firm located here, has reopened its newly decorated offices and coin machine showrooms, it was recently announced by Sol Silverstein, firm vice-president.

Frank Crowley, who was formerly on the firm's traveling sales staff, is manager of the office.

## Fort Worth Dept. Store Sales Rise

FORT WORTH, Sept. 6.—Department store sales here, in dollar volume, continue to remain on a level above those of last year, thus making it the only major Texas city whose store sales have not dropped in 1947, the Federal Reserve Bank of Dallas reported this week.

For the four-week period ending August 23, department store sales here were 2 per cent above those recorded last year. At the same time, Houston dropped 2 per cent, San Antonio 5 per cent and Dallas 6 per cent.

Fort Worth Clearing House reported sales in August this year totaled \$104,215,460 compared to \$90,891,980 in same month in 1946.

## Perfect Games Co. Moves Plant to Coney Island Oct. 1

NEW YORK, Sept. 6.—The Perfect Games Company manufacturing plant will move to 1315 Surf Avenue, Coney Island, October 1, it was announced by Stanley Gersh and Sam Garber, firm executives. New headquarters is a three-story building, with the first floor already being used by the organization for their Play the Races. Upper two floors will be used for manufacturing.

Former headquarters of the firm have been sold to John E. Bernard, a tinsmith, who will take over October 1.

## Vets Cash Leave Bonds; Many To Invest in Biz

NEW YORK, Sept. 6. — Starting early Tuesday (2) morning, veterans of the recent war lined up at their neighborhood banks across the country to convert their terminal leave bonds into cash. With some \$1,800,000,000 in bonds outstanding, officials estimated that \$100,000,000 worth of bonds would be cashed in before the first week was out, and of that sum a percentage would be re-invested into some type of business venture.

As the rush got under way in New York, newspapers were on hand to record the story and to interview representative vets who were taking advantage of the cash-in allowed them by the recent Congress. Several vets, who drew on an average of \$500 apiece, told *The Billboard* they were interested in entering the vending machine field, using their bond money to purchase machines. Robert I. Oelbaum, of Manhattan, revealed that he had been studying the field for about seven months and with the aid of his terminal leave money (\$812) he intended to purchase some cigarette venders to be placed in industrial locations.

Harold S. Sidney, of Brooklyn, has been operating nine hot nut venders on a part-time basis since his discharge from the service 14 months

## Half CMI Exhibit Booths Sold Out After Four Days

CHICAGO, Sept. 6. — Nearly one half of the exhibit booth space at the 1948 annual Coin Machine Industries (CMI) convention and show were sold out in the first four days after the initial solicitation, James A. Gilmore, CMI's secretary-manager, told *The Billboard* this week.

Gilmore announced that as of Friday (5), 37 of CMI's regular and associate member firms had sent in applications for a total of 99 booths—which is just five booths less than half the total number of exhibit spaces which will be available when the convention opens January 19 at Chicago's Hotel Sherman.

First mailing of floor plans and exhibit booth contracts were made so that they arrived on members' desks September 2. Usual practice followed by CMI is to give members approximately three weeks' time to state their preference for booth space, after which applications for exhibit space and floor plan drawings are mailed out to non-member firms who have exhibited in previous shows.

Commenting on the fast response the initial mailing to members brought, Gilmore said: "It should indicate to those members of CMI who expect to exhibit in their 1948 show that they should get their applications in quickly, either by mail, telephone or telegraph or in person, or the show may be sold out before they know it."

Somewhat less than one third of the total number of regular and associate members who received floor plans and contracts have replied thus

far, Gilmore pointed out. This means that only about one-half of the entire exhibit space remains for the two thirds of the membership yet to respond.

Represented in the 37 firms who have already sent in their contracts are games, vender, music and parts manufacturers, as well as trade paper publishing companies and allied firms in the supplier field.

## Simon Sales To Aid NAAMO Vets' School

NEW YORK, Sept. 6.—Simon Sales Company, distributors for Chicago Coin Machine Company, will pinch-hit for the manufacturing firm at the National Association of Amusement Machine Owners' (NAAMO) sponsored veterans' coin machine mechanic training school now being held at the Manhattan Trades Center, according to Dave Simon, firm executive. A Simon sales guest instructor will teach the vets September 29 and 30 from 1:30 to 4:30 p.m.

Two Chicago Coin Goalees and two Champ basketball machines will be sent to the school, Simon states, for instruction purposes. "A number of used coin machines" will also be donated to the school in line with the NAAMO drive for used machines—with or without all parts—to be repaired by the students and then sold by a special NAAMO committee and the money used to give a \$100 graduation check to each of the 24 veterans, he adds.

A personal visit to the school is being planned by Simon to find if there are any other ways for him to co-operate with the first national coin machine mechanic's school.

## CMAC Names Sams San Francisco Mgr.; Boyle Moved to East

CHICAGO, Sept. 6.—Coin Machine Acceptance Corporation here appointed T. H. Sams as branch manager of the San Francisco office, effective September 1, according to E. R. Ratajack, vice-president. Sams was transferred from the Chicago office to replace Joseph G. Boyle, who in turn was transferred to the sales department as the East Coast representative.

Ratajack also announced that Coin Machine Acceptance opened a new branch office in New Orleans September 2, under the managership of J. F. Halliburton.

## So. Carolina Liquor Taxes Show Decline

COLUMBIA, S. C., Sept. 6.—State liquor taxes brought in \$65,993 less in August this year than for same month in 1946, State tax commission reported this week. Drop was recorded altho increased levies had just been placed on gross profits of both wholesale and retail liquor dealers.

August liquor tax collection was \$1,127,165 compared to \$1,193,158 received in August, 1946.

According to State Auditor J. M. Smith, the decrease in revenue was due to "a natural falling off of liquor consumption all over the U. S." Smith estimated that the new tax would "just about offset the decline in consumption in a year's time."

## P-R Entries Start

CHICAGO, Sept. 6.—Entries have started coming in for the Coin Machine Industries, Inc. (CMI), public relations contest, it was reported by association officials this week.

Among inquiries received concerning the contest were ones from Canadian coinmen who asked if they could enter the contest.

Answer to their question, CMI officials said, is that they may enter if they are associate members of the association.



# Three NAMA Meets This Month

## September Big Month

Regional meetings in Virginia, Missouri, Texas set stage for Dec. convention

CHICAGO, Sept. 6.—Closing the summer schedule of regional meetings for operators, suppliers and manufacturers, National Automatic Merchandising Association (NAMA) has prepared a series of three two-day meets which, spotted in a rapid one, two, three sequence, will make September an important month for the vending trade.

The September sessions, the ending one round of meetings, will also act as a prelude to the NAMA convention and exhibit December 14 thru 17 at the Palmer House here.

First regional meet, taking place at Old Point Comfort, Va., September 12-13, will be followed by the Kansas City (Mo.) gathering September 19-20, and the third and final meet at Dallas September 21-22.

### Joint Sessions

At Old Point Comfort, Region III (Delaware, Maryland and Virginia) will be host to Regions II, A and IV (New York, New Jersey, Pennsylvania, Alabama, Florida, Georgia, Mississippi, North Carolina, South Carolina and Texas) at the Chamberlin Hotel. Region VIII meet (Colorado, Iowa, Kansas, Missouri and Nebraska) in Kansas City will be held at Hotel Muehlebach, and Region IX (Oklahoma, Texas, Louisiana and Arkansas) sessions will be held at the Baker Hotel in Dallas.

Word has been passed that "something new and different" in programs is being offered by all three regions, including a "service school for key employees" at Dallas, a tour of the nearby Naval Operating Base from Old Point Comfort and a tour of the Vendo Company manufacturing plant at Kansas City. Slated to address all meetings are NAMA President Robert Z. Greene and George M. Seedman, NAMA 1947 convention and exhibit chairman. Also scheduled among the list of prominent speakers to address the gatherings are Representative J. Vaughn Gary, of the Third District of Virginia, who will speak to the Old Point Comfort group, and A. E. Weltner, president of A. E. Weltner & Company, investment house, who will talk at the Kansas City meeting.

### Directors' Meeting

NAMA's board of directors will convene at Old Point Comfort September 11, the day before the Virginia gathering, and the 1947 convention executive committee, headed by Seedman, will get together the following morning for reports on the coming convention and exhibit. As much of the interest at all three meetings will be keyed toward NAMA's forthcoming exhibit of machines and merchandise, Seedman is expected to present the latest developments on the national show in his speeches.

Registration at Old Point Comfort will be from 10 a.m. to 1 p.m., Friday (12). Party touring the Naval Base will leave the Chamberlin Hotel by private launch at 2 p.m. that day. Boating, fishing, golfing and swimming are also on the entertainment menu. A sightseeing tour of the (See *Three NAMA Meets on page 99*)

## Buying Spurt

NEW YORK, Sept. 6.—Cashing of terminal leave bonds this week has resulted in large-scale buying of low-priced vending machines, according to a survey by *The Billboard* in this area. Morris Friedman, of Reed Nut Machine Sales, sums it up with the statement that many sales of hot nut vending machines by his firm have been "on ice" for over a month waiting for the cashing of the bonds. Average bond cashed in this area is reported to be \$225, with some as high as \$750.

## Roberts Tells U. S. Vending Sales Plans

### To Have Frozen Food Vender

CHICAGO, Sept. 6.—United States Vending Corporation announced here this week that it has entered into an exclusive agreement with Clarence Birdseye, whose name is well known in frozen foods, to manufacture and sell a coin-operated frozen food vender which Birdseye has perfected. Announcement came from Henry T. Roberts, vice-president and director of sales for U. S. Vending.

The Birdseye frozen food vender, not expected to be ready until some time in 1948, will be preceded, Roberts said, by a new refrigerated candy bar vender. The candy bar dispenser will have many of the features of the original Pik-Ups 10-column vender. Complete details of the refrigerated candy vender—which U. S. Vending officials say will be the first frost free vender of its kind—will be released later this month.

Roberts said that U. S. Vending will follow the traditional coin machine industry method of distribution—from manufacturer to distributor—(See *Roberts Explains on page 101*)

## Theater Concession Firm Enters Tennessee Tax Fight

CHATTANOOGA, Sept. 6.—A theater concession firm—Candy Concessions Company, of this city—has entered the debate over the validity of Tennessee's recently enacted 2 per cent sales tax.

The concessions firm got into the fray following a ruling by Sales Tax Director Carson Vaughan that it (the candy firm) is liable for a 2 per cent tax on gross sales made in independent theaters where, the candy company says, no sales total 15 cents. Candy Concessions has sought a declaratory judgment in Nashville Circuit Courts against the commissioner's ruling.

The Grand Amusement Company, which operates a chain of theaters, joined in the petition for the declaratory judgment.

Attorneys for the two firms said that the only sales made by the candy company are nickel and 6-cent candy bars and occasional dime articles. Petition filed by the attorneys asked

## Popcorn Venders, Heeding Possible Shortage Signs, Stocking Up 1948 Supplies

### Reports Indicate High Prices for Popcorn Next Year

CHICAGO, Sept. 6.—Popcorn vending machine operators, heeding warnings of a popcorn crop shortage this fall (*The Billboard*, August 30, Septemebr 6) are currently lining up their 1948 supplies, reports this week indicated.

With a crop shortage this fall a confirmed fact, operators have been making long-range supply plans with their supplies to cover any possibility of being left behind in the rush for the available popcorn.

It is generally believed that present reserves, including so-called "hidden corn" will meet the demand, but higher prices are forecast as a result of bringing surpluses out of hiding. Hidden corn remains an undetermined factor for manufacturers since there are no available facts to show exact quantity or quality.

The two largest manufacturers of popcorn vending equipment—T. & C. Company, of Dallas, makers of 'Pop' Corn Sez venders, and Viking Tool & Machine Corporation, of Bellevue, N. J., makers of Minitpop machines—have assured their distributors and operators that they need not fear for next year's business.

### Has Own Plants

T. & C. Company operates its own popping plants in Upper Darby, Pa., from which pre-popped corn is shipped to a great number of their distributors. Paul H. Rice, president of the company, reports that "we feel quite confident that we will be able to continue to supply the vending machines we are now supplying with popcorn of the highest quality and at reasonable and profitable prices," and "on an ever increasing scale."

Viking does not supply any corn to those using their Minitpop machines, but Ed Leisen, of the firm, reports that they have advised their distributors and operators that manufacturing firms which they recommend

will be able to provide a satisfactory supply at reasonable prices.

It was pointed out by popcorn statisticians that even tho prices of raw popcorn may rise because of the crop shortage, the dropping price of other materials used in producing the salable product may keep the price of the finished corn about the same.

Because of the activity by other large users of popcorn, independent vender operators are being urged by industry leaders to contract for their 1948 supplies now.

Additional rains in various sections of the Midwestern corn belt this week are reported to have helped the crop along, but much of the damage already done can not be corrected even with more rains and a late frost.

It is still too early, popcorn men say, to predict the quality of corn to be harvested. This will depend largely upon how soon killing frosts set in, they pointed out.

## Shaffer Shows Fortune Scale By Marion Co.

COLUMBUS, O., Sept. 6.—The new Marion fortune-telling scale, manufactured in Marion, O., by the Marion Machine Tool Company, is being introduced to the vending and service operating firms by the Shaffer Music Company, 606 South High Street here. Shaffer is national distributor for the scale.

Officials of the distributing firm said that they are now granting distributor franchises on a State-wide basis. They added that the new scale has been under development for the past two years. One of the features claimed for the scale is that it is the only small-type scale with a fortune-telling reel.

Other features which Shaffer executives announced the new scale has include a simplified mechanism designed to prevent jamming, clogging or breaking, a tamper-proof head, easy accessibility for servicing and automatic operation without electricity or batteries. Scale will offer customer's weight, fortune and a lucky number feature.

## Paul Beich Develops New Whiz Bar Center

BLOOMINGTON, Ill., Sept. 6.—Paul F. Beich Company here has developed a new candy bar center, called "whizmellow," for its Whiz bars. Company states that tests have indicated the new center holds its freshness approximately "three times as long as marshmallow."

Whizmellow is said to differ from marshmallow in texture; it is claimed that because of its fine texture moisture is sealed in, thus resisting evaporation.

New center is used only in the Whiz bar at present, firm officials state.

# New York City Automatic Laundry Operators' Assn. Hits Outlawing Attempts

## Eight-Year-Old Organization Stages Drive for Support

NEW YORK, Sept. 6.—A campaign is now being waged by the Coin-Metered Washing Machine Association (CMWMA) to line up every washing machine operator in New York to combat the forces that are trying thru all possible means to have the washing machine industry outlawed, according to Albert I. Gorner, public relations director of CMWMA. At the present time the association membership includes about 85 apartment house and coin washing machine store operators.

Under regulation No. 6 of the proposed New York City Department of Health, "Sanitary code section and regulations governing conduct of laundries," Health Commissioner Israel Weinstein is attempting to include communal washing machines which provides that "all clothes shall be washed in a temperature of at least 200 degrees Fahrenheit."

### No Complaints

Many of the steam laundries, for which the regulation was written cannot produce 200 degrees Fahrenheit because they are not adequately equipped for such high temperatures, Gorner states. In a survey by CMWMA made among operators of approximately 20,000 coin washing machines, there has been no record of complaints, actions for damages, or reports of illness alleged to have come from the use of a washing machine. "This is a record that any industry could be proud of," Gorner declares.

Chemists, recently retained by CMWMA to prove the lack of any possible harm from using the coin washing machines, made a series of analyses on all types of clothing washed in coin-metered washing machines. The tests were made for evidence of such diseases as typhoid, dysentery, tuberculosis, staphylococcus and other infectious germs. All of the tests proved negative, which showed that no germs are left to be carried after the washing machines had been used.

Up to the present time the members

of the association have been successful in combatting all assaults upon their industry. "Now more than ever before," Gorner states, "we must have 100 per cent co-operation from all operators, whether they are apartment house operators or half-hour laundry operators."

"CMWMA has been active for the past eight years in the New York City area. All inquiries regarding the campaign against attempted legislation, action by the department of licenses, and congressional influence to outlaw the coin washing machine industry, will be handled by this organization," Gorner adds.

## Outside Specs

NEW YORK, Sept. 6.—Placing of cigarette and other merchandise venders on the outside (especially in the case of open front establishments) of locations is resulting in increased sales in the area. In line with the new practice, it is not unusual to see cigarette, nut and candy venders attached to newsstands by means of a chain on well-lighted streets.

## N. C. Town Okays Meters

WEST JEFFERSON, N. C., Sept. 6.—Board of Aldermen here voted to install parking meters in the business district at a meeting held last week. Board announced that a contract for 215 park meters had been accepted by the Alex B. Andrews firm at Raleigh, N. C., and M. H. Rhodes Company, Hartford, Conn., with deliveries promised within 30 days.

# St. Paul Mulls New Cig Levy

ST. PAUL, Sept. 6.—City council here proposed a cigarette tax last week as an alternative tax measure after an ordinance setting up a special tax on admission charges to places of amusement was tabled.

New tax, if passed, will add a penny to the present 3-cent State levy. It will be the first city cigarette tax levied in the State.

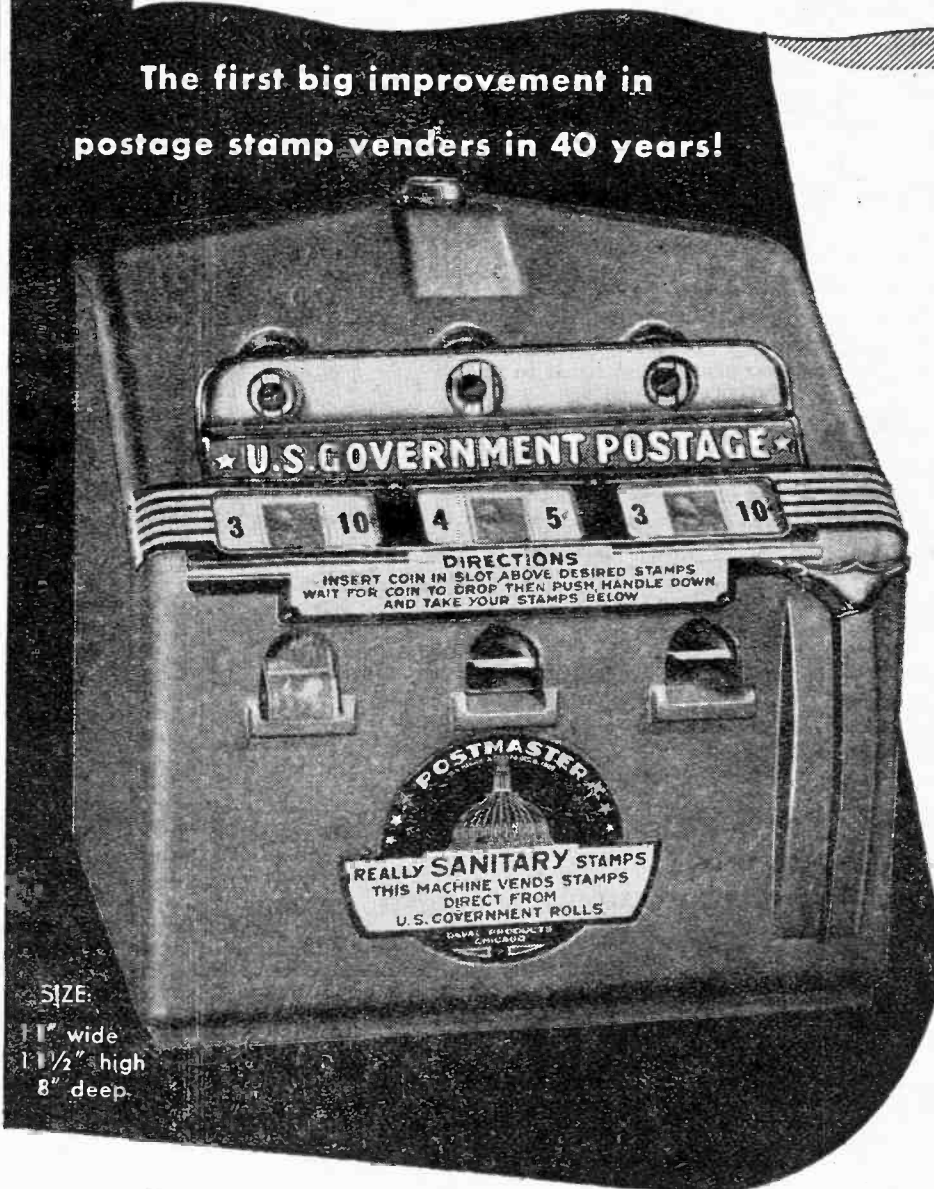
Sponsoring councilmen state that the cigarette tax collection by the State since July 1 at 3 cents per pack has resulted in an increase in cigarette prices by 5 cents, not 3 cents. They maintained that therefore the levying of a 1-cent tax by the city would not affect the consumer but would "only cut the dealer's profit to 1 cent a pack instead of 2."

Possibility exists, however, that if St. Paul passes the cigarette levy, widespread "bootlegging" would result as Minneapolis, just across the river, does not have or contemplate such a tax.

Here's the new, remarkable "roll type" stamp vender!

# The POSTMASTER

The first big improvement in postage stamp venders in 40 years!



SIZE:  
11" wide  
1 1/2" high  
8" deep.

☆ Triple-unit, roll-type vender!

☆ Vends SANITARY stamps ... 1c, 2c, 3c, etc. directly from available U. S. Government rolls!

☆ Each unit adjustable to vend 2 to 5 stamps of any denomination.

☆ Stamps are accurately cut off on perforations!

☆ Full rolls of 500 or 1000 stamps inserted in a few seconds. Eliminates expense and nuisance of tearing sheets and inserting stamps into folders.

☆ Capacity 2 to 3 times greater than folder-type venders. Takes less than one-half servicing time.

☆ Cabinet is of sturdy aluminum, finished in attractive colors and trimmed with sparkling chrome. Precision-built mechanism constructed to last a lifetime.

☆ Merchants welcome The Postmaster because of its time saving and money-making features.

Here's security! Order a sample of this amazing, legal, steady, dignified money-maker — NOW! You'll soon order a hundred more!

See your nearest distributor.

**DAVAL PRODUCTS CORPORATION**  
1512 N. FREMONT ST. • CHICAGO 22, ILL.

# Candy and Chewing Gum Quarter Sales Up to \$79,538,000

NEW YORK, Sept. 6.—According to reports from eight major candy and chewing gum firms total sales for the fourth calendar quarter of 1946 jumped from \$72,878,000 to \$79,538,000 in the first calendar quarter of this year, Securities and Exchange Commission revealed recently.

Company showing the largest gain was E. J. Brach & Sons, with sales up from \$9,421,000 to \$11,394,000. Ranking next as second and third in amount of sales increases were two chewing gum companies: William Wrigley Jr. Company and Beech-Nut Packing Company, having increases, respectively, of \$1,396,000 and \$1,235,000. Net sales of Hershey Chocolate Corporation also showed a hike, from \$27,563,000 to \$28,767,000.

## Minitpop Gets S. C. Charter

COLUMBIA, S. C., Sept. 6.—Secretary of state here has issued a charter to Minitpop Sales, Inc., Columbia, for the purpose of operating food vending machines. Authorized capital \$10,000; W. G. Seitz, president.





**SEPTEMBER  
ISSUE  
OUT THIS WEEK**

You won't want to miss this issue. Packed with practical, usable information covering important phases of operating techniques, equipment, locations and supplies. Compactly written and liberally illustrated. . . .

**DON'T MISS READING**

**LOYOLA PICKS VENDERS**

Timed to the reopening of schools thruout the nation, Father Laurence J. Lynch, dean of men at Loyola University, Chicago, tells why this 7,000-student school chose venders as the best supplementary feeding service. You can use this second Vend "Reprint-of-the-Month" to help clinch your own school location prospects.

**WHAT MAKES A MODEL ROUTEMAN?**

Vend's cameraman follows a top-notch routeman thru a typical day's work, comes up with a five-page photo story — the answer in pictures. A graphic step-by-step guide to efficient, successful route servicing.

**THE CUP VENDER**

Vital background facts for every operator interested in this important new field are packed into an article tracing the cup vender's origin and development to date.

**VEND SURVEY OF WICHITA**

A changing industrial picture, highlighted by aviation, has had significant effects on automatic merchandising in this Kansas city. For the first time Vend turns in its city survey to a key, smaller city.

**CANDYMAKERS IN HIGH GEAR**

Candy factories get back to work this fall with normal production in the picture for the first time since before the war. Vend gives the picture for allocations, prices, new products, new services to operators planned by candymakers.

**PLUS . . . . .**

Trends, a forecast of things to come in automatic merchandising, stories about people you know and many other items that make reading Vend an important part of your activity in Automatic Merchandising.

**FILL OUT THIS COUPON AND MAIL TO**

**VEND** 2160 Patterson St., Cincinnati 22, Ohio  
 PLEASE ENTER MY SUBSCRIPTION TO VEND  
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 To have my subscription extended 2 extra months I am enclosing payment in full

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City ..... Zone No. .... State .....

**Chi Ops View  
Kwik-Kafe at  
Hotel Exhibit**

**First Midwest Showing**

CHICAGO, Sept. 6.—Chicago area operators got their first look at the Kwik-Kafe coffee vending machine this week, when the Rudd-Melikian Corporation of Philadelphia, makers of the vender, displayed it at the Hotel Stevens. Show began Tuesday (2) and ends Sunday (7).

In addition to mailed announcements, the Kwik-Kafe showing was advertised locally thru a display ad which appeared on the financial page of *The Chicago Tribune* September 2.

The vender, which its makers say has been location tested for a year, is currently being operated in several Eastern cities, but the Stevens showing marked its first presentation to the Midwestern trade.

With a 425-cup capacity, the vender measures 18 inches deep, 35 inches wide and 71 inches high, operates on a nickel price and offers the customer choice of black coffee, cream and/or sugar. A wooden spoon is vended with each cup of coffee.

**Ingredients Used**

On showing here in Chicago, the vender used a liquid coffee extract, a liquid sugar and evaporated cream. All of these products, as well as cups and spoons will be sold to Kwik-Kafe operators thru the parent company, according to Sid Luver, who represented Rudd-Melikian at the Chicago show.

According to the firm's sales plan, operators will be franchised for various territories. Under terms of sale, operators who purchase the equipment must secure their coffee supply from Rudd-Melikian unless they are able to find a liquid coffee "that is equal in quality and lower in price" than the one offered by the vender's manufacturer.

**Confection Service  
Sells Candy Routes  
To J. G. Graham**

KANSAS CITY, Mo., Sept. 6.—L. P. Donohue, president of Confection Service Company, Inc., announced the sale of the company's candy vender routes and other assets to J. G. Graham, Kansas City candy and tobacco jobber, and associates.

New firm will be operated under the trade name Graham Confection Service Company, Inc., and Donohue said that his company, a Missouri corporation, is being dissolved. Principal stockholders in Confection Service were Donohue and his wife, Edna.

**Staff To Remain**

Graham will be president and general manager of the new company. He said the present route staff of the vending firm will be kept intact. Route men are Ray M. Cole, Kenneth Brown, Hildred Roberson and Richard D. Amundson. Mrs. Frances Pace is employed at the shop.

Donohue said he was selling the operating firm in order to devote full time to the sale of U-Select-It candy venders in his territory, which consists of Missouri and the southern halves of Illinois and Indiana. Later, he plans to open a shop here to job candy, nut and cigarette venders as well as other vending equipment.

Graham is well known in candy and tobacco circles in Kansas City, having been in the business nearly 15 years.

**Cigarettes, a Must!**

OCEAN CITY, N. J., Sept. 6.—City authorities here designated tobacco products as a "public necessity" last week on a list given to local merchants naming permissible items for Sunday sale without violating Sabbath restrictions.

Having a winter population of 5,000 and a summer population of 65,000 in the vacation season, Ocean City is widely known for its conservative environment.

**Candy Sales Up  
For July Over  
Same Month '46**

WASHINGTON, Sept. 6.—Commerce Department disclosed this week that dollar sales and production of candy during July were well above figures for July, 1946, but slightly off from the levels of June, 1947.

A total of 285 firms reported to the department that the dollar value of candy sold in July soared 78 per cent above that of the previous July, but that sales were off 28 per cent from June, 1947. For the first seven months of this year, these firms sold \$392,521,000 worth of candy, or 38 per cent more than in the same period last year.

According to the Commerce Department, the average wholesale price of bar candy in July was 33.6 cents a pound as compared with 25.5 cents in July, 1946.

**Park Meter Co. Asks  
Bond in Court Case**

WILMINGTON, Del., Sept. 6.—Vehicular Parking, Ltd., thru Attorney E. Ennalls Berl, has filed a motion in the U. S. District Court asking that a \$250,000 bond be posted by Magee-Hale Park-o-Meter Company, which has been granted leave to intervene in a federal government anti-trust suit against Vehicular and others. Motion will be argued before the district court during its September term.

It was also made known that Deane Dana, vice-president and general manager of Vehicular, has filed an affidavit stating that "there appears to be a definite ceiling—by reason of the number of curb spaces available at logical locations—on the number of park meters which can be installed at the curb in the United States. Such maximum number is estimated to be 650,000 meters. As of June 30, 1947, about 493,000 meters were in operation in various cities and municipalities thruout the United States, leaving an estimated original demand for 157,000 curb meters."

**Nutrine Co. Profits Rise**

CHICAGO, Sept. 6.—Nutrine Candy Company's net sales in the six months ended June 30 were \$3,446,454, representing an increase of \$1,331,386 over same period in 1946, according to B. H. Goodman, president and treasurer. Net earnings for the first six months this year were \$838,821, compared with \$299,958 for same period last year.

**LOOK FOR  
MINIT-POP  
SEE PAGE 101**

# VICTOR'S FAMOUS MODEL V

SEE YOUR NEAREST  
Authorized VICTOR Distributor



**MODEL V  
GLOBE TYPE**  
1¢ PLAY ONLY

**A. & B. Candy Co.**  
1622 N. E. Union Ave.  
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**R. H. Adair Co.**  
6926 W. Roosevelt Rd.  
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**Adams-Fairfax Corp.**  
5721 W. Jefferson Blvd.  
Los Angeles 16, Calif.

**American Coin-a-Matic  
Machine Co.**  
1437 Fifth Ave.  
Pittsburgh 19, Pa.

**Arkay Sales Co.**  
1912 N. 58th St.  
Milwaukee 8, Wis.

**Asco Vending Machine  
Exchange**  
55 Brantford St.  
Newark 5, N. J.

**Automatic Amusement Co.**  
1000 Pennsylvania St.  
Evansville 10, Ind.

**Bannister Vending Service**  
3310 Poplar St.  
Port Huron, Mich.

**L. M. Becker Vending  
Service**  
105 Dewey St.  
Brillion, Wis.

**Bernard K. Bitterman**  
1405 Central  
Kansas City 6, Mo.

**Buckman Novelty Co.**  
107 S. Madison St.  
Green Bay, Wis.

**Champion Nut & Choco-  
late Co.**  
1194 Tremont St.  
Boston 20, Mass.

**Cleveland Coin Machine  
Exchange**  
2021 Prospect Ave.  
Cleveland 15, Ohio

**A. Connors Distributing  
Corp.**  
19 E. Utica St.  
Buffalo, N. Y.

**Co-Operative Distributing  
Co.**  
234 Jefferson St.  
Louisville, Ky.

**Eastern Carolina Candy Co.**  
Box 429  
Morehead City, N. C.

**Ellingsworth Nut & Supply  
Co.**  
15 Thirteenth Ave., N. E.  
Minneapolis, Minn.

**Empire Coin Machine Ex-  
change**  
1012-14 Milwaukee Ave.  
Chicago 22, Ill.

**Felding Mfg. Co.**  
250 W. Pearl St.  
Jackson, Mich.

**Frank Distributing Co.**  
535 N. 8th St.  
Philadelphia 23, Pa.

**General Distributing Co.**  
2812 Main St.  
Dallas 1, Texas

**El Paso, Texas**  
325 East Knera  
San Antonio, Texas

**Arthur Graff**  
1232 Broadway  
Toledo 9, Ohio

**T. B. Holliday Co., Inc.**  
1200 W. Morehead St.  
Charlotte 1, N. C.

**Miami Valley Vending  
Supply**  
330 W. Norman Ave.  
Dayton 5, Ohio

**Jack Nelson & Co.**  
2320 Milwaukee Ave.  
Chicago 47, Ill.

**Parkway Machine Corp.**  
423 W. North Ave.  
Baltimore 17, Md.

**Penn-Jersey Distributing Co.**  
Stratford, N. J.

**Pioneer Vending Service**  
461 Sackman St.  
Brooklyn 12, N. Y.

**J. Rosenfeld Co.**  
3218 Olive St.  
St. Louis 3, Mo.

**Leon "Hi Ho" Silver**  
760A Hayes St.  
San Francisco, Calif.

**Southern Coin-o-Matlo Dist.  
Co.**  
943 N. W. 7th Ave.  
Miami 36, Fla.

**Southwest Distributing Co.**  
17 N. 7th St.  
Fort Smith, Ark.

**Star Vending Co.**  
510 W. 4th Ave.  
Denver 9, Colo.

**Russ Thomas**  
3285 Overland Pl.  
Memphis 11, Tenn.

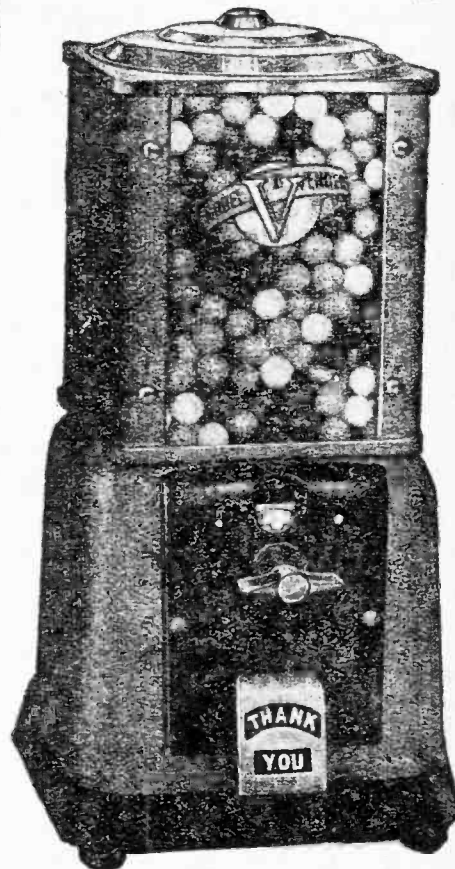
**T. O. Thomas Novelty Co.**  
1572 Jefferson St.  
Paducah, Ky.

**Roy Torr**  
Lansdowne, Pa.

**Vending Machine Co.**  
207 Franklin St.  
Fayetteville, N. C.

**Veterans Vending Co.**  
1304 21st St.  
Port Huron, Mich.

**Wisconsin Novelty Co.**  
3734 N. Green Bay Ave.  
Milwaukee 6, Wis.



**MODEL V  
DELUXE CABINET TYPE**  
1¢ OR 5¢ PLAY

## VICTOR VENDING CORP.

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UNTIL YOU SEE . . . .

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**VIKINOR 5¢  
BULK  
CANDY VENDOR**

The finest vendors on the market. Gleaming enamel finish. Working mechanism as strong as the steel it's made of and all nickel plated. Slug Rejector. Adjustable Drum. Agitator and other features present only with Alkuno's modern, rugged engineering.



**VIKINOR 5¢  
HOT  
NUT VENDOR**

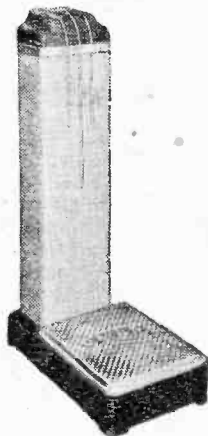
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LESS INVESTMENT—MORE PROFIT!



## MARION FORTUNE-TELLING SCALE

Only  
**\$89.50**

IMMEDIATE DELIVERY

Here's the lowest priced scale on the market—and the only small type scale with fortune reel. It's easy to place on location—has triple appeal: Correct weight—fortune telling—lucky number. Only \$89.50 complete, F. O. B. Columbus, Ohio.

WRITE FOR FOLDER AND SPECIAL QUANTITY DISCOUNTS

- ★ Sturdy construction. Tamperproof head.
- ★ Operates automatically. No electricity or plugs.
- ★ Coins easily accessible for quick collection.
- ★ No papers, cards or reels to reload.
- ★ No complicated parts to jam, clog or break.
- ★ No high mirror, sign or distracting gadgets.

TERMS: 50% CERTIFIED DEPOSIT, BALANCE C. O. D.

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Some Territories Still Open.  
NATIONAL DISTRIBUTORS

## SHAFFER MUSIC COMPANY

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**WE LEAD AGAIN WITH NEW LOW PRICES**

**5/8 BALL BUBBLE GUM**  
40c per lb.  
BALL BUBBLE GUM 45c Per Lb.  
170 Count Per Lb.  
25 Lbs. to Carton  
*The Best in the Nation*

**LICORICE LOZENGES**  
30c per lb.  
App. 530 Count per lb.  
38 lbs. to carton

**PISTACHIO NUTS AFGHAN RED**  
43c per lb.  
App. 800 Count per lb.  
LARGE RED . . . . .71c per lb.  
App. 575 Count per lb.

**BOSTON BAKED BEANS**  
35 Lbs. to Carton . . . . .25¢ per lb.

WRITE FOR QUANTITY PRICES  
We Buy and Sell New and Used Vending Machines  
All Orders F. O. B. New York  
1/3 Deposit, Balance C. O. D.

**SUNFLOWER DISTRIBUTING CO., INC.**  
2125 Amsterdam Ave., New York 32, N. Y.

**CIGARETTE MACHINES**  
**FALL SPECIALS**

6-Col. A Model U-Need-A-Pak . . . \$55.00  
9 Col. A Model U-Need-A-Pak . . . 70.00  
9-500 U-NEED-A . . . . .100.00  
9-Col. W DuGreniers . . . . . 60.00  
9 11 Champions . . . . . 90.00

1/3 Deposit with order, balance C. O. D.,  
F. O. B. Philadelphia.

All machines completely overhauled and re-finished. We buy all types of cigarette machines.

**Central Vending Machine Service Co.**  
3967 PARRISH ST., PHILADELPHIA 31. PA.  
Evergreen 6-4244

**MASTER VENDOR**

No. 2 Master, the original penny nickel vendor. Rejects slugs. The most satisfactory and biggest money-maker for operators and locations.

**ABT's New CHALLENGER**

Famous pistol type counter game with new plastic head, new player appeal, streamlined design. A day in and day out profit producer on location.

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**POPCORN PROFITS**

**MANLEY INC., KANSAS CITY, MO.**  
The Biggest name in Popcorn  
POPCORN MACHINES AND SUPPLIES

**Pulver Co.**  
**Plans New Gum Vender**

**Will Franchise Ops**

ROCHESTER, N. Y., Sept. 6.—Plans to franchise operators for a new type coin-operated gum vending machine are now under consideration by the Pulver Company, manufacturers of 1-cent gum sticks and pre-war backer of the Pulver Gum Vendors, according to an official of the firm.

Replacement parts for the gum venders franchised by the firm before the war are stated to be almost as expensive as new machines, hence the move by the firm to offer a new machine. At present production of gum by the firm is behind demand.

**Vender Bottle Shortage Over**

WASHINGTON, Sept. 6.—Shortage of bottles for use in vending machines appears to be over, Commerce Department officials stated this week. Production of soft drink bottles is continuing to climb, despite the drop-off in manufacture of all other types of glass containers, the department announced.

Figures for July reveal that beverage containers showed a production increase of about 3 per cent. Total manufacture amounted to 1,189,245 gross. Shipments in July were slightly below this figure, permitting manufacturers to build up their stocks to 477,758 gross.

**PMCA, School Plan Candy Conference**

BETHLEHEM, Pa., Sept. 6.—Pennsylvania Manufacturing Confectioners' Association (PMCA), in cooperation with the Lehigh University Institute of Research, is sponsoring a candy production conference here September 8 to 10. During the meeting, which is to be held at Lehigh University, all phases of candy manufacture, embracing each step from original research to final packaging operation, is slated to be analyzed by a panel of experts.

Dr. Martin D. Whitaker, Lehigh president, will make the introductory comments, followed by C. R. Kroekel, chairman of PMCA's executive committee. Drs. H. A. Neville, Institute of Research, Lehigh, and Stroud Jordan, American Sugar Refining Company, will speak on *Research in Candy Production and Sugar Grades and Their Uses*, respectively.

Council on Candy's movie, *Candy and Nutrition*, will be a highlight of the conference's first afternoon session. Film will be followed by a talk on *Invert Sugars* by James A. King, Nulomoline Company vice-president, and an examination of Corn Sirups by John Krno, Corn Products Sales Company's chief of research.

Second day gathering will be opened with a discussion of air-conditioning and refrigeration in the candy field by R. S. Werden, sales manager of the York Corporation. This will be followed by an address on emulsifying and homogenizing techniques by W. F. Wilson, chief engineer of Marco Machine Company. Gerald Doolin, director of sanitation, National Confectioners' Association (NCA) will discuss plant sanitation,

**New Compromise Offer Made in Miami Tax Fight**

MIAMI, Sept. 6.—Miami's constantly changing tobacco tax fight took a reversal again this week as R. K. Bell, attorney for tobacco interests which have brought suit to invalidate the city's 10 per cent tobacco tax, renewed a compromise offer which had been batted down by a 3-2 vote of the city commission (*The Billboard*, Sept. 6).

Little hope is held for approval of the tax measure if it gets into court, since two parallel measures—a hotel tax and a night club tax—have been invalidated by court decisions.

However, Bell gave "a final offer" of compromise under which the city would retain its tax on cigarettes, but abandon that on side products such as cigars, pipe tobacco and the like.

Also included in the compromise offer is a reduction of 2 per cent of the allowance given tobacco dealers on the purchase of tax stamps to recompense them for handling the stamps for the city. This would reduce the dealers' cut from 10 per cent to eight.

Bell predicted reduction of the dealers' percentage would substantially offset loss to the city in removal of the tax from all products save cigarettes.

Hearing on the case has been set for September 17 before Circuit Judge Charles A. Carroll, who ruled out the night club tax. Chief point in the suit is that it imposes levies on the price of tobacco products after the addition of federal and State taxes.

**Tobacco Tax Experts To Convene in Maine**

PORTLAND, Me., Sept. 6.—National Tobacco Tax Association (NTTA) will hold its 1947 convention at Crestwood Hotel here September 8 to 10. State tobacco tax administrators, representing each State, are expected to attend the meet.

Members of the tobacco industry were extended invitations to attend the NTTA meeting as in previous years, Charles F. Conlon, executive secretary, stated. During the three-day gathering Jerome Kaufmann, NATD director of industry and public affairs, will deliver an address. Henry F. Long, Massachusetts commissioner of taxation, also will speak.

**Matches Are Up 20% From Prewar Period**

CHICAGO, Sept. 6.—Diamond Match Company reports that consumption of matches in the U. S. has increased 20 per cent since the prewar period, attributing the increase to the greater use of cigarettes and other forms of tobacco.

Disclosed in the annual report of Diamond Match was the fact that for the five years ended in 1946 the match industry's average annual sales were in excess of 500,000,000,000 matches, an increase of more than 150,000,000,000 over sales in the four years ended in 1938.

Most of the present match production is of domestic manufacture. Before the war large quantities of matches were imported from Sweden, Denmark, Russia, Finland, Japan and China.

**Park Meters for S. C. City**

CLINTON, S. C., Sept. 6.—Mayor L. E. Bishop, of this city, announced this week that 170 parking meters are to be installed here soon.

**WANT TO BUY**

**DUGRENIER Model N**  
1c Adams Gum Machines



Clean out your cellars, dig through the stock room—if you have any of these machines we'll buy them. We'll pay the highest market prices depending on condition of machines.

Write, Wire, Phone What You Have The Cash Is Waiting

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**Northwestern**

1ST CHOICE OF ALL EXPERIENCED OPERATORS



This overwhelming preference didn't just happen—men who know the business and know machines have proved to their own satisfaction that Northwesterns give you the most for your money. Here you get pre-war quality—dependability—bigger earnings—faster servicing—machines that are built for operating—that's what makes the difference. Be sure of your investment—write today for details of the five models now being delivered. You'll want our helpful free publication, too.

THE NORTHWESTERN CORPORATION  
LAST ARMSTRONG STREET, MOORE, ILL.

**SPECIAL BRAND NEW VENDERS!!**  
**IMMEDIATE DELIVERY**

Each

Silver Kings (1¢ or 5¢) . . . \$13.95  
Columbus Nut or Ball Gum (1¢ or 5¢) 12.50  
Reliable Cash Trays (Almonds), 5¢ . . 9.85  
Northwestern DeLuxe (1¢-5¢ Comb.) . 25.00  
Victor Model V (Ball Gum or Nut, 1¢) 11.75

200 5¢ Cash Trays, 1947 Model, used 2 weeks . . . . . \$7.85 ea.

California Teeney Almonds (A-F), in 5 lb. cartons . . . . . 90¢ lb.  
5¢ Ball Gum .40¢ lb. 170 Ball Gum 45¢ lb.  
Pistachios . . . . . 60¢ lb. Va. Peanuts . . 28¢ lb.  
Adams Gum .55¢ box M & M's . . . . 42¢ lb.  
1/3 Dep.—Balance C. O. D.

**CAMEO VENDING SERVICE**  
432 W. 42nd St. New York 18, N. Y.

**PROVEN Money Makers!**

**WHY PAY MORE???**  
**BUY DIRECT—SAVE 40%**

TOM THUMB Vendors are time tested. Thousands in operation. Die cast, precision built—2 sizes, 1 1/2", 3" interchangeable mechanism.

**COST AS LOW AS \$5.50** in 48-lot quantities.

**ORDER FROM STOCK**—immediate delivery (money-back guarantee on sample).

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258 W. Pearl St. Jackson, Mich.  
Department BB-13

**NORTHWESTERN VENDORS**

DeLuxe Merchandisers . . . \$25.00  
Model "33" . . . . . 11.80  
Model "40" . . . . . 9.85  
Model "33" Ball Gum . . . 10.40

1/3 Deposit, Balance C. O. D.  
Subject to change without notice.  
Liberal credit terms.  
**CARL TRIPPE**  
**IDEAL NOVELTY CO.**  
"Authorized Northwestern Distributor"  
2823 LOCUST ST.  
ST. LOUIS 8, MO.

# Three NAMA Meets in Sept.; Confabs Set Convention Stage

(Continued from page 94)  
historic surrounding area will be conducted for women visitors during the business sessions.

Greene will address members on *Successful Automatic Merchandising* at the dinner at 7 p.m. Friday (12). Dancing will follow. The business session on Saturday (13) will begin at 10 a.m. and continue until 12:30 p.m. During this session Executive Director C. S. Darling will discuss the legislative scene, presenting the over-all national picture; B. W. Scheur, who will discuss Maryland's tax position, and E. W. Christian, who will explain the tax situation in Florida, are also on the speakers' list.

### Hot Weather Candy

*Operation Torrid*, the merchandising of candy in hot weather, will be discussed by Sam Roth. Four suppliers are scheduled to speak on *Our Product and Automatic Merchandising*. The suppliers are Lewis Gruber, P. Lorillard & Company; Ike Houston, Spacard, Inc.; W. H. Maichle, Beechnut Packing Company, and W. B. Riley, Brock Candy Company.

The operators' forum, a popular

feature of past NAMA meetings, will be headed by J. Herman Saxon, moderator, with William Delbridge, D. R. Drewyer, Joseph Ecfjord, Meyer Gelfand, Charles Greasley, Marcus Kaplan and Frederick Kayser.

At the concluding luncheon Saturday (13) at 1 p.m., Seedman and Representative Gary will address the group.

Registration for the Kansas City meet will be made at the Hotel Muehlebach from 12 noon to 1:20 p.m., September 19, and guests will then be taken by bus to the Vendo plant. Chairman Ralph A. Dahl will call the meeting to order at Vendo and will introduce E. F. Pierson, NAMA vice-president, who will speak on *Kansas City Is Your Host*, and Darling, who will discuss *What's Ahead?* Greene will be chief speaker at the banquet scheduled for that evening.

At 9:45 a.m., Saturday (20), Fred L. Brandstrader, legislative counsel for Regions VI thru VII, will speak on *The Legislative Scene* and discussion on legislation will follow. Roundtables on operating problems and reports of discussion leaders will conclude the morning session.

Feature attraction of the Dallas meeting will be the service school Sunday (21) which will be a practical school on route service and mechanical service with actual demonstrations on various makes of equipment. These machines will be torn down, chairman R. G. Jones said, and they will be rebuilt with instructions on the most efficient methods of repair and rebuilding. Demonstrators will be Ed Brown, Dallas Cigarette Service Company; Claude F. Haynes, Texas Cigarette Company; Harold Rheder, Canteen Service of Texas; C. F. Roland, C. F. Roland Peanut and Candy Company, and Bob Jones, Paramount Distributing Company of Texas.

Greene will address the group at the dinner Sunday evening at 6:45 p.m. On Monday (22) the business session will begin at 9:45 a.m. Brandstrader will discuss legislative problems and Harold Rheder, regional legislative chairman, will be moderator of the forum which will follow. Four suppliers will discuss *Our Product and Automatic Merchandising*. Roundtables on operating problems, with group discussion at various tables, will also be conducted. Seedman will be the speaker at the Monday luncheon.

## Brooklyn Candy Cos. Consolidate Plants

NEW YORK, Sept. 6.—Consolidation of two candy manufacturing firms, Princess Sweet, Inc., and Sweettooth Products, Inc., both located in Brooklyn was announced this week by Louis Klein and Morris Sucorsky. Factory for the combined enterprise is now being established at 231 Grand Street Brooklyn, under the new firm name, Sweettooth Corporation.

At least 10,000 square feet of space will be available in the plant for the manufacture of new candy bars and novelties, according to Klein and Ducorsky. Louis Heller, Brooklyn candy jobber, and Kenneth Frank, of Havana, are the other principals in the new organization.

### Lions Club in Nashville

**Sets Up Gum Vender Route**  
NASHVILLE, Sept. 6.—Lions Club here is in the process of establishing a route of gum venders in downtown hotels, clubs and similar locations with part of the proceeds earmarked for the club's blind fund.

**NOW AVAILABLE**  
Newest 3-Unit Hot Nut Machine



**THE CHALLENGER**  
Most efficient profit-making Nut Dispenser on the market today.

**OPERATORS . . .**  
Here is your opportunity to get into the finest locations.

**3-WAY VENDING MEANS 3-WAY PROFITS**  
3 individual heating units.  
The Challenger can be set at any of these prices:  
• 5-5-5 • 5-10-5 • 10-5-10 • 25¢ Slots also available

Write for Prices and Circular. Order Now for Earliest Delivery.

**J & S SALES CO.**  
924 So. Fairfield Ave.  
Chicago 12, Illinois

**A REAL PROFIT PRODUCER**



**CASH SAVING DEAL**

Freight prepaid anywhere U. S.

10 Model V Globe Venders, 100 lbs. 5/8 Inch Bubble Gum—  
**\$145.00.**

1/3 Deposit.

**L. M. Becker Vending Service**  
105-5 DEWEY ST. BRILLION, W. V.

**FAMOUS EPPY CHARMS**

Series #1 **\$3.50** per M  
Series #2 **\$4.50** per M

Six other charm and prize items available from us. Write in and ask for free samples.

**SAMUEL EPPY & CO., INC.**  
113-08 101ST AVENUE  
RICHMOND HILL 19, L. I., N. Y.

**HERE'S THE 10¢ CIGAR MACHINE OPERATORS HAVE BEEN WAITING FOR**

*"Automatically Yours"*



**The PERFECT Machine That SELLS Cigars**

*All Clean, Shining, Brilliant Chrome*

Alive With Appeal • Fool Proof • Slug Proof • No Jamming • No Ripping • Humidor Equipped To Insure Fresh Cigars • Coin Returns When Machine Is Empty.

**AND COMPACT, IMAGINE!**  
Only 6 inches by 30 inches of wall space needed, and IT HOLDS OVER 50 CIGARS. Can be attached to cigarette machine, on wall, or any other space.

Operator's Price **\$34.50**  
F. O. B. Newark, New Jersey

**\$2.00 Discount for Cash**  
Floor Stand (1 Sq. Ft. Space), \$7.50 Extra

**Time Payment Plan. 1/3 down, balance in 12 monthly installments at NO INTEREST!**

**LEADING BRANDS OF CIGARS AVAILABLE AT DIRECT FACTORY DISTRIBUTOR PRICES**

**ORDER TODAY—IMMEDIATE DELIVERY**

**STANGE - SHARENOW - DISTRIBUTORS**  
Military Park Bldg., 60 Park Place, Newark, New Jersey - Market 2-2460

Approved by United States Internal Revenue Department

**NORTHWESTERN BULK VENDERS**

**MEAN MORE FOR YOUR MONEY**



There is a Northwestern machine to meet all of your needs. They're built for profitable operating. Dependable lifelong equipment—easy to service—sales-creating appearance. We are Factory Headquarters for Northwestern machines in the East. See our complete display and let us give you full details on all the popular Northwestern models.

Pistachio Queens, Red, 5 Lb. Bags	72¢ Per Lb.
Pistachio Large, Tullip Red, 5 Lb. Bags	50¢ Per Lb.
Jumbo Peanuts, 30 Lb. Ctn.	31¢ Per Lb.
Spanish Peanuts, 30 Lb. Ctn.	24¢ Per Lb.
Cashew, 480 Count, 30 Lb. Ctn.	56¢ Per Lb.
Squash, Red or White, 25 Lb. Ctn.	20¢ Per Lb.
Boston Baked Beans, 32 Lb. Ctn.	28¢ Per Lb.
Rainbow Peanuts, 32 Lb. Ctn.	28¢ Per Lb.
Cinnamon Peanuts, 32 Lb. Ctn.	28¢ Per Lb.
Licorice Lozenges, 38 Lb. Ctn.	30¢ Per Lb.
M & M, Ass'd Colors, 16 1/2 Lb.	42¢ Per Lb.
Ball Gum, 1/4, 140 Count, 25 Lb. Ctn.	40¢ Per Lb.
Ball Gum, 1/20 Count, 25 Lb. Ctn.	50¢ Per Lb.
Adams Gum, All Flavors, Tab or Candy Coated. Box 100	54¢

**MODEL 40**  
(4 Lb. Globe)  
Less than 25 . . \$9.85  
Less than 100 . . 9.60  
100 or more . . 9.35

Charms • Stands • Brackets • Globes (Glass and Plastic) • Used Machines • Send for Free List.

**1/3 Deposit With All Orders, Balance C. O. D.**

**NORTHWESTERN SALES & SERVICE COMPANY**  
4105 16TH AVENUE Telephone: Windsor 8-3600 BROOKLYN 4, NEW YORK  
ALL QUOTATIONS NET F. O. B. BROOKLYN SUBJECT TO CHANGE WITHOUT NOTICE.

**SALES RECORDS PROVE PAN'S "HARD SHELL" CANDIES**

*Sell fast as counter goods or bulk venders.*  
If you are not on our mailing list, write us today.

**PAN CONFECTIONS**  
DIVISION OF CHASE CANDY COMPANY  
311 WEST SUPERIOR STREET • CHICAGO 10, ILLINOIS



**Northwestern**  
WORLD'S FINEST BULK VENDORS

**DELUXE** 1¢ or 5¢ Combination **\$25.00**

**MODEL 39** ..... \$13.40  
**MODEL 33** ..... 11.60  
**33 BALL GUM** .. 10.40  
**MODEL 40** ..... 9.85

LESS IN QUANTITY

**BRAND NEW IMPS**

EITHER 1¢ OR 5¢ PLAY Cig. or Fruit Reels

**\$12.95 ea.**

LOTS OF 12 OR MORE

5 or More. Ea. .... \$13.75  
Sample ..... 14.50

**MILLS VEST BELL**

POCKET SIZE 8"x8"x8"

A 5¢ pocket size slot with automatic payout system. Awards from 3 to 20 nickels.

**OPERATOR'S PRICE \$65.00**

**5¢ ADVANCE SELECTIVE TYPE COOKIE and CRACKER VENDOR**

Complete display of merchandise given thru glass front. Separate cash box and merchandise locks.

**\$39.50 ea.**

STANDS \$5.00 Extra

**COLUMBIA BELLS**

Twin Jackpot 1947 Models

**\$99.50 EA.**

\$95.00 6 or More

Changeable to 1¢, 5¢, 10¢, 25¢ Play

**COUNTER GAMES**

Kicker & Catcher (New)	\$37.50
Home Electric Shockers (New)	18.50
Gottlieb Grip Scales (New)	34.50
Amer. Eagles, 1¢, Token Payout	29.50
Marvells, 1¢, Token Payout	27.50
Liberty & Mercury, 1¢	14.50
Victor Home Runs, 1¢	19.50
Champion-Sparks, 1¢ or 5¢, Token Payout	19.50
Klik BlackJack, 1¢	12.50
Bat-a-Ball (New)	34.50
Star Card Vendor (New)	19.50
Pop-Up (New)	34.50
Champion Basketball (New)	34.50
Whirl-a-Ball, 1¢ (New)	37.50

**100 CASH TRAYS, LIKE NEW**

For the Lot..... \$500.00

Sample ..... 6.50

5 Mills Red Cherry Slots, 25¢ \$69.50 Ea.

Entire Lot of 5 at \$49.50 Ea.

**GUARANTEED IN PERFECT WORKING CONDITION**

**SUPPLIES AND ACCESSORIES**

Hard Shell B.B. Beans, 35# Ctn.	\$10.15
Hard Shell Army-Navy Mix, 35# Ctn.	10.15
Hard Shell Rainbow, 35# Ctn.	10.15
Licorice Lozenges, 38# Ctn.	11.40
Pee Wee B.B. Beans, 32# Ctn.	10.84
Pee Wee Rainbow Peanuts, 32# Ctn.	10.84
Pee Wee Cinnamon, 32# Ctn.	10.84
Charms, Large, Per 1000	4.50
Charms, Small, Per 1000	3.50
Bubble Gum, 144 Count, 35# Lb. Ctn.	13.30
Bubble Gum, 170 Count, 35# Lb. Ctn.	14.00
Spanish Peanuts, 30# Ctn.	8.00
Virginia Peanuts, 30# Ctn.	8.40
Deluxe Mixed, 30# Ctn.	14.70

**WRITE FOR COMPLETE LIST!**

1/3 Deposit must accompany all orders.

**RAKE COIN MACHINE EXCHANGE**

609 Spring Garden St., Philadelphia 23, Pa.  
Lombard 3-2676

**New Cig Levies In Mo. Costly**

ST. LOUIS, Sept. 6. — Cigarette taxes in Missouri, majority of which only recently went into effect, are costing smokers extra thousands of dollars and in some instances confusion to venter operators.

Springfield, which adopted the 2-cent per pack cigarette tax in a special election by a vote of 3,517 to 1,669, estimates that the yearly revenue will be \$90,000. Tax was opposed by retail grocers, but Mayor Harry Carr told voters that if the levy was not passed both police and fire department salaries would be cut one eighth. Tax originally went into effect in the fall of 1946 as an emergency measure passed by the city council; later the tax was put to a vote.

**Two-Cent Tax**

In Chillicothe reports showed that more than 24,210 2-cent cigarette tax stamps were sold in the first four days after the levy became law. Maryville also taxes all cigarettes sold at retail within its corporate limits; tax is also 2 cents per pack.

Fulton officials expect the new tax in this city to return a revenue of \$10,000 annually. Tax, which is passed on to the consumer, boosts the price of cigarettes 2 cents a pack.

Reporting on receipts for the first year of city cigarette tax operation, St. Joseph officials state that \$134,647 was collected during that period. Proceeds from this tax are set aside primarily for airport maintenance and for public health and recreational needs, officials state.

**Corn Products Co. Ups Prices; Gives Report on '47 Biz**

NEW YORK, Sept. 6.—Corn Products Refining Company recently advanced prices for gums, starches and dextrines for the second time within a few weeks after making a prior price increase on August 11. According to company officials, both boosts were made necessary by the record-soaring cost of corn. Latest price rise, however, did not affect sugars and sirups, but upped by 35 cents a hundredweight the cost of gums, starches and dextrines.

Corn Products, in issuing a financial statement for the six months ended June 30, stated that sales totalled \$90,388,047. For the quarter ended June 30, sales totalled \$46,755,208. Sales of New England Grain Products, a subsidiary company of Corn Products, for the half year ended June 30 were \$27,718,893 and for the quarter ended June 30 totalled \$15,495,796.

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**Markepp Sales Co. Will Add New Lines**

CLEVELAND, Sept. 6. — Mort Waldman, manager of the Markepp Sales Company, local vending machine distributors, has announced that the company will begin distribution of several new lines shortly.

Firm was formed by the Markepp Company to deal only in merchandise vending machines.

Meyer Marcus, president of the parent firm, recently reported placement of 15 new Strikes 'n' Spares at Ohio recreation locations. Seven were spotted at Euclid Beach Park in Cleveland, six at Brady Lake near Akron and two at Crystal Beach in Vermillion.

**Okla. Town Gets Park Meters**

GUTHRIE, Okla., Sept. 6.—Installation of 60 new parking meters here will begin this week, according to city manager Sam Bell.

**P. Lorillard Co. History Revealed In Special Book**

NEW YORK, Sept. 6.—The story of the P. Lorillard Company in book form was released last week by means of a privately printed volume titled *The Lorillard Story*, by Maxwell Fox. The book deals with the history and expansion of the company from the time its founder, Pierre Lorillard, went into business in 1760 after finishing his apprenticeship as a snuff-maker.

Volume relates how Lorillard's sons, Peter and George, entered their father's business in 1780. Until the invention of the cigarette in 1832 by a French artilleryman, Lorillard dealt in snuff and chewing tobaccos. With the advent of the cigarette, the firm lead the early sale of this new type of smoke with such brands as *Egyptian Deity*, *Helmar* and *Murad*.

After the Supreme Court broke up the old American Tobacco Company in 1911 the Lorillard firm acquired rights to, among other tobacco products, a cut plug called *Old Gold*. The name *Old Gold* was originally owned by W. S. Kimball, of Rochester, N. Y., the book states. After World War I had popularized cigarette smoking, Lorillard decided in 1925 to launch a new cigarette. The *Old Gold* brand introduced in 1926 was the outcome, being first offered for sale in New England.

Interesting sidelight on the company mentioned in the book was that after the close of the Civil War Lorillard sought to build its sales by packing \$100 a day into its tobacco packages. On Mondays a \$100 bill was placed in a single package; Tuesdays two \$50 bills were used in that many packages; Wednesdays, five \$20 bills; Thursday, 10 \$10 bills in as many packages, and on Saturday 50 \$2 bills went into 50 packages. This was continued for a year, was widely advertised, but was finally stopped because of the lottery-like character of the whole proceeding.

**DuPont Cellophane Price Rise Oct. 1**

WILMINGTON, Del., Sept. 6.—DuPont Company will revise its cellophane prices October 1, firm officials announced here this week.

The moisture proof films, which are of interest to coinmen because of their use in cigarette packaging and various other vended package lines, comprise four-fifths of firm's total cellophane production. Number 300 gauge MT and MTS films will be upped from 41 to 44 cents per pound; number 450 gauge will be reduced from 46 to 45 cents per pound.

Forthcoming price changes will be the first made since 1941, which year DuPont announced the 21st price reduction on cellophane since its manufacture was begun in 1924.

**Stoner Appoints 2 Factory Sales Reps**

AURORA, Ill., Sept. 6.—Appointment of two new sales representatives for the Stoner Manufacturing Corporation were announced this week by Burnhart (Bip) Glassgold, sales manager, and C. R. Adelberg, vice-president.

As part of Stoner's plans for expanding the firm's sales program for the Venivendor, Glassgold said, Ralph H. Littlefield, of Wollaston, Mass., and Joe Fox, Shaker Heights, Cleveland, have been named sales representatives. Littlefield will cover Connecticut, Massachusetts, Rhode Island, New Hampshire, Vermont and Maine. Fox will represent Stoner thruout Ohio.

**SALES STIMULATING VENDOR VALUES**

Unsurpassed in PROFIT-MAKING Ability

**GOLDEN STATE**  
Favorite of Operators Coast to Coast. Rugged, service-free mechanism. All Purpose—All Product Available in 1¢ or 5¢ Model. Sample Lots. Write for Quantity Price.

**\$12.95**

DISTRIBUTORS: Contact Us. Some Territories Still Open.

**GOLDEN STATE Hot-Nut Vendor**  
Vends All-Type Nuts. HEAT Element Guaranteed Forever. Flashing, Brilliant, Eye-Attracting Beauty.

**\$29.95**

**5¢ ALMOND VENDOR**  
Biggest Little Money-Maker of all time. Portable. Compact. Sales Arresting Design. High Chrome Finish.

**\$9.85**

**VENDOR SUPPLIES**

Write for List.

Distributors, Write for Quantity Prices.

**BADGER SALES CO., INC.**  
2251 W. Pico Blvd. Los Angeles 6, Calif.

**BRAND NEW VICTOR MODEL V**

All Purpose Vendor Globe Type

1¢ Model **\$11.75 EA.**

Any Quantity Cabinet Type 1¢ Model **\$13.75 EA.**

5¢ Model **\$14.75 EA.**

New Silver King Bulk or Ball Gum 1¢ or 5¢. Sample. \$13.95. 2 or more, \$12.50.

1/3 Deposit Must Accompany All Orders!

**FRANK DIST. CO.** 535 N. 8th St. Phila. 23, Pa.

**WHY COUNT 'EM BY HAND!**

Save time, avoid mistakes by counting your coins by machine. Counts pennies, nickels, dimes, or quarters, with just one adjustment. Complete with 4 aluminum stacking tubes, reserve tray, and bagging attachment. ONE YEAR GUARANTEE!

Model DE (motor driven) **\$300.00**

Model D (hand operated) **\$185.00**

**R. H. ADAIR CO.**  
6924-26 W. Roosevelt Rd. Oak Park, Ill.

**FOR EVERYTHING IN COIN MACHINE EQUIPMENT and SUPPLIES**

CONTACT **VEEDCO**

2113 Market St. Phila. Pa.

### Urge Buyers' Strike Against High Cocoa

CHICAGO, Sept. 6.—Buyers' strike against monopolistic practices of three leading cocoa producing companies was urged this week by Isaac Witkin, president of the New York Cocoa Exchange and member of the General Cocoa Company, Inc.

To date prices of cocoa beans have taken the greatest rise of raw materials that go into candy production, with current prices over 500 per cent above 1941 figures. This out-of-line price rise is generally credited to monopoly control on the market by the three main suppliers: West Africa Produce Control Board, which operates under the direction of the British Colonial office; Brazil, and Santo Domingo.

#### Explains Plan

Witkin's plan to hit back at the three price controllers would be for manufacturers to permit stock-on-hand and forward purchases combined to fall to a maximum of 60 days' supply, after which purchases would be made on a day-to-day basis.

This plan, Witkin feels, would drive prices from the present 30-35 cents per pound level to as low as from 15 to 18 cents per pound.

Estimates of present supplies of cocoa in American manufacturers' on-hand supplies represents enough for about a five months' supply. This would mean about three months of little buying on the part of American manufacturers, the main users of cocoa, and would hit the three controlling interests during the period when plentiful crops of the three controlling companies would be harvested.

Spokesmen for candy manufacturers, however, say that there is little likelihood that Witkin's program can be put to work, altho they agree that it probably would be a great help in doing something about the overly high cocoa price.

### Roberts Explains U. S. Sales Plans

(Continued from page 94)

utor to operator. Plan for a nationwide sales and service organization will be placed in effect later. Details concerning the candy venter and the sales and service programs will be released following a sales meeting which is scheduled for later this month.

Roberts said that the firm has developed a file of some 2,000-odd requests from locations which are interested in the company's venders. But, he added, the firm will not sell direct to locations. Local operators, Roberts said, will have the location requests turned over to them.

Commenting on the company's announcement that its products would be distributed by established coin machine firms, Roberts said that his distributors are experienced coinmen who know the business from A to Z. He added that "by virtue of their experience and knowledge of local markets, our distributors, with our help, intend to go far beyond merely selling merchandise to insure successful operation of our equipment."

Officers of U. S. Vending Corporation are Allen G. Messick, Chicago, president; Henry T. Roberts, Chicago, vice-president and director of sales; Robert Jackson, New York, vice-president; I. Newton Brozan, New York, secretary, and Francis P. Garvan Jr., New York, treasurer.

### Sanford Park Meters Ready

SANFORD, N. C., Sept. 6.—Police Chief Watson disclosed here this week that the park meters now being installed in Sanford by the Duncan Meter Company will be placed in operation during the next few days.

**SPECIAL DEAL!**  
**VICTOR MODEL V**  
 FAMOUS PRE-WAR VENDORS  
 10 GLOBE TYPE PLUS 100 POUNDS OF BUBBLE BALL GUM, ALL FOR \$152.50  
 Mention Deal A When Ordering  
 We Accept Trade-ins. We Buy & Sell Used Machines.

Virginia Peanuts, 30 Lb. Ctns., 28¢ lb.  
**RAINBOW PEANUTS**  
 28 Lb. Ctns. 25¢ lb.  
 Spanish Peanuts, 30-lb. Ctns. 22¢ lb.  
 Boston Baked Beans, Limited Quantity, 40 Lb. Ctns., 24¢ lb.  
 Model V Deluxe Cab. Type ..... \$13.75

**BUBBLE BALL GUM**  
 5/8" — 140 COUNT  
**40c LB.** In 25 Lb. Ctn. Lots.  
 170 Count—45¢ Lb.

1/3 Deposit, Certified Check or Money Order. Balance C. O. D.  
**PIONEER VENDING SERVICE**  
 Exclusive Victor Distributor in N. Y.  
 461 Sackman St., Brooklyn 12, N. Y.  
 Phone: Dickens 2-7992

### CIGARETTE MACHINES

**REAL LOW PRICES**  
 READY FOR LOCATION

Rowe Royal, 10 Col. .... \$65.00  
 Rowe 7 Col. Mint & Gum. Ea. .... 10.00  
 DuGrenier W's, 9 Col. .... 47.50  
 DuGrenier 7 Col. Mod. S. Ea. .... 27.50  
 DuGrenier Champs. 9 & 11 Col. .... 60.00  
 DuGrenier 7 Col. Challenger, new .... 125.00  
 U-Need-A-Pak 15 Col. 500 ..... 70.00  
 Phillies 10¢ Cigar Mach., wall type, coin return, 75 capacity. Ea. .... 22.50  
 National 9-30 ..... 50.00  
 Rowe Aristocrat 6 Col., Mills 6 Col., Stewart-McGuire 8 Col. Any One, Ea. 22.50  
 Half Deposit. Phone BA 9-0608

**HARRIS VENDING**  
 2717 N. Park Ave. Philadelphia, Pa.

**NOW!**  
 turn to  
**INSIDE FRONT COVER**  
 for an important story on  
**POPCORN PROFITS**

**MANLEY INC., KANSAS CITY, MO.**  
 "The Biggest name in Popcorn"  
 POP ORN MACHINES AND SUPPLIE

**FIRST-CLASS**  
 Factory Reconditioning Job on All  
**DUGRENIER EQUIPMENT**  
 Fast Service—Perfect Work  
**DUGRENIER, INC.**  
 15 HALE ST. HAVERHILL, MASS.

now available  
**THE CHALLENGER**  
 THE MOST EFFICIENT PROFIT-MAKING NUT MACHINE ON THE MARKET TODAY  
 Three-Unit Hot Nut Machine • 3-Way Profits • Finer Locations

**TROPICAL TRADING CO.**  
 831 S. Wabash Chicago 5, Ill.

**FOR SALE—SCALES**  
 14 SHEFFLER DE LUXE SCALES. \$35.00 EA.  
 Scales ready to operate on locations. Terms: Cash with order, F. O. B. Austin.  
**WRIGHT STYLES**  
 108 East 5th St., Austin, Texas

## BUBBLE BALL GUM

**39¢ PER LB.**

5/8" — 140 count per lb. Minimum shipment 25 lbs. Certified check or money order in full with order. No C. O. D.'s.

**1948 NORTHWESTERN ROLL TYPE POSTAGE MACHINE.**  
 Dispenses 4 1¢—5¢. 3 3¢—10¢. Brand new! Sluggproof. Can be regulated to dispense 1, 2, 3, 4 or 5 stamps. No folders or folding necessary. Dispenses collated stamps as purchased from your local post office. Dispenses accurately regardless of climatic conditions. One-year guarantee.

**\$69.00**

**1948 IMPS**  
 1¢ or 5¢ Cigarette or Fruit  
**\$12.95**  
 Lots of 12  
 \$13.75. Lots of 5. Sample, \$14.50. Here's the tiniest Bell in the world. A brand new Three Real Counter Game that is worth its weight in gold. Finished in brilliant colors.

**SHIPMAN TRIPLEX STAMP MACHINE**  
 Brand new! Vends 1¢, 3¢ and 5¢ Air-mail Postage Stamps. Sluggproof, compact, foolproof. Immediate Delivery. Operator's Price  
**\$39.50**

**STAMP FOLDERS**  
 For Shipman, Schermack, Victory. 10,000 ... \$ 5.75  
 25,000 ... 13.95

Distributors interested in selling our advertised machines write for details.

1/3 Deposit on All Orders. Write for Catalog on Bulk Vendors. Games, etc.

**PARKWAY MACHINE CORPORATION**  
 625 W. NORTH AVE., DEPT. B Phone: Madison 1447 BALTIMORE 17, MD.

### ATTENTION, MANUFACTURERS: SALES EXECUTIVE AVAILABLE

Fifteen years' coin machine experience; top man with one of largest coin machine organizations. Large personal following with leading distributors and operators from coast to coast. Knows all territories. Capable organizer. Prefers connection with company about to market merchandise venter. Available for appointment immediately, anywhere. Present associates know of this ad. Write

**BOX 120**  
**The Billboard**  
 155 N. Clark St., Chicago 1, Ill.

### MINIT-POP

Fully Automatic Coin Operated  
 Popcorn Vendor  
 Always Hot and Fresh

**Don't Overlook This Proven Winner**

Limited number of County franchises still available in North and South Carolina.

Write, Wire, Phone TODAY  
**Tri-State Distributing Co.**  
 248 CHARLOTTE ST. ASHEVILLE, N. C.  
 Phone: 3517

### WHY PAY MORE? asks ROY TORR

## BALL BUBBLE GUM (DIAMOND BRIGHT)

**40c Per Pound**

500 Pounds 5/8 (70,000 Balls) ..... \$200.00  
 500 Pounds 1/2 Inch—170 Count—(85,000 Balls) ..\$235.00

On orders less 500-pounds, 2¢ per pound additional.  
 Full cash with order—prompt shipment

**FREIGHT PAID TO YOUR DOOR**  
 MINIMUM SHIPMENT 100 POUNDS.

**ROY TORR** Lansdowne, Penna.



## Promotions Aid Laundries; Stunts Give Sales Boost

CHICAGO, Sept. 6.—Special promotion ideas are becoming more evident in the coin-operated automatic laundry business as the number of such businesses continues to climb.

A Chicago automatic laundry is currently stepping up business some 20 customers a day thru a week-long handbill campaign. Firm circulates throw-aways thruout its area offering a 25-cent laundry job for 15 cents during the week the promotion is in effect if the handbill is presented at time of payment for the wash.

Other promotion stunts are also

reaping rich rewards in increased business in other parts of the country. Most common promotion angle is a "starter" used at the time of the opening of a new automatic laundry. An example is the offer made by a Little Rock firm this week. Advertising 10 pounds of laundry for 25 cents, the firm offered soap powder, bleach, starch and bluing free for the first three days of operation.

Another form of opening-day promotion which has proven successful is a drawing for free pairs of nylon hosiery such as were made at the opening of a Chicago Laundrette recently. Women using the Laundrette were given tickets and drawings were held daily during the first few days of operation, the winners getting a free pair of nylons each. Similar premiums have been used successfully with this method at other automatic laundry openings.

One of the most successful methods which has been used is a telephone contact campaign, where an automatic laundry operator or his representatives call up the housewives in the area surrounding the laundry and explain the service offered and put the business on a personal contact basis.

Operators generally have found that the more personal contact that can be put into the business, the more successful the laundry becomes and the more frequent the repeat business. Special effort has been made in many instances to bring the customer in contact with the operators, especially where coin-operation leaves the customer with a completely impersonal feeling about the matter of doing business in such an establishment and thus lessening the chances of repeat calls.

The personal contact need is particularly great, it is reported, in smaller communities, but has been found a very effective sales booster in large cities as well.

"Specials" have also proven their worth as sales promotion ideas. Several Philadelphia Laundrettes offered a "Friday Special" last spring (*The Billboard*, May 24) wherein a special price of 25 cents was made for each bedspread washed, rinsed and damp-dried. Along with this special, attendants at each location featuring it were assigned to give special attention to persons bringing in bedspreads.

Newspaper advertising is usually coupled with most sales promotion ideas, and often used individually. Presently ALD, Inc., is carrying on a large newspaper advertising campaign in New York to boost business at Laundromat Half-Hour Laundries there. A similar campaign is scheduled to start in Chicago and Los Angeles soon.

Telecoin Corporation also has used newspaper advertising in their sales boosting campaigns. Biggest large-scale sales promotion stunt was Telecoin's \$10,000 Laundrette Store Con-

## Cameramen Served By Special Vender

CHICAGO, Sept. 6.—Jo-Jo, the automatic bartender, is one of the centers of attraction at the 56th annual convention of the Photographers' Association of America being held at Hotel Stevens here.

Jo-Jo actually is a converted cup beverage vender which was furnished on order to the Gross Photo Supply Company by Automatic Beverage Dispensers, Inc., of Chicago, to dispense bourbon-seltzer highballs in the Gross suite at the Stevens.

Vender uses a connected series of 160-drink kegs that can provide as many as 480 drinks without servicing. Walter (Andy) Anderson, of Automatic Beverage, said that the machine dispensed 400 drinks in its first two and one-half hours of operation. "We challenge any bartender to do as well," he said.

Curiosity as well as thirst drew many of Jo-Jo's patrons. The Gross company put out cards inviting conventioners to "See Jo-Jo, the automatic bartender."

test to increase public interest in and knowledge of automatic laundries. (*The Billboard*, May 17.)

Both ALD and Telecoin report that they encourage individual operators to carry out sales promotion ideas on their own, but neither company has yet sponsored any individual locations sales promotions.

One of the newest twists is Telecoin's coming movie trailers which are expected to be a great booster of sales in smaller communities. The movie shorts are presently being prepared and will be available to operators for local showings soon, company officials report.

One of the most successful of all sales boosters has been found in free publicity obtained in local newspapers and national magazines. First automatic laundry installations usually receive a big boost from local newspapers because of the human interest value in such a subject. Where automatic laundries are becoming an old story, progressive operators have developed new techniques to draw free publicity space locally.

Good example of the publicity available to those who seek it is a recent story carried by *The Miami Herald*. In spite of the fact that Miami is generally conceded to be the top automatic laundry spot in the entire country with many flourishing establishments, a newcomer, Earl B. Helm, drew a four-column spread in *The Herald* by the simple gimmick of a two-week "shakedown cruise" during which all washing is free. The story included a three column picture and several plugs from the writer.

Altho such promotion stunts cost a good deal of money, there are few cases on record where they have not paid off in the long run thru added business, particularly regular customers.

## Dixie Coin Leading In Cash Tray Sales Derby at Half Pole

LOS ANGELES, Sept. 9.—Dixie Coin Machine Company of New Orleans is currently leading in the Adams-Fairfax Corporation's sales derby on cash trays. A 1947 Buick sedan is the prize for the winner, an RCA combination radio-television set for the placing contender and a mahogany executive desk for the show prize, Bernie Shapiro, president of A-F, said.

The 90-day "racing sales" meet ends October 15.

Also jockeying for the lead is Leon (Hi-Ho) Silver, of San Francisco. At the half-way mark, Silver is indicated as sure to place. A report, direct from the horse's mouth, is that the story may be different at the finish. Silver has issued a statement that he will win and sent along an order for 500 cash trays with his statement.

In the show spot at this stage of the race is Unique Specialty Products Company of New Jersey.

## Urge Reservations Be Made Thru Chi NAMA Headquarters

CHICAGO, Sept. 6.—When mailing out reservation requests for hotel rooms at the National Automatic Merchandising Association (NAMA) 1947 convention December 14-17 at the Palmer House this week, Convention Chairman George M. Seedman announced that reservations should be made with the association and not thru the hotel. Those who are not members are requested to write NAMA headquarters here, 120 S. LaSalle Street, for hotel reservation forms.

NAMA's first exhibit is expected to host over 2,000 guests. When a questionnaire was mailed members last June, Seedman said, replies indicated that almost every member planned to attend and to bring one or more guests. As a result of the returns, which were received from Maine to California, 200 additional rooms were reserved at the Palmer House.

## Pulver To Introduce 200 Piece Gum Pack

ROCHESTER, N. Y., Sept. 6.—Pulver Company here is readying an air-tight package to hold 200 pieces of its Hotchu gum, announcement of which will be made during October, according to S. B. Burne, sales manager.

Burne stated that demand for the Hotchu line is about six weeks ahead of production.

## Nevada Cig Tax Yield

CARSON CITY, Nev., Sept. 6.—Nevada's cigarette tax of 2 cents per pack, imposed by the 1947 Legislature, has added \$94,902.34 to the State's treasury since the levy was imposed July 1, Henry S. Coleman, director of the cigarette tax division, said.

The revenue in dealer fees and revenue stamps is not expected to return as high a yield in the future months as during the past two months, Coleman pointed out. The dealer licenses were for a full year and the wholesalers had cartons on hand which had to be stamped as soon as the new tax became effective.

## Coin Laundry in New Bldg.

BENNETTSVILLE, S. C., Sept. 6.—A new building being constructed here will house a self-service laundry. Louis Smith is the builder and will also operate the laundry.

## ADVANCE MODEL 11 PEANUT VENDING MACHINE

NOTHING BETTER EVER MADE



### PRICES

From 1 to 11.....each \$11.25  
From 12 to 49.....each 10.75  
From 50 up.....each 10.50  
BRACKET, If Desired. Each .....\$ .55  
FLOOR STAND, If Desired. Each... 4.00

### MERCHANDISE SPECIALS

140 Count Bubble Ball Gum 38¢ per lb.  
170 Count Bubble Ball Gum 43¢ per lb.  
Minimum 100 lbs.  
Boston Baked Beans, 35 lb.  
carton ..... 25¢ per lb.  
Pistachio Nuts, medlum, red,  
25 lb. carton ..... 60¢ per lb.  
Pistachio Nuts, small, red,  
25 lb. carton ..... 49¢ per lb.

### ADVANCE MACHINES AVAILABLE

Sanitary Napkin—Model D Ball Gum  
Acme Electric Shockers — Stamp  
and 100 others.

AN ADVANCE MACHINE TO SUIT  
YOUR NEEDS

My Best Advertisement Are the  
Machines in Use

ORDER TODAY

1/3 Dep. Bal. C.O.D. F.O.B. N. Y.

**J. SCHOENBACH**

Distributor of  
Advance Vending Machines  
1647 Bedford Ave. Brooklyn 25, N. Y.

## Food for Thought

KANSAS CITY, Mo., Sept. 6.—There is one 17-year-old youth in Kansas City who should have a deep appreciation of importance of vending machines in what might be called "in-plant feeding."

Picked up for speeding during the noon hour, the youth was faced with the prospect of going to jail to get a meal when he couldn't get in touch with relatives to put up a \$60 bail bond for him. But during his seven-hour wait for the relatives to come to his rescue, the soft drink and candy vending machines at police headquarters provided him with enough nourishment to withstand the long vigil. Local historians of the subject said it was the first time, to their knowledge, that vending machines could be credited with keeping a man out of jail.

### New Coin Laundry Offers Free Wash

ALLAPATTAH, Fla., Sept. 6.—The Half-Hour Laundromat opened here Monday (2) by Earl B. Helm designated its first two weeks of operation as a "shake down" run and offered free washes to those persons bringing in their laundry during this period. Helm said that his 40 machines would be operated anyway during this time.

A feature of the new coin laundry is the use of Westinghouse germicidal lamps (developed for hospitals), whose germ-killing rays are directed at incoming soiled clothes before they are placed in the washers.

### Big Ad Layout Tells of Rise In Coke Supply

CHICAGO, Sept. 6.—The Coca-Cola Company this week released a full-page advertisement to newspapers advising the public that the supply of coke is now improved. The advertisement shows in the background three different types of coke bottle vendors.

Ad makes a point of coke's nickel price, pointing out that "... thru two periods of rising prices, the quality of Coca-Cola has remained unchanged and the price is still 5 cents."

Despite the line drawings of the three vendors which receive prominent space in the full-page layout, the advertising copy mentioned only coolers, did not refer to vending machines as such.

Return of short supply ingredients, vending trade leaders report, has meant an increase of sizable proportions in all types of carbonated beverages. And over-the-counter retail outlets have noticed the increase, with many super stores putting on a campaign to move "take-home" cartons, including a six-bottle for a quarter take-home deal on coke.

### Arizona Solons Eye Drink Tax

YUMA, Ariz., Sept. 6.—A bill calling for a 1-cent tax on each bottle of soft drink is expected to be introduced into the next session of the Arizona Legislature.

Lawmen here are eyeing the effects of soft drink taxes in other states (Pennsylvania's soft drink tax went into effect June 1) and appear to consider such a levy another source of revenue for State projects.

### Chicle Substitutes For Gum on Increase

FRANKFORD, Pa., Sept. 6.—Barrett Division of Allied Chemical & Dye Corporation disclosed recently that it is studying plans for new plants in which synthetic substitutes for natural chicle will be made.

Now producing the substitute product which is a coal tar coumarone, indene-resin, at its plant here, the firm said the expansion move was contemplated because present facilities are inadequate to meet the large and growing demand for synthetics used in chewing gum.

The Barrett Division states that indene-resin may be a substitute for natural chicle, and has been used in chewing gum compounds. It also revealed that the substance is made to gum manufacturers' specifications thru a formula developed by Barrett.

Other firms said to be making a similar material include the Pennsylvania Industrial Chemical Company and the Neville Company, both of Pittsburgh. Another firm, the Velsicol Corporation, Marshall, Ill., is reportedly making a petroleum resin which can also be used as a chicle substitute.

### E. E. Barnes, Official of Canteen Food Service, Dies

CHICAGO, Sept. 6.—Eugene E. Barnes, for whom funeral services were conducted in Chicago last week, was national supervisor of Canteen Food Service, Inc., not Canteen Corporation of America as erroneously stated in various publications, company officials pointed out this week.

Barnes, 37, was attending a business meeting at Lake Forest, Ill., at the time of his sudden death.

### "Under 10" Candy Market Increasing

WASHINGTON, Sept. 6.—Candy venders and candy manufacturers are optimistic concerning an increase of sales beyond current conservative levels after seeing latest Department of Commerce population figures. These figures give promise of an increasing child market for candy as they show an increase by almost 600,000, from 1945 to 1946, of children under 10 years.

With the total increase from 1940 to the present in juvenile population, the figure reads over 3,000,000.

### Show Kwik-Kafe In Los Angeles

LOS ANGELES, Sept. 6.—California operators may now see models of the Kwik-Kafe automatic vending machines, Harold Smoot, vice-president of Kwik-Kafe of California, Inc., announced. Two floor models of the coffee vending machine are displayed and the first shipment of the machines is expected early in September.

Local firm, headed by William G. Aldredge, president, represents Rudd-Melikian, Inc., makers of the equipment, in all California counties except Fresno.

### ROWE 1¢ CHEWING GUM MACHINE



Sells **Nationally Advertised LEAF CHEWING GUM**  
Also All Other Stick Gum Brands  
**\$19.50 EA.**

Size: 11"x5"x15"  
Capacity: 500 Sticks of Gum.

1/3 With Order—Balance C. O. D., F. O. B. Newark, Distributors, Write for Quantity Prices.  
Floor Stands, \$5.95 Each. Slug Proof—Coin Returns When Empty.

We Guarantee Delivery on Leaf Stick Chewing Gum. **60¢ Per Box**

### ASCO STANDARD ALL-PURPOSE 5c VENDOR

Built To Bring You Big Profits With **PISTACHIO NUTS**

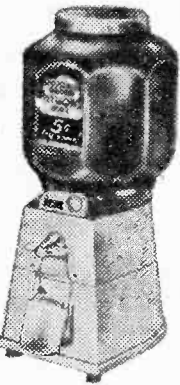
Salted Peanuts, Mixed Nuts, Cashews, Panned Confections.

**IMMEDIATE DELIVERY \$19.50 EA.**

Established Operators' Quantity Price.

1/3 with order, bal. C. O. D., F. O. B. Newark. Send for new price list of all types of new and reconditioned vending machines!

**DISTRIBUTOR TERRITORIES AVAILABLE**



**ASCO VENDING MACHINE EXCHANGE**  
55-57-59 Branford Street Newark 5, N. J. Phone 5-2724

### LOOK FOR MINIT-POP

SEE PAGE 101

**NOW!**  
turn to **INSIDE FRONT COVER**  
for an important story on **POPCORN PROFITS**

**MANLEY INC., KANSAS CITY, MO.**  
The Biggest name in Popcorn  
POPCORN MACHINES AND SUPPLIES

### CIGARETTE MACHINES

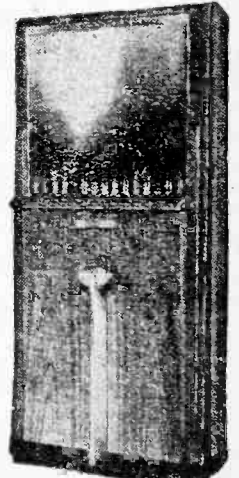
NEW LEHIGH PX, 10 COLS., 425 PACK CAP., AVAILABLE FOR IMMEDIATE DELIVERY!!!

NEW DU GRENIER CHALLENGER, 7 COLS. .... \$135.00  
NEW UNEEDA, 8 COLS. .... 159.50  
NEW UNEEDA, 6 COLS. .... 149.50

DU GRENIER MODEL WD, 9 COLS., 365 PACK CAP. .... \$ 72.50  
DU GRENIER "S", 7 COLS., 210 PACK CAP. .... 47.50  
DU GRENIER, 6 COLS., 150 PACK CAP. .... 32.50

ROWE PRESIDENT, 10 COLS. .... \$135.00  
ROWE ROYALS, 10 COLS. .... 105.00  
ROWE ROYALS, 8 COLS. .... 95.00  
ROWE, 6 COLS., 150 PK. .... 32.50  
DU GRENIER CHAMPION, 9 COLS. .... 95.00

DU GRENIER MODEL W, 9 COLS., 300 PACK CAP. .... 65.00  
STEWART-McGUIRE, 8 COLS. .... 35.00  
UNEEDA, MODEL "E," 12 COLS. .... 67.50  
UNEEDA, MODEL "E," 8 COLS. .... 57.50  
NATIONAL 930 .... 75.00  
NATIONAL 630, 150 PACK CAP. .... 32.50



**WEEKLY SPECIAL!**  
UNEEDA MODEL 600, 15 COLS., \$100.00 EA.

### CANDY MACHINES

ROWE STANDARD, 8 COLS., 120 BAR CAP. .... \$ 95.00  
UNEEDA, 5 COLS., 102 BAR CAP. .... 75.00  
ROWE 5¢ MINT GUM ..... 15.00

**10c CIGAR MACHINES, Cap. 175, 7 Col. .... \$32.50**

### DRINK VENDOR

SUTTON SODA-MAT-IC CUP DRINK VENDOR, CAPACITY 300 DRINKS ... \$165.00 EA.  
**TOP EQUIPMENT—UNCONDITIONALLY GUARANTEED**  
**One-Third Deposit With Orders—Balance C. O. D.**  
Parts and Mirrors available, including the 25c vending changeover parts for all makes and models.

### UNEEDA VENDING SERVICE

"THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES"  
166 CLYMER STREET BROOKLYN 11, NEW YORK

### Operators! KUNKEL HOT POPCORN VENDOR

(Machine Listed by Underwriters' Laboratories)

### PRACTICAL — DEPENDABLE

- Beautiful Baked Enamel Finish
- Sturdy Steel Cabinet
- 99 1/2 % Slug Proof
- Low Electric Consumption
- Can be refilled without Operator calling
- Easy to Service and Clean
- 16x16" Wide, 62" High
- 67 lbs. approx. Net Weight

"KUNKEL" for 30 Years Makers of Coin Operated Machines

Some DISTRIBUTOR Territories Available.

OPERATORS: Write for Name of Your Nearest Distributor.

### NORSOAMERICA

356 SO. BROADWAY  
MADison 6-3746

LOS ANGELES 13, CALIF.  
Cable Address—NOSOAM



### SAVE MONEY WITH US!!

LOOK AT THESE SPECIAL DEALS!

#### DEAL 3-G

10—Yes, we said 10 Silver King or Atlas Ace vendors and 10,500 balls of gum, or 128 lbs. of Boston Baked Beans or Rainbow Peanuts, straight or mixed, for ..... \$150.00

#### DEAL 3 1/2-G

5 Silver King or Atlas Ace vendors and 7,000 balls of gum, or 64 pounds Boston Baked Beans or Rainbow Peanuts, straight or mixed, for ..... \$80.00

#### DEAL 2-G

10 Victor all-purpose vendors and 14,000 balls (approximately 100 pounds) or 150 pounds Boston Baked Beans or Rainbow Peanuts, straight or mixed, for  
Globe-type Vendors ..... \$155.00 Cabinet-type Vendors ..... \$165.00

You send us the cash in full — WE'LL PAY THE FREIGHT!!  
Order now while they last!! Phone or wire us your order **COLLECT!!**

### T. O. THOMAS COMPANY

Dept. B, 1572 Jefferson. Phone 2131.

PADUCAH, KY.



# HIT LOCATION-OWNED JUKES

## Manufacturers, Distributors, Operators Attack Rising Direct Sales of Phonos

### Suggest Means To Combat Growing Menace to Industry

CHICAGO, Sept. 6.—Reports from several sections of the country indicate an increasing number of juke box sales direct to locations despite the fact that all legitimate manufacturers, distributors and operators have taken a definite stand against such practices.

Biggest open drive for locations sales so far reported was that staged by a company in Milwaukee (*The Billboard*, August 23). So far, however, there have been no reported sales by the firm and several local organizations checking on the company were unable to learn any details of the planned operation other than those given in a mailer sent out by the firm.

In both New York and Chicago there has been a reported increase in such sales and the majority of these, it is believed by operators, have been made by firms who have found the going too tough thru regular sales channels and have resorted to the direct sales method to make up for a drop in net income from regular business.

#### "Sell or Place"

According to reliable reports, there is a "sell or place" attitude at present among a few "wildcat" distributors wherein selling to established operators comes first, but if that fails to bring in necessary income, these firms resort to direct sales to locations.

General consensus of opinion, however, is that the main source of direct sales has been thru operators and not thru distributors. Some operators, naturally, not bound by contracts to do otherwise, and with an excess of equipment, have resorted to unloading on location owners.

Operators leaving the business permanently are reported to be generally the greatest offenders.

Already there are many low-pay spots which cannot profitably support a brand-new box because of the low take it will draw. With the increased price of equipment the number of such locations has been growing, and along with it the number of direct sales.

#### Black Mark

In most instances the equipment sold thusly is out-dated and frequently in poor lasting condition. Net result of such sales is that these locations get stuck with a box that is initially a discredit and without the proper care of an experienced operator it becomes a definite black mark to the entire automatic phonograph industry.

Altho out-dated types of location-owned equipment are most common, there is growing concern over the number of post-war juke boxes being sold to some of the locations. Coinmen report that such sales have taken a definite increase of late and while the number is still small compared with the number of operated phonos, the fact that such sales are growing cannot be passed over lightly.

Automatic phonograph equipment manufacturers, without exception, say that they are 100 per cent for sales to operators only, and that any sales to locations are made without

their approval. There have been recent cases of distributors being dropped by phono manufacturers for (See *Hit Location-Owned*, page 120)

## Mississippi Juke Box Ops Meet, Picnic at Meridian

MERIDIAN, Miss., Sept. 6.—More than 70 operators and distributors from Mississippi, together with several guests from out-of-State coin machine firms, attended the recent meeting of Mississippi Phonograph Operators' Association, Inc., (MPOA), held in the headquarters of the Magnolia Amusement Company here. W. F. Platt, MPOA attorney disclosed this week.

One-day meet got under way with

a convening of the association's board of directors at noon, followed by a 2 p.m. regular meeting of the MPOA membership during which Marvin Bates of the host firm introduced visitors, each of whom delivered a brief message.

At the conclusion of formal business, the assemblage adjourned to Bates' camp, located five miles from the city where barbecued steaks and other delicacies together with refreshments were served picnic style to the strains of popular music. This part of the program was marked by the friendly attitude within the coin machine industry.

On hand for the meet besides the MPOA membership were out-of-State representatives of Packard Distributing Company; Atlas Amusement; Southern Amusement; United Novelty; F. A. B. Distributing; Southern Music Sales, and the Decca Distributing Company.

Mississippi Phonograph Operators' Association, an example of a new, alert organization formed for the stated purpose of improving good will toward the coin machine business as a whole, has as its officers Les Griffin, president; Dick Farr, vice-president; S. P. McCormick, treasurer. MPOA board of directors are Charlie Hall, John Haley, J. D. Farris, C. D. Shive, Guy Slay, J. C. Herman, H. E. Hill, A. B. Fort and Emile Kalil.

## Packard Names New Production Manager

INDIANAPOLIS, Sept. 6.—Promotion of William E. Woodworth to production manager of the Packard Manufacturing Corporation here was announced this week by Charles W. Parker, vice-president in charge of engineering.

Parker, making the announcement, said that "the appointment of Woodworth to this new position of responsibility is a promotion well deserved, and marks another step in the expanded manufacturing program which Packard is undertaking."

Woodworth has been with Packard since 1941. He is a native of Shelbyville, Ind., where he was associated with his father and brother in the ownership and management of the Indiana Furniture Company. Prior to that he attended Indiana University.



WILLIAM E. WOODWORTH

### Editorial

## Ops -- Industry's Cornerstone

During the past month *The Billboard's* correspondents in several areas have reported what appears to be an increase in the number of juke box sales direct to locations. Altho this type of sale is not new to the industry, and past experience has proved that it is in no way satisfactory to any of the parties concerned, these recent reports are not to be passed over lightly.

The entire music machine industry has grown tremendously in stature in the eyes of the public because of the conscientious efforts of progressive manufacturers, distributors and operators. Undoubtedly the operators' associations have been one of the greatest single factors in the rise of the automatic phonograph. The cornerstone around which the success of the juke box industry is built is the operator.

#### Recognized Fact

This fact is recognized by not only the manufacturers and distributors, but by the majority of location owners as well. Any departures from the tried and proven manufacturer-distributor-operator relationship have been failures. And the location-owned juke box has been the most complete failure of all.

When the juke box was first coming into its own, there was a general attitude that all anyone had to do to get into the business was buy a box, or several boxes. Because of this attitude at the beginning, the industry had a long, difficult struggle. When it was demonstrated that music operators, to be really successful, must make a special study of the business, the tide turned and automatic phonographs became a "must" in the entertainment field.

A juke box just sitting on a location with little or no special attention to adjustments for volume, selection of records, proper servicing and the like has never been a success and never will be. There are definite tried and proven principles which must be followed, and the progressive operator learns these even before he places his first box on location.

#### A Separate Entity

Because every location owner has many other problems connected with his own particular business, he cannot be expected to know the special techniques applied to the successful operation of a music machine. More often than not, two weeks after a location-owned juke box has been put in operation it has violated all of the rules of successful music merchandising. In these cases, the location-owned phono becomes a blight to the industry.

Most location owners who buy their own juke boxes soon tire of operating them, and their beautiful dreams of high profits are broken. Frequently operators are called upon to take these "headaches" off the location owners' hands.

Most location-owned juke boxes are sold to location owners for one of two reasons—the box is either an out-dated or out-moded model which has relatively no trade-in value in the market, or it is part of a distributors' or operators' excess stock. When some few jobbing or operating firms feel the pinch of excess stock, they turn to "back door" business.

#### Principles Violated

Either case is a violation of the principles upon which the automatic phonograph industry has been built. Altho no legitimate music firms resort to these practices and certainly none defend such practices, such sales are being made.

Manufacturers, distributors and operators contacted by *The Billboard* have offered several possible solutions to this problem (see the story "Hit Location-Owned Jukes" elsewhere on this page). Of all the suggestions made, we believe the most important action to combat such sales must come from the operators themselves, working individually or thru their local associations.

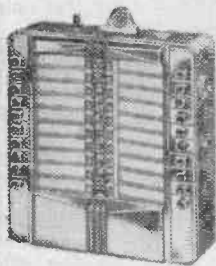
Altho the problem is national in scope, it is one that can best be attacked locally with each individual operating firm, and each individual association, doing its utmost to stamp out location-owned equipment in its own territory.

Manufacturers and distributors have indicated that they are willing to back up any reasonable program to curb direct sales to locations. To use an old adage: There is no time like the present to start.

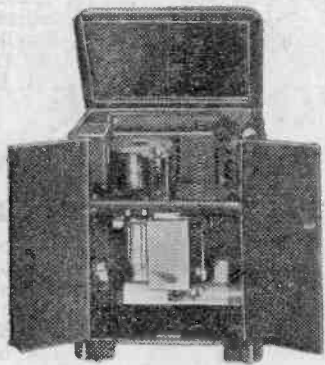
FOR DOUBLE OPERATING EFFICIENCY

### DUAL MOTORS

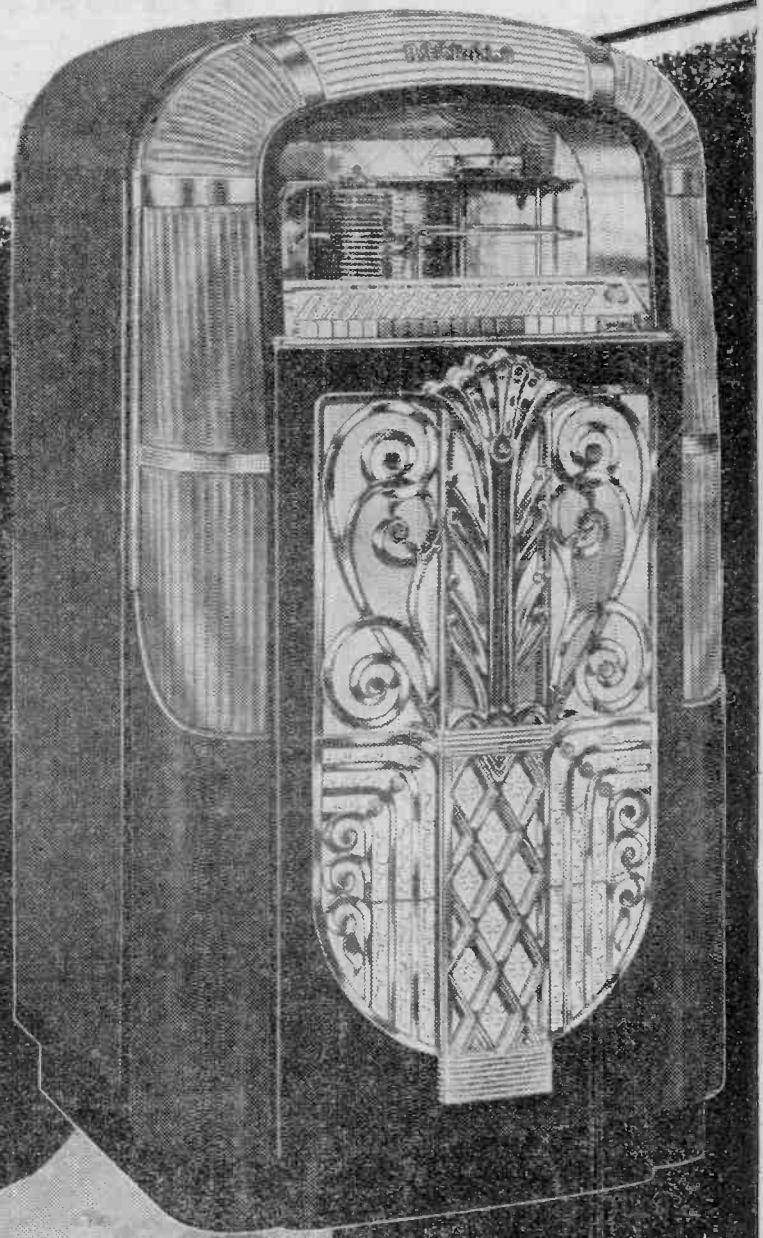
Eliminate necessity for clutch and other extraneous parts. Constant speed turntable motor specially designed by Rock-ola engineers. Control motor talently designed for changing records and equipped with thermal cut-off. No adjustments necessary.



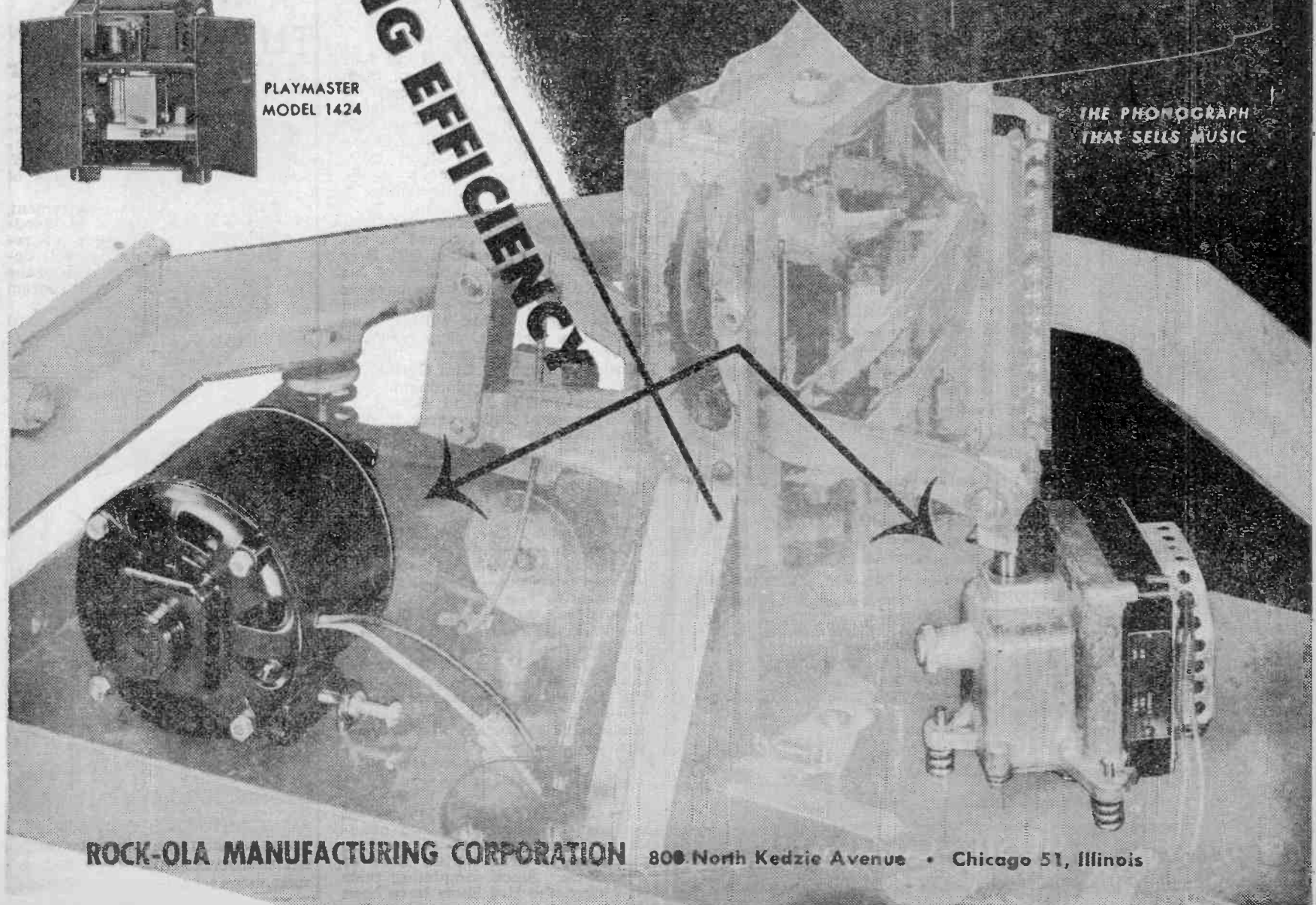
WALL BOX MODEL 1530



PLAYMASTER MODEL 1424



THE PHONOGRAPH THAT SELLS MUSIC





**WANTED TO TRADE**

6 SEEBURG 8800's  
Original Walnut Finish  
Perfect Condition

**WANT**

6 WURLITZER  
850's or 750's

WILL PAY \$600 DIFFERENCE

WRITE OR WIRE

**KING HARRY'S MUSIC SERVICE**  
853 Reynolds Street  
AUGUSTA GEORGIA

**AMERICAN FOLK TUNES**

Cowboy and Hillbilly Tunes and Tunesters

**Registering Good Grosses**

The Duke of Paducah, Whitey Ford, and his show troupe, including Salty Holmes, Annie Lou and Danny, Barbara Jeffers and Whitey's band are doing good grosses, according to Bill Ellsworth, the Chicago hillbilly booker. Bill has Whitey and his package show set for the Colony Theater, Hillsboro, O., September 11; the Palace Theater, Ashtabula, O., 13; the Union Theater, New Philadelphia, O., 14, and Delaware, O., 15. The Duke returns to Nashville September 2 for a couple of days to make e.t.'s for the Brown Brothers, using the Noveleers, Western combo from Oklahoma City.

Deb Dwyer, ex-rustic comic who has been associated with John Lair and the *Reinro Valley Barn Dance*, WHAS, Louisville, has set up a deal with several outstanding folk artist singing groups. Dwyer recently set up the White Church Record Company, Kansas City, Mo., thru which he has recorded Blackwell Brothers, KMA, Shenandoah, O., and the Homeland Harmony Quartet, of Atlanta. Dwyer cut records by both these spiritual and religious song combos and the two combos will sell and distribute their own platters under terms of the deal.

The DeZurik Sisters, who left WLS, Chicago, two years ago to work shows over WSM, Nashville, have returned to WLS. . . . Karl and Harty have deserted radio for the summer, doing a three-month tour, but are expected back on a Chicago station come the fall. . . . Doc Hopkins, WLS, Chicago, folk tune balladeer, will have his first records out soon on John Lair's Echo Records.

**Montana Slim on Victor**

Montana Slim (Wilf Carter) who has been absent from dishing studios for almost five years, made the first of a series of RCA Victor platters recently. Slim has been heard over the Canadian Broadcasting Corporation coast-to-coast for the past couple years. . . . Roy Rogers set for the Stadium, Detroit, for a week, and a week at the Arena, St. Louis, followed by two weeks at the Chicago Stadium during the last three weeks of September and the early part of October.

The Sons of the Pioneers, who have been doing plenty of location work for Republic Pictures during the past two years, have made a Victor record of their original ditty, *Out in Pioneertown*. The tune was inspired by the rustic spot, 125 miles from Los Angeles, where Republic shoots its Westerns. The horse opera locale, which contains an entire village where all flickers are shot, has become a colony for film lights who do Westerns, with many of the top stars like the Pioneers and Roy Rogers having built homes there.

Cowboy Fred Stephens and his band are working Texas theater dates. . . . Arthur Woods and His North Carolina Ridge Runners, heard over WLAN, Lancaster, Pa., have just closed a successful season at their Sunset Park, West Grove, Pa., where they played the top Western names. The Western Jamboree at Yates County Fair, Pen Yan, N. Y., late in August included Tumbleweed Ludy, Jim and Jane, Cody and Cody, and the Tennessee Singing Sweethearts. . . The date was booked by H. P. (Tex) Rose, of Cooke & Rose, Lancaster, Pa.

**Troubadour Waxes Four**

Red River Dave has just cut four new sides for Continental platters. The WOAI, San Antonio, troubadour waxed *Tear Drops in My Heart*, *Cigaretts and Whusky* and *Wild Wimmen*, *Rocky Mountain Lullaby* and *Bottle Talk*. Red River Dave also was a feature of the Floresville (Tex.) Peanut Festival, September 3.

Ted Daffan, the Texas batoneer, songsmith and singer, signed an exclusive three-year contract with Peer International for publication of his songs. He has written tunes such as *No Letter Today*, *Worried Mind* and *Born to Lose*. . . . Tex Williams and his Western Caravan signed an exclusive management pact with the Mel Shauer Agency. Cliff Carling, of the Shauer office, is planing to San Francisco, Portland and Seattle to set up personal appearances for the group. Success of Williams' *Smoke* epic has really put biz at his Palace Barn, Edendale, Calif., over with the band playing to an average 2,300 on a Saturday night.

Six songs by Gov. Jimmie Davis, of Louisiana, currently starring in the Monogram pic, *Louisiana*, are being featured in the flicker's musical score. Published by Peer International, they include *Bang, Bang; Nobody's Darling But Mine*, *There's a New Moon Over My Shoulder*, *Let's Be Sweethearts Again* and *It Makes No Difference Now*. . . . Bob Nolan and the Sons of the Pioneers' new transcribed show out of Hollywood is being heard in 16 States over 79 stations. Indications are, according to Ed Gray, Pioneers' rep, that the show will be aired by 200 stations by the end of the year.

The Hoosier Hot Shots have started their first of four action film musicals in Columbia's 1947-'48 program with cameras grinding on *Rose of Santa Rosa*. Since completing their last flicker, the Hot Shots have been doing personals from coast to coast.

**\$ CASH \$**

FOR  
**USED RECORDS**

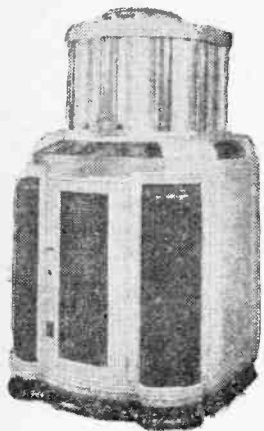
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**PHONOGRAPHS**

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**PHONOGRAPHS**

'46 Rock-Ola . . . . .	\$474.50	Seeburg "Casino" . . . . .	\$149.50
'46 Aircon . . . . .	324.50	Seeburg "Ccm" . . . . .	144.50
Seeburg (9800) Hitone, R.C. . . . .	299.50	Seeburg "Model A" (Light Up) . . . . .	99.50
Seeburg (8800) Hitone, R.C. . . . .	299.50	Seeburg "Model A" . . . . .	79.50
Seeburg (9800) Hitone, E.S. . . . .	274.50	Rock-Ola "Premier" . . . . .	169.50
Seeburg (8800) Hitone, E.S. . . . .	274.50	Rock-Ola "40 Super" . . . . .	199.50
Seeburg "Colonel," R.C. . . . .	254.50	Rock-Ola "39 Deluxe" . . . . .	149.50
Seeburg "Colonel," E.S. . . . .	239.50	Rock-Ola "Spectravox" With Hideaway . . . . .	129.50
Seeburg "Major," R.C. . . . .	254.50	Rock-Ola "Monarch" . . . . .	99.50
Seeburg "Commander," R.C. . . . .	249.50	Rock-Ola "Imperial" . . . . .	89.50
Seeburg "Commander," E.S. . . . .	234.50	Wurlitzer "850" . . . . .	299.50
Seeburg "Maestro," R.C. . . . .	249.50	Wurlitzer "500" . . . . .	159.50
Seeburg "Maestro," E.S. . . . .	234.50	Wurlitzer "616" . . . . .	89.50
Seeburg "Cadet," R.C. . . . .	249.50	Mills "Empress" . . . . .	149.50
Seeburg "8200 Victory" . . . . .	159.50		
Seeburg "Mayfair" . . . . .	149.50		

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606 South High St.

Columbus 15, Ohio

PHONE: MAIN 5563

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**BIG-SMALL-BEST QUALITY**

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**SYLVANIA!**

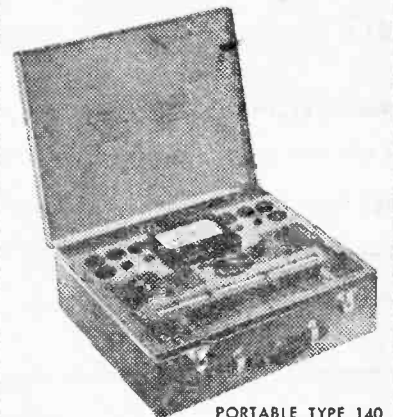
Any size radio tube (or panel lamp) is available from Sylvania - but only one quality - the best money can buy! Specify Sylvania tubes and play safe every time.

Note below Sylvania's latest development to help service juke sets.

See your Sylvania Distributor!

**AND SIMPLIFY YOUR SERVICING JOB WITH THIS**

**PORTABLE TUBE TESTER!**



PORTABLE TYPE 140



**SYLVANIA ELECTRIC**

**RADIO TUBE DIVISION, EMPORIUM, PA.**  
MAKERS OF RADIO TUBES; CATHODE RAY TUBES; ELECTRONIC DEVICES; FLUORESCENT LAMPS, FIXTURES, WIRING DEVICES; ELECTRIC LIGHT BULBS

# COIN MACHINE DISTRIBUTORS!

**Your Letters Prove YOU Want To Add Television Profits NOW!**

Your letters continue to pour in by the hundreds! If you haven't received an answer yet, here's why. UST is checking every letter thoroughly because we want any associations formed to be long-lasting and profitable on both sides. Meanwhile, we want to thank you for writing in. Your letter will receive complete attention soon.

**SOME EXCLUSIVE TERRITORIES STILL OPEN**

UST will not sign away any territory until we know we have the right man for that area. It may be YOU! That's why we still want to hear from you if you're a coin machine distributor interested in television . . . and if you want to cash that interest into dollars and cents. Take a look at the list of cities in the lower left-hand box. If you're active within the Metropolitan Area of any of these cities, get in touch with us immediately. Some of these television cities are wide open, with exclusive territorial rights waiting for the coin machine distributors who meet UST's specifications.

**DELAY MAY COST YOU A TELEVISION SALE**

Here's how we feel about it. Taverns, clubs and restaurants everywhere in television areas are installing sets NOW! You, the coin machine distributor, have ready-made contacts and accounts that almost certainly will install television in the next few months. Why shouldn't they buy that set from you? And why shouldn't you sell them the set that will do them the most good? UST is the proven leader in the GIANT PICTURE tavern television field. Half a million people see UST televised entertainment every week. Three-fourths of all large-picture projection sets in hotels, clubs, taverns and restaurants RIGHT NOW are UST!

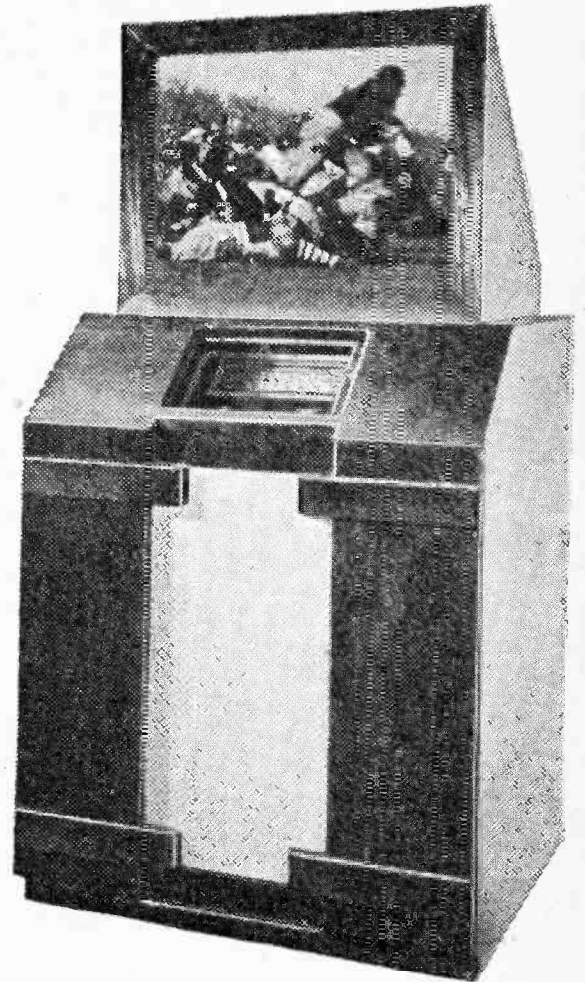
We want to hear from all coin machine distributors who are thinking about these fat television profits. But don't miss the boat! Television is growing fast! Get into the television picture now by sending us a letter or wire today, or pick up the phone and call Tom Daly, in our New York sales office. Better still, when you're in the New York area, drop in and see Tom yourself. He'll be glad to show you around, demonstrate our many television models, and answer all your questions.

**PRESENT TELEVISION CITIES**

Los Angeles	Chicago	New York	Washington	St. Louis
	Philadelphia	Detroit	Troy-Albany-Schenectady	

**NEW TELEVISION CITIES**

Boston	Late Fall	Richmond	Early '48	Ft. Wayne	Experimenting
Milwaukee	Late '47	Baltimore	Late '47	Pittsburgh	Experimenting
Cincinnati	Late '47	Indianapolis	Early '48	Dallas	Experimenting
Cleveland	Late '47	Ames, Iowa	Experimenting	San Francisco	Experimenting



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UST's beautiful GIANT SCREEN Tavern Tele-Symphonic in the new 1948 PIC cabinet. Screen size: 25"x19". Immediate delivery. The world's biggest television screen set with national distribution backed by national advertising.



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**PHONOGRAPH REPLACEMENT PLASTICS**

**PLASTIC WINDOWS**  
New, clear, transparent... for your model \$5.00  
850 program holder. Per Set.

**WURLITZER**

800 Top Corners	Each \$18.50
800 Lower Sides	15.00
800 Middle Sides	3.00
800 Top Centers (Right or Left, Red)	9.50
800 Back Sides (Green)	9.50
800 Top Centers (Onyx)	5.50
600, 500 Top Corners	5.50
700 Top Corners	8.50
700 Lower Sides	9.50
700 Back Sides	8.50
750 Top Corners	9.75
750 Lower Sides	9.75
750 Top Center	5.50
750 Middle Sides	2.00
850 Top Corners	12.50
850 Lower Sides	8.75
850 Top Center	12.50
850 Peacock Glasses	4.75
950 Lower Sides	12.50
24 Top Corners	1.25
24 Lower Sides	5.50
41, 61, 71 Top Corners	5.50

**GOLD GRILLE CLOTH**  
40" wide. (Same as used by phono. mfrs.) Per Yard, less than 10 yards, \$4.00; 10 yards, \$3.75; 25 yards, \$3.50; 50 yards or more, per yard, \$3.00.

**ROCK-OLA**

Standard, Master, DeLuxe or Supers:

Top Corners (Solid Red, Yellow or Green)	\$12.75
Lower Sides (Red or Yellow)	12.75

**SEEBURG**

"Hi-Tone" Model 9800, 9800, 9200:

Lower Sides (Solid Red, Yellow or Green)	\$14.50
--	---------

"Hi-Tone" Grille Pillasters (Solid Red, Yellow, Green or Onyx) 2.25

"Classic"—"Colonel":

Top Corners (Solid Red, Yellow or Green)	6.00
Lower Sides	9.50

**SHEET PLASTICS**  
20"x50", Pliable, Per Sheet 50 gauge, red, yellow, green or clear \$12.50

**IF YOU DON'T SEE WHAT YOU WANT—ASK FOR IT!**

**EAGLE COIN MACHINE CO.**  
1514 FREMONT AVE. CHICAGO 22, ILL.  
PHONE MICHIGAN 1247

## RECORD REVIEWS

(Continued from page 31)

**MEMPHIS MINNIE** (Columbia 37579)  
*Fish Man Blues*—FT; V.  
*Lean Meat Won't Fry*—FT; V.

An old hand at shouting out the back-biting race blues, Memphis Minnie stirs up plenty of excitement with her sultry and salty singing here. With a terrific rock to her chant, and the accompanying guitar, bass and drums pounding out a driving rhythm, gal spins out a blues classic for *Fish Man Blues* in which she tells her man to hold off his bait. And in the slower tempo on the flip, is just as sultry and solid in her blues shouting of *Lean Meat Won't Fry*, which is her way of telling her man that she is hep to his jive.

Race spots will shower coin pieces on this platter, particularly for *Fish Man Blues*.

**BIG JOE TURNER** (Decca 48042)  
*Little Bittie Gal's Blues*—FT; V.  
*I Got a Gal for Every Day in the Week*—FT; V.

Shouting the blues with a driving rock rhythm, label re-issues these classic chants by Big Joe Turner. And with Pete Johnson's eight-beat pian-

ology in support with guitar and bass, it's the fine and mellow blues flavor of the Kansas City dens of an earlier day in Big Joe's dittying. Sings it slow about the wrong his gal has done for his *Little Bittie Gal's Blues*, and at a brighter tempo with the Johnson piano more pronounced for his *I Got a Gal* saga.

Race spots will be able to cash in on both sides of the cutting, particularly for *I Got a Gal*.

**MARY MARTIN-GUY LOMBARDO** (Decca 24156)

*Come to the Mardi Gras*—FT; V.  
*Almost Like Being in Love*—FT; V.

The Guy Lombardo band adept at polishing off the rumba rhythms, the polished piping of Mary Martin blends well enough for the tuneful and colorful *Mardi Gras* melody. In good voice and ever thoughtful in her phrasings, Miss Mary sings it in a gay and carefree manner that makes it all so easy to take. The same moderate tempo is set by the maestro for the *Being In Love* ballad from the *Brigadoon* show score, only the band plays the lush lullaby as a standard pop while Miss Martin's lyrical projection is on the show scale with the result that singer and band are miles apart in interpretation.

*Come to the Mardi Gras* may catch some of the rumba addicts.

**CHET TYLER** (Disc 5086)

*Chimes Yodel*—W; V.  
*Cattle Call*—W; V.

Yodeling and singing in the true Western tradition to guitar accompaniment, Chet Tyler gives a spirited spin for both of these traditional folk songs. Sings in a carefree fashion with plenty of zip to his yodel, taking both of these traditionals at a lively three-quarter tempo.

Excellent for the home Americana collections.

(Continued on page 122)

## Miss. Distrib Tosses Phono Ops Barbecue

MERIDIAN, Miss., Sept. 6.—Magnolia Distributing Company here held a showing of the Packard Manhattan recently for this area. Marvin Bates, firm head, treated guests to "an old-fashioned barbecue" during the showing, which was attended by C. L. Cade, general sales manager of Packard Manufacturing Corporation.

Among the Mississippi operators on hand were John H. Hambrick, Indianola; H. E. Hill, LeFlore Amusement Company, Greenwood; A. B. Fort, Columbus; J. C. Weaver, Jackson; S. P. McCormick, Jackson; Lester Griffin, Jackson; Dick Farr, Jackson; John Haley, Canton; C. B. Shive, Yazoo City; T. R. King, Forest; V. H. Cahoon, Chunky; J. C. Moore, Meridian; Ted Ballard, Stonewall; T. C. Null, Meridian; Guy Slay, Hattiesburg; J. C. Herman, Laurel; R. R. Redd, Laurel; O. C. McClellan, Max Amusement Company, Hattiesburg, and L. J. Caillavet, United Novelty Company, Biloxi.

Out-of-State visitors included coinmen Goad, Atlas Music Company, and Stone, Southern Amusement Company, both of Memphis; Edward A. Theriot, Decca Distributing Company, New Orleans, and coinman McDonald, F.A.B. Distributing Company, also from New Orleans.

## Randolph C. Walker Leaves Aireon Post

KANSAS CITY, Mo., Sept. 6.—Randolph C. Walker, former president and chairman of the board of Aireon Manufacturing Corporation, no longer has any connection with the company and he has disposed of all holdings in the firm.

Securities and Exchange Commission disclosed that he had resigned as a director of Aireon last June. Last position he held was chairman of the board, a post which has not yet been filled, it was said here.

## Aireon Corp. Moves Chi Regional Office

CHICAGO, Sept. 6.—Aireon Manufacturing Corporation's Chicago regional office has been moved from its former location at 39 South LaSalle Street to Room 800 at 20 East Jackson Boulevard, Fred Mann, regional sales manager, reports.

**Order Yours NOW  
and Save \$5.50**

FOR ONLY \$12.50 YOU GET:

52 Issues of The Billboard,  
worth .....\$13.00

Plus The Encyclopedia of  
Music, worth..... 5.00

**\$18.00 Value**



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COMING  
SOON

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Cincinnati 22, Ohio

Gentlemen:  
Please ship upon publication (on or about Oct. 1, 1947) one copy of The Billboard 1947-'48 Encyclopedia of Music and enter my subscription to The Billboard for one year—52 issues—(or renew my current subscription upon expiration).

\$12.50 enclosed.  Send bill for \$12.50.

My Name .....

Firm Name .....  New

Address .....  Renewal

City ..... Zone ..... State .....



**Why?** It has a *much longer* needle life than ever before achieved and the *true-economy* is easy on the pocket-book. The new, straight-line Jensen Coin Machine Needle, with the recently developed, locked-in precious metal tip, assures a definite saving in operation costs... because it doesn't have to be changed as frequently. Its smooth play lures nickels, dimes into your juke boxes. Investigate today.

**JENSEN INDUSTRIES, INC.**  
329 S. Wood St., Chicago 12, Ill.

**National Distribution**  
Jobber's Name on Request

**ADVANCE RECORD RELEASES**

(Continued from page 33)

**FOLK**

- ALL I WANT TO DO IS JUST FORGET ..... The Down Homers (Rusty Rogers) (DEATH TAKES) ..... Down Home DH502
- BARNYARD BOOGIE ..... Delmore Brothers (USED CAR) ..... King 664
- COOL WATER ..... The Down Homers (I UNDERSTAND) ..... Down Home DH501
- DEATH TAKES THE TOLL ..... The Down Homers (ALL I) ..... Down Home DH502
- DON'T MAKE ME SORRY ..... Tex Ritter (I CAN'T) ..... Capitol Americana A40037
- FAT GAL ..... Johnny Bond and His Red River Valley Boys (Johnny Bond) (TOO MANY) ..... Columbia 37856
- GOLDEN MOON ..... The Down Homers (THE YODEL) ..... Down Home DH503
- I CAN'T GET MY FOOT OFF THE RAIL ..... Tex Ritter (DON'T MAKE) ..... Capitol Americana A-40036
- I KNOW IT'S WRONG ..... Wesley Tuttle (PLEASE BE) ..... Capitol Americana A-40037
- I NEVER KNEW HOW MUCH I LOVE YOU ..... Johnnie Lee Wills and His Boys (WHO'S GONNA) ..... Decca 46070
- I UNDERSTAND, DEAR ..... The Down Homers (COOL WATER) ..... Down Home DH501
- I'M A KANSAN MAN ..... Eddie Dean and His Boys (IT'S A) ..... Majestic 11020
- I'M GONNA GALLUP INTO GALLUP ..... The Plainsmen (WAS THE) ..... Coast 252
- IT'S A BOY ..... Eddie Dean and His Boys (I'M A) ..... Majestic 11020
- IT'S A CRUEL, CRUEL WORLD FOR ME ..... Floyd Tillman (THE SAME) ..... Columbia 37826
- JINGLE BELLS ..... Cowboy Copas (WHITE CHRISTMAS) ..... King 675
- LET'S GO SPARKIN' ..... Eddie Dean (ON THE) ..... Majestic 11019
- MOVE IT ON OVER ..... Homer Briarhopper and His Dixie Dudes (WALKIN' IN) ..... Mercury 6055
- MOVE IT ON OVER ..... Cowboy Copas-Grandpa Jones (MOVE IT) ..... King 665
- NOBODY'S FOOL ..... Fairley Holden (MOVE IT) ..... King 665
- OLD SHEP ..... Jimmy Walker and His Western Stars (TROUBLES ON) ..... Coast 250
- ON THE BANKS OF THE SUNNY SAN JUAN ..... The Down Homers (Rusty Rogers) (OUT WHERE) ..... Down Home DH500
- OUT WHERE THE WEST WINDS BLOW ..... Eddie Dean (LET'S GO) ..... Majestic 11019
- PLEASE BE LIKE YOUR DADDY ..... The Down Homers (Rusty Rogers) (OLD SHEP) ..... Down Home DH500
- SOMEDAY YOU'LL THANK ME ..... Wesley Tuttle (I KNOW) ..... Capitol Americana A40037
- 'TAINT FAIR ..... Rome Johnson and His Saddle Pals (THE WALTZ) ..... MGM 10068
- THE SAME OLD BLUES ..... Georgia Slim and His Texas Roundup (THIS IS) ..... Mercury 6054
- THE WALTZ OF THE WIND ..... Floyd Tillman (IT'S A) ..... Columbia 37826
- THE YODEL POLKA ..... Rome Johnson and His Saddle Pals (SOMEDAY YOU'LL) ..... MGM 10068
- THIS IS THE END ..... The Down Homers (Rusty Rogers) (GOLDEN MOON) ..... Down Home DH503
- TOO MANY YEARS TOO LATE ..... Georgia Slim and His Texas Roundup ('TAINT FAIR) ..... Mercury 6054
- TROUBLES ON YOUR MIND ..... Johnny Bond and His Red River Valley Boys (Johnny Bond) (FAT GAL) ..... Columbia 37856
- USED CAR BLUES ..... Jimmy Walker and His Western Stars (NOBODY'S FOOL) ..... Coast 250
- WALKIN' IN THE RAIN ..... Delmore Brothers (BARNYARD HOMER BRIARHOPPER AND HIS DIXIE Dudes (LET'S RIDE) ..... Mercury 6055
- WHO'S GONNA LOVE ME? ..... Boogie) ..... King 664
- WHO'S GONNA LOVE ME? ..... The Plainsmen (I'M GONNA) ..... Coast 252
- WHO'S GONNA LOVE ME? ..... Cowboy Copas (JINGLE BELLS) ..... King 675
- WHO'S GONNA LOVE ME? ..... Johnnie Lee Wills and His Boys (I NEVER) ..... Decca 46070

**RACE**

- BAD LUCK BLUES ..... Cousin Joe-Sam Price Trio (BOX CAR) ..... Decca 48045
- BLOOP BLEEP ..... Deep River Boys (I LEFT) ..... Victor 20-2397
- BOX CAR SHORTY (And Peter Blue) ..... Cousin Joe-Sam Price Trio (BADLUCK) ..... Decca 48045
- DEPENDING ON THE LORD ..... Southern Harps (WHAT A) ..... Queen 4173
- DYNAMITE BOOGIE ..... Three Dynamites (FACING LIFE) ..... Columbia 37825
- FACING LIFE ..... Three Dynamites (DYNAMITE BOOGIE) ..... Columbia 37825
- I DON'T KNOW IT ..... Arthur (Big Boy) Crudup (THAT'S YOUR) ..... Victor 20-2387
- I LEFT MYSELF WIDE OPEN ..... Deep River Boys (BLOOP BLEEP) ..... Victor 20-2397
- ICKY WACKY ..... Jubalaires (YOU'RE GONNA) ..... Queen 4172
- I'M GONNA TRAIN MY BABY ..... Jazz Gillum (YOU GOT) ..... Victor 20-2405
- JUST ME AND YOU ..... Little David Wheaton (TOO LONG) ..... Capitol Americana A-40034
- JUST ONE MORE TIME ..... Walter Davis (THINGS AIN'T) ..... Victor 20-2335
- LET ME BE YOUR SIDETRACK ..... John Sellers (MAMA, WHAT) ..... Victor 20-2418
- MAMA, WHAT YOU GONNA DO? ..... John Sellers (LET ME) ..... Victor 20-2418
- MY SPECIAL DREAM ..... Earl Bostic Ork (I'M THE) ..... King 4175
- NO SPECIAL RIDER HERE ..... Willie (Long Time) Smith (DUE RESPECTS) ..... Columbia 37827
- NOT NOW, BABY ..... Jump Jackson Ork (Benny Kelly) (SWEET THING) ..... Aristocrat AR 401
- PLEASE, MR. BLUES ..... Monette Moore-Sam Price Trio (ANOTHER WOMAN'S) ..... Decca 48047
- SACHEL MOUTH BABY ..... Basin Street Boys (Lucky Thompson Ork) (SUMMERTIME GAL) ..... Exclusive EX-19x
- SOMEBODY LOVES ME ..... Erskine Hawkins (Laura Washington) (WELL NATCH) ..... Victor 20-2383
- SUMMERTIME GAL ..... Basin Street Boys (Lucky Thompson Ork) (SACHEL MOUTH) ..... Exclusive EX-19x
- SWEET THING ..... Jump Jackson Ork (Melrose Colbert) (NOT NOW) ..... Aristocrat AR 401
- TAKE ME BACK TO LITTLE ROCK (Arkansas) ..... Lil Green Ork (YOU'VE BEEN) ..... Victor 20-2417
- THAT'S THE GROOVY THING, Parts I & II ..... Earl Bostic Ork ..... Queen 4174
- THAT'S YOUR RED WAGON ..... Arthur (Big Boy) Crudup (I DON'T) ..... Victor 20-2387
- THE GREATEST MISTAKE ..... Jump Jackson Ork (Melrose Colbert) (HEY, PRETTY) ..... Aristocrat AR 402
- THINGS AIN'T LIKE THEY USED TO BE ..... Walter Davis (JUST ONE) ..... Victor 20-2335
- TOO LONG BLUES ..... Little David Wheaton (JUST ME) ..... Capitol Americana A-40034
- TRAIN BLUES ..... Jump Jackson Ork (Benny Kelly) (I'M CUTTING) ..... Aristocrat AR 403
- TROUBLE IS A MAN ..... Hall Sisters (Jesse Stone Ork) (YOU NEVER) ..... Victor 20-2386
- WELL NATCH! ..... Erskine Hawkins (Ace Harris-Chorus) (SOMEBODY LOVES) ..... Victor 20-2383

# AMERICA'S BEST BUY\*

**Bigger Profits! Small Investment! Lifetime Income!**



**Columbia COIN OPERATED**

SPECIALLY ENGINEERED RADIOS

RCA and Hazeltine Licensed      Backed by Standard R. M. A. Guarantee for Radios

\*“America's best buy” . . . in construction, performance and tone quality they are the most outstanding sets on the market today . . . designed for hotels, motels, hospitals, clubrooms, etc.—especially engineered for coin operation (not converted radios). They're the answer to big repeat profits at very small investment.

**NOTE:** Special hospital model with Telex under-pillow speaker attachment, currently being used by U. S. Army hospitals.

**SEVERAL CHOICE TERRITORIES OPEN**  
Operators, write or wire for additional literature and nearest distributor. Phone: Superior 2398.

**COLUMBIAN PRODUCTS CO.**

321 W. DIVISION ST      CHICAGO 10, ILLINOIS

SENSATIONAL PHENOMENAL—UNBELIEVABLE

Describe

## HEATH SILK TONE MUSIC SYSTEM

For all model Wurlitzer Phonographs. More than a conversion. Write today for full details. We have cut record wear 75 per cent while retaining original beautiful tone. Priced right.

### HEATH DISTRIBUTING COMPANY

217 THIRD STREET      MACON, GEORGIA



THE FINEST, MOST LUXURIOUS . . . HIGHEST PRICED COMMERCIAL PHONOGRAPH MADE



The “Manhattan”

By PACKARD

PACKARD MANUFACTURING CORP., INDIANAPOLIS 7, IND.

## USED RECORDS

**ONLY 9c EACH • 1000 FOR \$75.00**

We have 40,000 records in stock, packed and ready to go. Prices F. O. B. Memphis. Minimum order 100 records. Send check with order.

SOUTHERN AMUSEMENT CO.      628 MADISON, MEMPHIS, TENN.



**OPERATORS, ATTENTION!**  
**TOP PRICES PAID FOR USED RECORDS**  
**SELL TO Chicago's Largest Distributor of Used Records. WE PAY THE FREIGHT**  
**WRITE, CALL OR SHIP TO**  
**USED RECORD EXCHANGE**  
 1736 N. Keeler CHICAGO 39, ILL.  
 Telephone: CAPitol 7852  
 Will Pick Up Within 100 Mile Radius

## Illinois Ops War on Smutty Disks; Ask Distrib To Help

CHICAGO, Sept. 6.—Illinois Phonograph Owners, Inc., this week continued their all-out campaign against the use of indecent, obscene or double-meaning records on juke boxes by issuing two letters—one a form letter to all members and the second a request to a Chicago record distributor to refuse to sell a certain

record for use in juke boxes.

Form letter read: "This is a reminder to all operators that the association demands strict observance of its rule prohibiting the use of indecent, obscene or double-meaning records on commercial phonographs. Our position in this matter has won us the respect and support of various juvenile protective agencies in our struggle against unfair legislation, taxes and licenses. Our campaign for clean records has caused a prominent daily newspaper to suppress a very derogatory article about the phonograph business which had been prepared for publication.

"No music operator can afford to risk the future well-being of the business for the sake of a few nickels! "Use only clean, decent records—the kind that are most popular any-way!"

"If you hear of the wrong kind of record on a fellow operator's phonograph, remind him of our rules and report the incident to the association office.

"Refuse any request from a location or its patrons for improper records. "Let's keep our business clean, profitable and free of crippling legal restrictions!"

Letter was signed by Mike Spagnola, executive secretary of the association.

Second letter, sent to a local record distributor, called his attention to the campaign for clean records, explained its values and brought to the distributor's attention the fact that a current record release being handled by the firm was the type of record which can do a great damage to the standing of the automatic phonograph industry.

In requesting the firm's co-operation in banning the record in sales to juke box operators, the association pointed out that, "by having control of the source of a possible cancer on the music operating business you are in a position to protect the well-being of that business as well as the future of your record distributing business."

## K. C. Hotels Install Coin Op Phone Music

KANSAS CITY, Mo., Sept. 6.—Hotel rooms are providing excellent locations for coin-operated telephone music boxes here, according to Gordon E. Talmage, secretary-treasurer of Fairway Distributing Company.

Talmage said his firm has installed the boxes in two hotels, one with about 100 and the other about 50. Play is 5 cents for 12 minutes or 10 cents for 24 minutes, figuring out 25 cents an hour.

He also reported that the company has discontinued its booster station in the Kansas City Light and Power Building and opened two new studios, one at 19 West Linwood and the other at Seventh and Minnesota Avenue in Kansas City, Kan. Both operate automatically. In addition, the company serves most of its downtown locations from its central studio at Eighth and Grand avenues. The Linwood studio serves South Side spots.

Ray Heldstab has been elected president of the company. He formerly was vice-president.

*Tranquil Tone*  
 AMERICA'S Finest COIN RADIO  
  
 \$39.95  
 PRODUCT OF EICHEL ELECTRONIC CORP. EVANSVILLE 8, INDIANA

  
**CALL US TODAY!**  
 DISTRIBUTORS FOR THE NEW PACKARD  
*"Manhattan"*  
 Illinois PLA-MOR DIST. CO.  
 2705-09 S. MICHIGAN AVENUE CHICAGO 16, ILL.

## Honolulu Ops Meet; Back Cancer Drive

HONOLULU, Sept. 6.—Members of the Honolulu Music Association, representing operators of some 4,000 phonographs in Hawaii, held a meeting here this week attended by the Governor of the Territory.

John Clein, president and general manager of United Artists Records, was a guest at the meeting during which 3,000 copies of United Artists' platter *Ella and You're the Sunshine of My Heart* were ordered. The order means \$255 for the Damon Runyon Cancer Fund drive being conducted by Coin Machine Industries, Inc. (CMI), since 8½ cents is donated to the fund for each copy of this record sold.

Also during the meeting, a radiogram was sent to Walter Winchell, pledging support of the entire group for the drive.

## Twin Port Sales Co. Holds Service School

DULUTH, Minn., Sept. 6.—Twin Port Sales Company, with headquarters both here and in Minneapolis, has mailed a circular to music operators announcing the Packard service schools being held in both cities this month.

Service school in Duluth is being held September 8 thru 10, while that in Minneapolis is scheduled for September 11 to 13, both being held in Twin Ports Sales headquarters in each city.

**FOR SALE**  
**EQUIPMENT READY FOR LOCATION**

950 Wurlitzers	\$300.00
700 Wurlitzers	250.00
600 Wurlitzers, Rotary	100.00
616 Wurlitzers	75.00
24 Wurlitzers	65.00
71 Wurlitzers	75.00
61 Wurlitzers	45.00
Also 125 Wurlitzer Boxes	5.00
Packard Boxes	12.50

Terms: One Third Cash, Balance C.O.D.  
**ADVANCE PHONOGRAPH CORP.**  
 4665 Page Blvd. St. Louis, Mo.

★ ★ STAR ★ ★ **BLANK** TITLE STRIPS  
**TRANSLUCENT**  
 THE FINEST, WHITEST PAPER OBTAINABLE.  
 \$1.50 PER BOX OF 4000 STRIPS . . . AT YOUR  
**SEEBURG DISTRIBUTOR**  
**STAR TITLE STRIP CO., Inc.** P. O. BOX 6125  
 PITTSBURGH 12, PA

*It's* **MAGIC MUSIC**  
**Telephone Music Box**  
 for **BOOTH or COUNTER**  
 Write Now for Complete Story  
**MODERN MUSIC, INC.**  
 PLAZA STATION BOX 8114 KANSAS CITY 7, MO.

**FOR SALE**  
 15 Model 120 Wurlitzer Wall Boxes  
 \$12.50 EACH  
 Reconditioned and in perfect condition.  
**Mel-O-Dee Music Co.**  
 626 W. Washington St., Phoenix, Arizona.

MAKE HIGHER JUKE BOX PROFITS WITH "MIRACLE POINT" NEEDLES  
  
 Longer record life—more records played between needle changes—clearer and truer tones—lower over-all needle costs . . . These are benefits you enjoy with "MIRACLE-POINT," the needle with the famous precious metal alloy round tip. Choose MIRACLE POINT for your finest machines . . . Price, 1 to 12, 30c each at your record jobber.  
**M. A. GERETT CORP.**  
 722-724 W. Winnebago St., Milwaukee 5, Wis.

**WE BUY USED PHONO RECORDS**  
  
**MERVIS TRUCKING COMPANY**  
 7026 LEXINGTON AVENUE  
 CLEVELAND 3, OHIO

**New York:**

Automatic Music Operators' Association (AMOA) reports that plans for the annual dinner-dance at the Waldorf-Astoria are set. A galaxy of recording stars will entertain. Barney Schlang, AMOA executive secretary, says tickets for the affair are going fast, and the official program will be one of the most successful to date.

Lew Klein, Coney Island arcade owner, is dickering with Murray Waenger to purchase the Atlantis Night Club, which is located on the Boardwalk. . . . Jim Noonan, Noonan Music in Florida, is in town and will spend several weeks here before heading south again. . . . Charles Wertheimer, Boston, arcade owner, visited here last week.

Martin Berger, Cigaromat Corporation of America, reports that production on his new cigar venders is in full force. . . . Sidney H. Levine, AMOA general counsel, is back in town after a two-week vacation spent in his home town, Milford, Conn.

Stanley Gersh and Sam Gerber, Perfect Game Machine Company executives, are making final arrangements to move their headquarters to a new location soon. . . . Charlie Bernoff, Regal Music Company, has returned from a vacation spent up-State. . . . Frank Veneri, Sutton phono, is on vacation.

Harry S. Moore has been appointed Eastern Division manager of the Carr-Consolidated Biscuit Company. . . . Coin Metered Washing Machine Association is conducting a concentrated drive for new members. . . . Lester L. Paul, head of the vending machine department of the West Side Distributing Corporation, reports cigarette machine sales at a new high.

Thomas L. Jefferson has been appointed chief of the installation and maintenance division of U.S. Television. . . . Ben Golob, of Ben Golob Company, reports an increased interest in popcorn vending machines in this area. . . . Phil Gellert, son of Tom Gellert, gets a tryout with the Brooklyn Dodgers. . . . Al Cohn, Asco Vending Machine Exchange, is devoting his time to the firm's new gum vending machine.

Al Bloom and Nat Cohn, Modern Music Sales, have been huddling the past few days. . . . LeRoy Stein, executive secretary of the Music Guild of America, taking bows on the promotion campaign he's directing in behalf of the ops. . . . Johnny Long's new Signature recording of *Paradise* is going in juke boxes along the entire Eastern Coast.

Monmouth Ball Gum Company opened its new firm with a resounding bang. The new manufacturer was the first to offer a cut in the current established prices. . . . J. Schoenbach, of the Brooklyn distributing firm of the same name, reports increasing interest in sanitary napkin machines.

Coney Island arcades hit the jackpot over the Labor Day week-end. (See NEW YORK on page 114)

**Milwaukee:**

Harry Jacobs Jr., of United Coin Machine Company, reports recent sale of their building, with plans now being laid for a complete new plant for the firm. Al Rogahn is presently touring Wisconsin and his reports from the field indicate a highly satisfactory interest in United's Filben Mirro-Cle music line.

United visitors included Ray Kramer, Elkhart Lake; N. C. Tompkins and wife, Two Rivers; Robert McGraw, Peshigo; Otto Schroeder, Waukesha; Lou Albofonte, Kenosha; Anton Jeffries, Waukegan, Ill.; George Forst, Green Bay; Elmer Schmitz, Hilbert; Oscar Winters, LaCrosse, and Bernie Nowatzke, Wauwatosa.

**COINMEN YOU KNOW****Detroit:**

Lucien J. Frappier is establishing a juke box rental service. . . . Vernon L. Huntoon Jr., of the Acme Amusement Company, has returned from Milwaukee, where he has taken on the distributorship for a new musical toy, in addition to his skeeball and music routes. . . . Arthur P. Sauve, veteran local distributor, is returning actively to the field, establishing the old firm name of A. P. Sauve Company. He is reopening in his old location at 2998 Grand River Avenue, on the city's downtown coin machine row, and will distribute the Genco line.

Lou Salesin, formerly sales manager of the Allied Music Sales Company, is opening a new record department at the Meyer Jewelry store on Woodward Avenue. . . . Carson Ferguson, former pitchman, is now building crates for the export division of the Mercury Products Company. . . . James Ashley, of the American Novelty Company, is returning to increased activity in the vending machine field. . . . Louis and Morris Berk, of the Berk Vending Company, are operating a tavern on Epworth Boulevard. . . . Sam Berk, another brother who was formerly a partner with them, is going in business as the Good Luck Specialty Company.

Andrew McLean is bringing out a new type of pool table game; distribution plans have not yet been set, but it will probably be thru the State Amusement Company.

**Kansas City:**

Roy L. Jackson has sold his interest in Modern Sales Company, nut vending operation, to his former partner, L. C. Faherty, and established a route of music machines and pinball tables at Excelsior Springs, Mo. . . . L. D. Graham, whose brother has a phonograph and pin route at Sioux City, Ia., which he operated for a time, has joined O. R. Mix in establishing a new route here. They plan to operate for the present on a part-time basis.

M. R. (Jesse) James, well-known Houston coinman who operates Coin Machine Sales Company there, stopped over to visit with Carl Hoelzel, of United Amusement, en route to Chicago the other day. His wife and son were accompanying him. Noting James's youthful appearance and bounce friends here came to the conclusion that the coin machine trade must be very pleasant down Houston way. Hoelzel, incidentally, already has tickets to the Brooklyn-Cardinal series, he says, but he hasn't figured out yet how he can get away.

Zor Gershon, partner in United and operator of Wonderland Arcade, still is keeping up his interest in the drama and playwrighting, but he reports that he and Harry Schwimmer were unable to find a play worth backing in the recent contest they sponsored at the Kansas City Resident Theater—even with the help of Broadway Producer Eddie Dowling. But they received several hundred manuscripts, and Gershon says they plan to try again soon.

Joe McGraw, who operates the Big Boy Sales Company, wholesale firm here, has teamed up with Allen Karlee and Karlee's nephew, Anthony Gimbrone, to re-establish the music and pinball route which he and Karlee operated before the war. Karlee did a turn with the infantry in the Pacific, and McGraw was in the AAF.

R. L. McAlister is reported to have sold his interest in the Central Novelty Company at Arkansas City, Kan., to Bob Collins, who joined him a few months ago as a partner, and McAlister, who operated at Arkansas City

**Los Angeles:**

Paul E. Gerber and Elaine Lois Gerber, grandchildren of the late Paul L. Gerber, of Gerber & Glass, Chicago, recently celebrated birthdays at the home of Barney Fishman, operator of Sportland, in Ocean Park. . . . Elden Dale, of Dale Engineering Company, back from a trip East and planning to start production on new games. . . . Robert L. Colyer, former local coinman, is now general sales manager of Luron of Hollywood, cosmetic firm. Colyer leaves soon for San Francisco and Sacramento in the interest of the line.

N. P. Craver, of San Diego, in the city on a buying trip. . . . Ray Huizing, popular vending machine operator, is off on his annual vacation. His many friends will be glad to know that his mother, Mrs. A. Huizing, has recuperated sufficiently to be sent home from the hospital. . . . Lawrence Raya, of Colton, a buyer along coin row.

Ivan Gilbert, of Lemon Grove, visiting with Bill Happel, of Badger Sales Company. . . . Fred Gaunt, of General Music Company, soon to take off on his annual vacation. Will probably visit his brother, Walter, in 29 Palms. . . . Bernard Mills, of Bell Gardens, in the city. . . . Other coinmen in the city during the week included Fred Allen, Bakersfield; Danny Lipton, El Monte; Ray B. Jones, Inglewood; W. D. Tanner, Fresno, and Jack Bahler, Inglewood.

**Indianapolis:**

Dan Brennen, at the Indiana Music Corporation, returned from Chicago, after spending several days at his office there on business. . . . Bryce Grey, salesman for Southern Automatic Music Company, is spending his vacation at home. . . . L. G. Porter, operator at Newcastle, Ind., was a coin row visitor interested in new equipment during the week. . . . Donald Hyten, operator at Bainbridge, Ind., was also buying new equipment during the week.

P. O. Brandt, head of the Brandt Distributing Company, St. Louis, visited the local branch over the week-end. Richard Wagner, manager of Brandt Distributing Company, visited operators in Southern Illinois, Indiana and part of Northern Kentucky last week. . . . Betty Lewis, head of the record department, Janes Music Company, has returned after visiting her parents while on vacation.

Mrs. Blanch Janes, who heads the Janes Music Company, and Mrs. Helen Smith, of the Smith Music Company, have gone to New York on business, and will tour the city before returning, while Harold Smith, also Smith Music, has gone to Rhineland, Wis., where he will fish. . . . Leon Bane, Oxford Amusement Company, Oxford, Ind., was a coin row visitor during the week buying parts. . . . Russell Pennington, Columbus, Ind., operator, was a visitor at distributing firms during the week.

before the war then set up and later sold a route at Lamar, Colo., is reported to established a separate route of his own. . . . Jerry Wilson, salesman with Central Distributing Company, is back at his desk after a vacation at Lake Norfolk, Ark., where, he reports, it was so hot the fish would lie on top the water and fan themselves with their tails.

Ben Baier, brother of Al J. Baier, well-known operator here, is reported to have established a music route of his own at Nevada, Mo. . . . Paul Maceli, who operates the Kansas Tavern Supply Company at Pittsburg, Kan. (See KANSAS CITY on page 115)

**Chicago:**

Fred Mann, regional sales manager for Aireon Manufacturing Corporation, was at his new office in Chicago this week, but plans a trip into the northwestern portion of his territory this coming week. He has just returned from a trip east. Visitors in the Aireon Chicago office this week included Mrs. O. D. Swartz, of South Bend, Ind.

At Rock-Ola Manufacturing Corporation this week, Warren Deaton, of Columbus, O., and Pete Stone, of Automatic Sales of Indianapolis, were guests. Also around for a conference this week were Rock-Ola field representatives.

Billy DeSelm, at the United Manufacturing Company, reports that orders for their new Hawaii pin table are rolling in and production is going strong. Visitors there this week were Charles Ewing, Automatic Amusement Company, of Evansville, Ind., who has just returned from a trip he and his wife made to Alaska, and Cliff Peterson, of Central Distributors of St. Louis.

Vince Murphy, Globe Distributing, reports that Jimmy Johnson is expected back this week from his successful (so his reports indicate) business trip. With everyone back in the Chicago office, Globe will be readying to meet the expected onslaught in fall business. Vince says. . . . ABC Music Service was one Bob short last week—Bob Manning was called up by the National Guard for a week's training in camp, so Bob Gnarro says.

Lindy Force, AMI's manager of general sales, was back on the job with renewed energy after a vacation that spanned the last weeks in August. Visitors at the firm's sales offices, now located in the heart of the Loop, included Harold (The Mighty) Middyett, of the Tennessee Music Distributors, Memphis; and John Haddock, AMI president, who was in from the firm's Grand Rapids, Mich., headquarters, and Gary Weber, of E & W Distributing, Cleveland.

Altho there were numerous visitors calling at Exhibit Supply Company this week, Frank Mencuri who usually supplies the details on this subject was too busy working on the firm's comprehensive parts catalog that will be ready for Exhibit's distributors and operators in the near future. Frank has been devoting all his time to this catalog in recent weeks so the coinmen who handle Exhibit's products can well expect to find a useful guide reaching them right after its publication date.

Bernie Shutz returned Tuesday (2) from a vacation trip to Wisconsin. His brother, Charlie, who also is his partner in the Coin Amusement Games (See CHICAGO on page 112)

**Portland, Ore.:**

Jack R. Moore, president of the Jack R. Moore Company, was subject to a full-page illustrated write-up in the Sunday magazine of *The Oregonian*, presenting details of how Moore came to found Western Skyways Service, Inc., of which he is president. Written by Leverett Richards, the paper's aviation editor, the article relates how Moore became air-minded in 1939 when he found travel to his business interests over the Western States was consuming most of his time and energy.

Western Skyways, however, was outgrowth of Moore's inspiration when he was commanding officer of the Charleston, S. C., CAP base during the war. Moore and colleagues from the CAP base leased property at Troutdale, near Portland, in July, 1944. There became the first G.I. flight school in the nation, and today it is a \$2,500,000 industry operating 33 training planes and employing 88 persons, including 15 flight instructors.



Look To The GENERAL For LEADERSHIP

5-BALLS—Now Delivering!

Gottlieb's MARJORIE  
Chico's GOLD BALL  
Exhibit's RANGER

Genco's HONEY  
United's HAWAII  
Williams' FLAMINGO

RECONDITIONED:  
AMBER \$129.50  
BAFFLE CARD 150.00  
BIG HIT 79.50  
BIG LEAGUE 89.50  
MISS AMERICA 149.50  
MYSTERY 175.00  
SEA BREEZE 99.50  
SHOW GIRL 139.50

RECONDITIONED:  
SPELL-BOUND \$129.50  
STAGE DOOR 89.50  
CANTEEN 129.50  
STEP-UP 129.50  
SUPERLINER 89.50  
SURF QUEENS 99.50  
SUSPENSE 99.50  
SUPER SCORE 139.50

STAPLES

NEW:  
BANK BALL, 9 ft. skee roll  
ONE WORLD, roll down game  
RECONDITIONED:  
ACE BOMBER \$150.00  
PLAY GOLF 99.50  
TOTAL ROLL 275.00  
BANK BALL 250.00  
PANORAM 295.00  
SKY FIGHTER 125.00  
UNDERSEA RAIDER 150.00  
TERMS: 1/3 Cash with order, balance C. O. D.

Jennings SUPER DELUXE CHIEF  
Jennings STANDARD CLUB CONSOLE

RECONDITIONED:  
BLUE FRONT, 5¢ \$109.50  
BLUE FRONT, 10¢ 114.50  
ORIGINAL CHROME, 10¢ 124.50  
BROWN FRONT, 5¢ 114.50  
BROWN FRONT, 10¢ 119.50  
BROWN FRONT, 25¢ 124.50  
GOLD CHROME, 10¢ 160.00

All above are Mills factory originals—no revamps. Completely overhauled, refinished and repainted like new. New reel strips, club handles, new award cards.

- 3 GALLOPING DOMINOES, latest 1947 model, used 1 week, same as new \$595.00
- 4 FOUR BELLS, 5-5-5-5¢, slant heads. Special \$125.00

TERMS: 1/3 Cash With Order, Balance C. O. D. Established 1925 Growing Steadily Ever Since

CONSOLES

NEW:  
JENNINGS CHALLENGER, 5-5¢, 5-10¢, 5-25¢  
RECONDITIONED:  
BAKER'S PACERS, DD & JP \$175.00  
GALLOPING DOMINOES, walnut cab., clean 99.50  
LUCKY LUCRE, walnut cab. 99.50  
KEENEY PASTIME 150.00  
KEENEY TRIPLE ENTRY 140.00

COUNTER GAMES

NEW:  
Gottlieb's DeLuxe GRIP SCALE A.B.T. CHALLENGER, 1¢ or 5¢  
Daval's BEST HAND, 1¢  
Daval's MEXICAN BASEBALL, 1¢  
Daval's FREE PLAY, 5¢  
Daval's SKILL THRILL, 1¢  
Marvel POP-UP, 1¢ or 5¢

CHICAGO METAL UNIVERSAL BOX STANDS DE LUXE REVOLV-AROUND SAFE CABINETS—Single, Double, Trips  
PFANSTIEHL COIN MACHINE NEEDLES  
DOWNEY-JOHNSON COIN COUNTERS \$217.50

Call or write for prices on all new equipment. Send for our complete bulletin.



Exclusive distributors in Md., Del., D. C. and Va. for new POST-MASTER STAMP MACHINES

COINMEN YOU KNOW

Chicago:

(Continued from page 111)  
firm, proudly announced the birth of a six-pound girl. Mrs. Charlie Shutz, who returned home from the Westley Memorial Hospital Thursday (4) and the new baby, whose name is Enid Rae, are both reported in fine condition.

Pat Wilson, who is the efficient secretary to Jack Kelner over at Kelner Venders, reports that "Wally" who represents the Schiller-Wright Company, Milwaukee, was among the callers of the week. Leon Segal, the well-known candy vender operator and whose offices are located in Kelner's building, was just released from the hospital. Leon has been having trouble with one of his shoulders, diagnosed as a calcium deposit.

Wallace Fink, World Wide Distributors, says their showroom floor sample of the new Click pin game is now a "used" machine—reason, Wallace states, is that visiting operators keep the game in such constant play that this particular one is old before its time. . . . Monarch Coin Machine Company is shipping amusement equipment to an increasing number of foreign markets, recent destinations being city of Guayaquil in Ecuador, and Beyrouth, Lebanon, near Syria.

Paul Glaser, of Empire Coin Machine Exchange, reports that "prosperity has returned" without any traces of the so-called "summer slump" past history. Paul says that business was so good last week-end that he and Gill Kitt stayed at the office all day Saturday and remained in town to cover it. Meanwhile, Ralph Sheffield took a jaunt into Canada and relaxed a little from the job of helping shape the new Empire quarters. Shirley Corush, Empire secretary, left this week for a two-week vacation in Los Angeles—her first trip to California.

Eddie Ginsburg, for the first time in about four months, during which time he was ill, stopped in the Atlas Novelty Company offices last week and greeted the boys. Everyone said it was really good to see Eddie in the old surroundings, even if only for a short while. Joe Kline returned August 30 after his business jaunt thru Illinois, upon which he left August 19. Joe is confident that the cooler weather now approaching can't miss in the matter of bringing an increase in business in coin machine circles. "Hot weather brings on vacations and heat, rash, but it doesn't do the industry any good, generally," is Eddie's opinion.

Coven Distributing Company's Ben Coven says that the ops in his territory are all generous contributors to the Damon Runyon Cancer Fund drive and the donations keep rolling in. . . . Callers dropping in during the week included Jess Gillman and H. E. Huff, both from Peoria, Ill.; Stanley Miller, Kenosha, Wis., and Happy Halberstadt, Racine, Wis.

Coinex Corporation's secretary, Ida Brotmann, tells of the fishing exploits of boss Murray Rosenthal, who is off vacationing with his family. Seems Murray, after acquiring about \$500 worth of fishing gear from the boys at Coinex, wrote that he is "having a wonderful time not catching any fish." Last heard from, the Rosenthals were about a 100 miles out of Duluth. A letter from Montevideo received at Coinex last week stated the writer desired to open an arcade there. As there were very few arcades in the vicinity his proposed coin palace should go over well, he wrote. Hockey games and ray guns were the subject of the letter.

DO YOU NEED NEW MACHINES? WE HAVE . . .

- New A. B. T. Machines
- New Bell-O-Matic Machines
- New Bally Machines
- New Evans Machines
- New Genco Machines
- New Williams Machines
- New Mutoscope Machines
- New Pace Machines
- New Esquire Machines
- New Columbus Venders
- New Master Venders
- New Walling Venders
- New Victor Venders
- and New Phonographs, too.

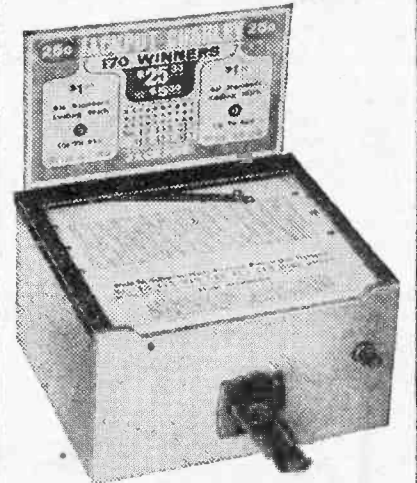
Write for detailed circulars on these new machines.

DO YOU NEED USED MACHINES? WE HAVE THEM

Thoroughly Checked and Ready for Location. Write for exact list of used machines you need, as we have various lists.

The VENDING MACHINE CO. FAYETTEVILLE, NORTH CAROLINA U. S. A.

OUR THIRD GREAT SEASON



COIN-OPERATED AUTOMATIC SALES BOARDS

Deals of all kinds Write for particulars

R. C. WALTERS MFG. CO. 4201 NORFOLK ST. LOUIS 10, MO.

OPERATORS SEE THE NEW PACKARD "MANHATTAN"

before you buy that new Phonograph . . . ALL FIVE-BALL, FREE PLAY, AND AMUSEMENT MACHINES AT LOWEST CURRENT PRICES!

ALL TYPE SLOTS AT LOWEST PRICES WHAT DO YOU HAVE TO TRADE? Write, wire or phone either office!

TWIN PORT SALES CO. 290 Lake Ave. So. Duluth, Minn. Melrose 2888 2029 Wash. Ave. So. Minneapolis, Minn. MA. 8522

GENERAL Vending Sales Corp. BIDDLE & HOWARD STS. Phone: Vernon 4119 BALTIMORE 1, MD.



MILLS GOLDEN FALLS BELL

Rebuilt by Abco. Looks like new, works like new. Mechanism completely overhauled. Brand new Golden Falls Cabinet. Automatic Load  
5¢ . \$145  
10¢ . 155  
25¢ . 165  
Hand Load  
5¢ . \$165  
10¢ . 175  
25¢ . 185



COLUMBIA DOUBLE JACKPOT BELL SPECIAL

\$85.00 Ea.



Changeable right on location in a few moments! time to 1-5-10-25¢ play. Cabinet rebaked to give new machine appearance. Size: 18 1/2" high, 14 1/2" wide, 12" deep, 50 lbs. wt.

1/3 DEPOSIT—BAL. C.O.D.—F.O.B. CHICAGO  
WRITE FOR FREE 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.

NEW SLOTS FOR IMMEDIATE DELIVERY  
PACE  
5¢ . . . . . \$245.00 | 10¢ . . . . . \$255.00  
25¢ . . . . . \$265.00  
Write for Quantity Prices.

Abco NOVELTY Co. 823 W. RANDOLPH ST. HAYMARKET 9076 CHICAGO 7, ILLINOIS

TEN DOLLARS JUST FOR YOUR NAME!  
Sit down NOW and write up your name, address and number of this ad. You will receive \$10.00 FREE credit, within one year, on purchase of first order of \$50 or more.  
ALSO RECEIVE FREE EACH MONTH OUR ILLUSTRATED NEWSETTE  
Foreign Orders A Specialty. Ad No. 24 5% Discount—Full Cash With Order.  
WANTED—USED JUKE BOX RECORDS.  
183 MERRICK ROAD MERRICK, L. I. Phone: Freeport 8-8320  
NATIONAL NOVELTY COMPANY

DISTRIBUTORS FOR GENCO—WILLIAMS—BALLY—EXHIBIT and CHICAGO COIN.  
King-Pin EQUIPMENT COMPANY KALAMAZOO 21, MICH. 826 Mills Street Phone 2-0021  
DISTRIBUTING COMPANY DETROIT 1, MICH. 3004 Grand River Phone TEmple 2-5788

**IT'S TIME  
TO ROLL UP  
YOUR  
SLEEVES!**



... and not because it's hot, either, but because you've got to if you want to stay in the best business in the world—the coin machine business. If it wasn't, would so many guys be wanting "in"? **Where else can a little guy grow big faster if he's got what it takes?**

Sure, competition is tough and getting tougher now that the honeymoon is over. But there's still plenty of good locations to be had for the guy who is on his toes, who keeps his locations alive with good equipment and service.

How? Simply by keeping in close touch with his distributors and by reading THE BILLBOARD carefully each week—especially issues like the FALL COIN MACHINE SPECIAL. That's the one that will contain plenty of new equipment announcements, articles and lists that will help keep you out in front of your competition ALL-WAYS.

**The Billboard  
FALL  
COIN MACHINE  
SPECIAL**

DATED

**OCTOBER 4**

DISTRIBUTED

**SEPTEMBER 30**

ADVERTISING DEADLINE

**SEPTEMBER 25**

**RESERVE YOUR SPACE NOW!**

Call or Write The Billboard Office Nearest You

In Cincinnati  
2160 Patterson St.  
Phone: Dunbar 6450

In Chicago  
155 North Clark St.  
Phone: Central 8761

In New York  
1564 Broadway  
Phone: Medallion 3-1615

In Hollywood  
6000 Sunset Blvd.  
Hollywood 5831

In St. Louis  
390 Arcade Bldg.  
Chestnut 0443



# STOP . . . LOOK . . . then READ CAREFULLY

## WE WANT No. 1

A Winter spot (or all year 'round) for an  
**ELECTRICAL GROUP GAME**

## WE WANT No. 2

All Concessionaires to see  
**THE RACES**  
(an Electrical Group Game)  
in operation at 1315 Surf Avenue, Coney Island, N. Y.

### ALSO

See the crowds flock to  
**PLAY FOR GOLD**  
(Another Electrical Group Game)  
at 1517 Bowery at Kensington Walk, Coney Island, N. Y.  
Then judge for yourself as you see the Public Play.

## WE WANT No. 3

To close out  
**POKERINO TABLES**  
(Brand new, of course)  
at \$149.50 each to make room for the production of our own  
**PATENTED GROUP GAMES** which we have operated for 15 consecutive (and successful) years.

ORDER YOUR ELECTRICAL GROUP GAMES NOW FOR 1948 DELIVERY

## PERFECT GAMES COMPANY

PERFECT GAMES BUILDING  
STANLEY GERSH

ES-planade 2-4383

BROOKLYN 24, N. Y.  
SAM GARBER

## COINMEN YOU KNOW

### New York:

(Continued from page 111)  
altho the American Legion convention failed to draw the crowds. Current Carnival is keeping the Boardwalk jammed from morning until late evening. . . . Al Blendow, sales manager of the International Mutoscope Corporation, reports the firm's production lines are rolling under full steam these days.

Harvard Automatic Machine Company has its new nickel metal stamper ready to go. . . . Playland Arcade, in Times Square, which recently inaugurated a 24-hour a day policy, reports that the poker tables are getting a healthy play around the clock. . . . Borris Rood, Runyon Sales of New York, is practically recovered from his recent illness.

Max Levine, president of the Scientific Machine Company, is reported to have a new machine in the final stages of completion. . . . The Buccaneer, first machine to be produced by the Abbott Specialty Company, is being shipped to distributors. The game is a roll-down.

A new three-column hamburger, hot dog, cheese sandwich vender is nearing the final stages of development and the production lines are being set up by the Radio Chef, Inc., according to latest reports here. Machine replaces the original hot dog vender planned by Radio Chief. . . . Lew Jaffa, sales manager for Easter Electric Cigarette Vending Machines, is back from a trip thru the Midwest.

A new arcade, Amusementland, will be opened this week on 50th Street between the Roxy and the Music Hall. . . . Bruno Hoffman and Alex Zimmerman, partners in H & Z Vending, Inc., report they have added ice cream vending machines to their operations.

Silent Sales, Washington, distributing firm, has requested several of the veterans who will be graduated from the National Association of Amusement Machine Owners' coin machine mechanic training school next month to come to work for them. . . . Mario Caruso, president of the C-8 Laboratories, is due back from Italy soon.

Mario Pacor, Premier Coin Machine Manufacturing Corporation executive, sailed last week on a business and pleasure trip to Europe. . . . Dave Simon, of the Simon Sales Company, is expanding his headquarters and will soon open his new showrooms on 10th Avenue.

Ralph Connors, Westchester amusement machine operator, and his wife are the parents of a son, their first. The baby has been named Ralph Jr. The Connorses also have two daughters. . . . Andy Sorenson, of Detroit; Sol Fried, of Boston; Bob Schwartz, of Baltimore, and Herman Pauze, of Puerto Rico, visited town last week.

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SEE PAGE 101

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Watch For Details To Be Announced in the J. ROSENFELD CO. AD in the Oct. 4th Issue of THE BILLBOARD MAGAZINE

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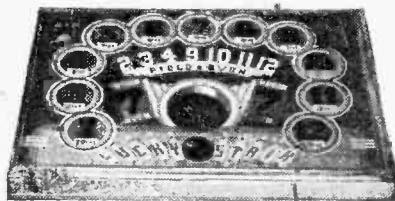
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**Kansas City:**

(Continued from page 111)

music-pins route, is passing out some fancy 1948 art calendars already to advertise his business. . . . Mike Kreisch, former operator at Sedalia, Mo., who is now a master sergeant in the air forces stationed at Maxwell Field, was in town the other day visiting friends in the trade.

Irvin Weiler, head man at Consolidated Distributing Company, was all set to take in the National Air Races at Cleveland except for one small detail. He forgot to make arrangements for the Bellanca plane he has been renting while waiting delivery on his new Bonanza. When he called the airport, he found the planes had all been rented and his plane was in Minnesota on a fishing expedition.

Consolidated incidentally was the fourth coin machine company here to be victimized by thieves in the past month. Burglars broke a hole in the back door, unlocked it, and then ransacked the office, taking \$106 from the safe, a new pair of shoes belonging to Jerry Adams, sales manager, and all the fountain pens in the office. And as a crowning touch, they cleaned out all of Weiler's cigars before leaving. Apparently the same set of thieves earlier had broken into Advance Music Company and blown the safe taking nearly \$200, Dave Cooper reported. Previously Frankel Distributing Company had a window broken by a man caught carrying two remote control boxes, and United Amusement was held up and robbed of \$200 just at closing. . . . Adams, incidentally, proved his golfing skill last week-end by turning in a 64 in the first round of the championship flight in the tournament at Santa Fe Hills Country Club, and thereby knocking out the tourney favorite, John Wiley.

Fred Barbee, former assistant sales manager with AMI, has set up as a free lance jobber of all types of coin machines and equipment in this territory. . . . Jack Gallagher, former operator in Sioux City, Ia., is the new salesman at Frankel Distributing. He will travel Missouri, working under Mike Oakley. . . . Jimmy Mayes has joined Jim's Music Service, operated by Jim Batterson, as a routeman, and Batterson reports he is keeping Mayes busy looking after new pin games. . . . Dave Fleider, of Advance Music Company, took his family up to Excelsior Springs over Labor Day.

R. L. Cleeton, who sold his route here to Elmer Butts, is reported to have established a new route at Kirksville, Mo. . . . John Masters, local operator, is reported in Minnesota on vacation. . . . Ben A. Butler, who is now credit manager and chief bookkeeper at Con-

solidated, is scheduled to head for Colorado this month. . . . Victor H. Roos, owner of Automatic Coin Machine Company, distrib firm, is due back from Canada this week.

Jack W. Clark, who has the Salina Music & Amusement Company at Salina, Kan., and his wife were in town and both doing a little shopping last week, after just returning from a vacation in Colorado. Clark said play has been in a deep slump out there this summer, but there are signs it is picking up again. . . . Other Kansas operators making the rounds included Earl Snodgrass, of Leavenworth; Martin Esser, who has Advance Amusement at Topeka; John Emick, of Lawrence; Otto Hubbell, who has Miller Music Company at Eureka; Bill and Charley Turner, of Turner Amusement at Topeka; Carl Froehlich, of Marysville; W. Doze, of Doze Amusement at Kingman; Carl Stewart, of R. & S. Sales Company at Topeka, and W. V. Morgan, of Baxter Springs.

Bert Smith, vice-president of Modern Music, makers of new type music boxes here, and L. C. Bowen, sales managers, have been up in Wisconsin on a business trip, and Bowen will go up into Saskatchewan, Canada, as soon as he gets back to bring his children back for school. . . . Missouri coinmen seen around included Kenneth Barnett, of Osceola; Lowell T. Weldon, of Bethany; Ivan Starks, of Marshall; Walter Cobb, who has Acme Music Company at St. Joseph; R. D. Reed, of Maitland, and Harry Jones, who has Universal Amusement Company at St. Joseph.

Jones reports that his son, Harry Jr., soon will be ready to take over the whole operation. Young Harry has a war record that will make your hair stand on end. A pilot of a B-17, he was shot down over Germany and bailed out at 23,000 feet during the big 1,000-plane-a-day raids of 1944. Then he was taken to a German prison camp on the Baltic Sea, where the Nazi marched the prisoners for 87 days in sub-zero weather, making them sleep on the ground.

Add women operators: Mrs. Grace Hall Patton, who is a partner with L. V. Marsh and Charley Sharp in the White Amusement Company at Hutchinson, Kan., and Mrs. Roy McDaniels, who is a partner with her husband in an operation at Marshall, Mo. That brings the number currently active in the trade hereabouts to five. . . . Frank Stone, mechanic at Consolidated who was critically ill at Wadsworth Veterans Hospital with a recurrence of malaria contracted overseas, was due back on the job this week.

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**Venders, Changers Topic of Story In Industrial Monthly**

NEW YORK, Sept. 6.—The August issue of *Industrial Relations* magazine includes a feature, *Why the Employees Are Comfortable at Majestic Radio*, which highlights the use of recorded music every 15 minutes and the use of vending machines to assist in employee morale.

Pointing out that the new Majestic plant, located near Elgin, Ill., obviously was planned for the employee's comfort, the article reveals the plant is so located that eating places are not easily accessible. To overcome this problem, the plant provides a lunchroom and a cafeteria, the former for persons bringing their own lunch and wanting only hot or cold drinks and/or pastry, the latter for those desiring to buy an entire meal. In the case of the lunch room, according to the article, vending machines also are used.

**Article on Coin Changers**

The same issue of the magazine also carries a short article on coin changers and how these machines save time for the employees. Pointing out that the coin changers are used mainly in connection with other vending machines, a person can use the changer in order to get nickels to insert into candy, gum or cigarette machines.

Some companies have installed the changers in order to cut down the money changing during rush hours in their cafeterias. According to *Industrial Relations*, another concern discovered that the rental charge for three changers was only one-third the cost of the man hours lost under the manual change-making system.

**New Name, Officers For Chi AMI Distrib**

CHICAGO, Sept. 6.—Automatic Phonograph Distributing Company will be the name of a new corporation built around the former Automatic Distributing Company here, the latter corporation having been disbanded. The new organization will continue as distributors of AMI automatic music equipment.

President of the new firm, which will maintain its offices at the same location as the old company, is Philip Weisman, a former Chicago phonograph operator. Vice-president will be F. T. Smith, an old-time coinman who was a stockholder in the original Automatic Distributing Company. Other officers have not changed. The original corporation was founded in April, 1946.

**Packard Appoints Roth as Distrib**

INDIANAPOLIS, Sept. 6.—Packard Manufacturing Corporation has appointed Roth Novelty Company, Wilkes-Barre, Pa., as distributor in part of Pennsylvania and New York, according to William P. Bolles, advertising manager.

Appointment is effective immediately.

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Mexico	Mam'sella	Wurlitzer 600R	185.00
		Singing Tower 201	150.00
		Wurlitzer 616	89.50
		Seeburg 8800, RC	250.00

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**5 BALL PIN GAMES**

School Days	\$ 44.50
Champ	42.50
Flicker	29.50
Defense (Genco)	49.50
Hollywood	89.50
Catalina	79.50
Wild Fire	39.50
Victory	55.00
Roxy	20.00
Midget Racer	89.50
Double Barrel	89.50
Fast Ball	99.50
Cyclone	175.00
Rocket, Bally	165.00
Kilroy	145.00

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Chicago Coin Hockey	\$ 89.50
Lite League	95.00
Bally Rapid Fire Conversion	95.00
Chicago Coin Goales	135.00
Genco Total Roll	225.00
Socco Ball	225.00
Chick & Sam	65.00
Used Skill Roll	150.00
Super Roll, 10-ft. Alley	195.00
Sky Fighter	95.00
Sportsman Roll	225.00
20 Wurlitzer 14-ft. Skee Ball	225.00

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**Pierce Distributing Shows Packard Line**

ROCKFORD, Ill., Sept. 6.—A recent showing of the Packard Manhattan phono was made by the Pierce Distributing Company of Brodhead, Wis., at the Faust Hotel here.

C. S. Pierce, distributing firm head, welcomed Packard officials C. L. Cade and Bill Bolles to the showing. Among attending Illinois coinmen were W. B. Kerr, J. C. McClay, H. Rubert, A. Nordgren, Adam J. Kees, Jack Vella, Harold Livingston, Mr. and Mrs. Curt Reynolds and Joe Ruttenburg, all of Rockford, and H. H. Rimmerman and Larry Frankel, of Rock Island.

Wisconsin guests registering were Dick Barbuer, Beloit; Harold Shonts, Monroe, and from Brodhead, Mr. and Mrs. S. L. Wright, Mr. and Mrs. Rodger Bernstein, Mabel Bork, Beverly Brager, Dorothy Jacobson and Francis Saunders.

**Report Mod. Music Output 600 Monthly**

KANSAS CITY, Mo., Sept. 6.—Modern Music, Inc., makers of Magic Music wired music systems, has developed its production facilities to a capacity of nearly 800 boxes per month, John Barnett, secretary-treasurer of the firm, reported. Current production, however, is running at the rate of about 600 per month as a result of the present shortage of materials, he said.

Modern Music itself is handling only the sales, with manufacture of the boxes being carried on by Bernitz Manufacturing & Machine Works. Gardner Electronics is doing the electrical work, making the amplifiers, and the final assembly, he reported.



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BIG HIT	\$ 80.00	SPELLBOUND	\$ 85.00
CANTEEN	70.00	STEP UP	110.00
FIESTA	125.00	SUPER LINER	120.00
KILROY	155.00	SUPER SCORE	130.00
HAVANA (New Motor)	175.00	SMOKEY	150.00
MISS AMERICA	150.00	SHOW GIRL	150.00

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(Phone: Franklin 3620)

**LOOK FOR MINIT-POP**  
SEE PAGE 101

"EL BINGO"—Bing Crosby (Decca A-547)

Packaging eight Latin lullabies which Bing Crosby cut in an earlier day, it all adds up to a likely El Bingo binge for the fans. A romantic ranchero, Crosby sings to Xavier Cugat's music for Siboney, Hasta Manana, You Belong to My Heart and Baia. For the other two records in the set, it's the single spirited spin in the set for Alla En El Rancho Grande, with the Foursome adding their vocal harmonies and John Scott Trotter making the music just as spirited. Trotter frames the musical back for the pash Amor piping to complete the platter. For the fourth side, Crosby sings it in Spanish, with Victor Young conducting the orchestra, for No Te Importe Saber, recognized as Let Me Love You Tonight, and adds the English lyric for Flores Negras, best remembered as You're the Moment of a Lifetime. Color photo of the singer wearing a sombrero makes for an attractive cover page, with personal notes on the piper for the inside page.

DUKE ELLINGTON PLAYS THE BLUES (Victor P-182)

It's the very epitome of Ellingtonia in these eight sides being released for the first time by the label. Recorded just before the maestro left the label, it's the Ellington scoring and shading at its best for these blues patterns. The band holds full sway for Royal Garden Blues, Memphis Blues and Beale Street Blues, with Al Hibbler's expressive blues chanting for Pretty Woman, Marion Cox's husky singing for St. Louis Blues and the delicate soprano sounds of Kay Davis without words as she blends with trombone and clarinet for Transbluency. Contrasting the orchestral creations are the blues improvisations of the Duke and Billy Strayhorn at the twin pianos for Drawing Room Blues, and Ellington's piano jazz patterns for Frankie and Johnnie, with Junior Raglin on bass and Sonny Greer at the drums. Steinway figure embellishes the cover title page with photo of the Duke and detailed notes on the needling filling the inside page. All makes for a notable addition to the Ellington library on records.

DEBUSSY: Sonata No. 2 for Flute, Viola and Harp (Columbia MX-282)

One of the most complex of the music Debussy wrote, with suggestions of medieval themes in its melancholic formalism, it is played with sensitive musicianship by a chamber combination of Laura Newell at the harp, Milton Katims on viola and John Wummer on flute. One of the few chamber pieces which Debussy completed, this set of two 12-inch records will be highly acceptable to the lovers of chamber music. The three instruments provide the cover figures, with picture of the trio and notes on Debussy's atmospheric music printed on the inside page.

SACRED ARIAS OF JOHANN SEBASTIAN BACH—Carol Brice (Columbia MX-283)

The warm and rich contralto range of Carol Brice, soothing and with profound religious feeling, is particularly suited to this packaging of four of the greatest sacred arias in oratorio literature. With the supporting music of the Columbia Broadcasting Concert Orchestra directed by Daniel Saidenberg equally in good taste, Miss Brice sings two arias from the Magnificat and two from the Mass in B Minor. Set takes in two 12-inch records. Symbolic figures illustrate the title page with photo of the songbird and notes on the music filling the inside page.

"THE UNFINISHED DANCE" (MGM 4)

It's the engaging and fanciful ballet music played by the MGM studio orchestra directed by Herbert Stothart as included in the sound track of the forthcoming The Unfinished Dance technicolor flicker from that studio. The ballet music spreads over three of the four 10-inch records, teeing off with a short picture plug by Walter Pidgeon, and with full-flavored arrangements, it makes for pleasant plattering for medleys of Swan Lake, The Swan, The Bartered

ALBUM REVIEWS

(Continued from page 34)

Bride, a Faust fantasy, Liebesfrued, a Prelude and a Gavotte by Chopin, and removed from the familiar classical ballet, David Rose's Holiday for Strings. Remaining record brings in Danny Thomas for two of the screen songs, piping it thin for a minor mood melody in Minor Melody and more effectively for a whimsical Merrily, Merrily. Kodachrome picture of a ballet trio on stage makes for an attractive cover, with picture plugs and stills for the inside page. While the ballet pieces are all familiar, package will need the picture to hypo its merchandising appeal across the record counters.

THE MOST POPULAR HAWAIIAN MELODIES (Standard International 4F-16)

It's the electric guitar strumming of Kulalani Hawaiian Serenaders, to which they add smooth vocal harmonies for eight native Hawaiian lullabies, all familiar, all making for the desired dreamy dinking. Contrasting the rhythmic pace, the Serenaders, getting billing only on the label, bring out the romantic flavor of the islands for Tomi Tomi (Let's Have Fun), Aloha Oe (Farewell to Thee), Song of the Island, Mi Givi (Flirting With Love), Maui Girl (Pretty Girl), Aloha, No Wau Ikou Maka (I Love Your Eyes), Ulu Hua Wale Au (Longing for Thee) and Hawaii Nei (This Is Hawaii). Island scene makes for the cover piece, but hardly as pleasing to the eyes as the spinning to the ears.

"COLLEGE FAVORITES"—Johnny Long (Signature S-10)

The Johnny Long band and singers spin out a spirited set of eight popular college songs, just in time for the football season. In breezy march tempo, the band kicks off with Columbia U.'s Roar, Lion, Roar, with the Beachcombers bringing in their vocal harmonies for Washington and Lee Swing, and with the band glee club for University of Southern California's Fight On, Texas U.'s The Eyes of Texas, On Wisconsin and Notre Dame Victory March. Contrasting, it's a slow ballad spin in dance time as the Beachcombers sing Dear Ole Duke and with Francey Lane in the lead, Cornell's Far Above Cayuga's Waters. It's all in the collegiate tradition and the sides will serve the music machine operators servicing the campus locations. Stadium and pennant design, together with photo of the maestro, makes for a colorful cover design.

"TUXEDO JUNCTION"—Erskine Hawkins (Victor P-181)

With the maestro's hit instrumental, Tuxedo Junction, setting the album keynote, this package of four records brings back eight of the better biscuits cut by Erskine Hawkins' band. All the sides excellent examples of Hawkins' relaxed rhythms, with the other instrumentalists and band singers sharing the spotlight with the maestro's trumpet. In the same Tuxedo jump frame is Tippin' In; Paul Bascomb's tenor sax smokes for Sweet Georgia Brown and Avery Parris' blues knuckling of the keyboard is again heard in the everlasting After Hours. Mated to each instrumental side is the mellow blues singing of Jimmy Michelle for Don't Cry, Baby; Cherry and Song of the Wanderer, with Laura Washington in the same blues mood for I've Got a Right To Cry. All makes for a favored collector's set, with the sides also serving in good stead for the music machines. Photo of the maestro and his trumpet graces the color title page.

AL JOLSON SOUVENIR ALBUM (Decca A-570)

All Jolsonana, it's Al in his usual exuberant singing form for seven of the eight sides in this nostalgic needling that makes for a desired souvenir set. Save for his smooth and

sentimental singing of When You Were Sweet Sixteen, a vocal foursome assisting, it's the effervescent Jolson for such Jolson classics as Waiting for the Robert E. Lee, I'm Sitting on Top of the World, Golden Gate; Toot, Toot, Tootsie; Back in Your Own Back Yard, Carolina in the Morning and Liza. Morris Stoloff's music provides full musical and rhythmic support. Picture of the ever-popular singer graces the cover page and the package is a natural companion set to the earlier movie album.

VILLA-LOBOS Quartetto Brasileiro—Stuyvesant String Quartet (International 301)

Entirely gay and sparkling, with the Brazilian folk songs for the melodic and rhythmic fragments, this Quartetto Brasileiro (No. 6 in E) by Brazil's prolific Heitor Villa-Lobos, is played and interpreted brilliantly by the Stuyvesant String Quartet. The four strings rich in tonal quality and blend, it's also an admirably clear recording of this contemporary chamber piece spinning most vividly over three 12-inch records. Will be difficult for lovers of chamber music to pass this package by. Cover is a simple title page, with the inside page carrying notes on the music and pictures of the composer and the very competent string quartet.

PROKOFIEFF: ROMEO AND JULIET—Boston Symphony Orchestra—Serge Koussevitsky (Victor DM-1129)

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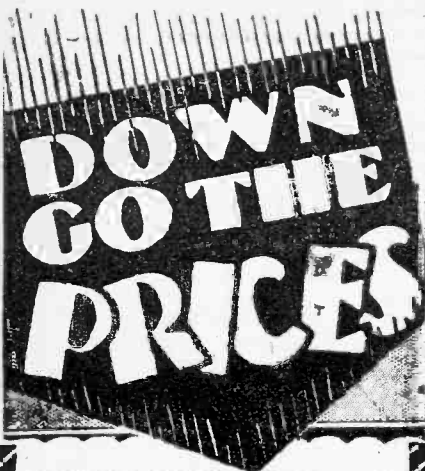
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# Park Arcade Biz Holds Well; Coin Play Tops Pre-War Mark

(Continued from page 92)

surpassed last year's totals in arcades and other coin spots, the play for the entire year was considered to be off 10 to 28 per cent. Here again, operators were quick to point out, play was better than anticipated before the season opened, and noticeably above pre-war averages.

Consensus among Coney Island operators as told by Robert Jacobs, owner of Amuse-O-Mat Arcade, is that business may drop a little in each of the next few years until the so-called normal period will be reached, after which a leveling off is expected.

Significant trend taking place in Coney Island coin spots is the growing number of group games, such as coin-operated poker tables. Operators in that area state that an up in play took place with the advent of group type games. Another new feature, which distinguished the season from past years was the sudden appearance of coin-operated vending machines in arcades, principally soft drink cup venders, cigarette machines and nut venders. The Sod-A-Mat which dispenses cup drinks thru 12 machines in numerous flavors also claimed better business than last year. Two of the big arcade owners near the Boardwalk revealed that they definitely will have ice cream venders installed by the time next season opens. Reason for the sudden growth of vender popularity in these spots is that customers do not have to leave the premises to get quick refreshments.

### Rockaway Attendance High

In the Rockaway area, which is not very far from Coney Island, total attendance thru Labor Day as announced by the Rockaway Chamber of Commerce was the staggering total of 37,470,000 or more than 1,000,000 above the previous record set in 1944. Altho this figure does not give a true indication of the number of people patronizing arcade machines in the area, since much of this total attendance is made up of people who just drop down to the beaches there for a quick swim and leave the area without spending at all, arcade owners did state that business was good, but per capita spending down.

The season at Coney Island did not end with Labor Day. September 8-13 period is devoted to that area's Mardi Gras, and is followed by full-time operation thru October, when week-end schedules take over.

### Conn. Park Biz Drops

At Savin Rock, located in New Haven, Conn., operators who report business off as much as one-third, claim that additional coin machine taxes are responsible for the drop in profits. Here the general theme from concessionaires was: crowds good, even better than last year; spending down; expenses climbing. Prime example was the \$100 yearly tax on rotaries and diggers, with some operators claiming profits on individuals not equal to the tax.

Great relief was expressed by

Savin Rock operators over the fact that good weather conditions prevailed during the season. Main complaint on this score was that, tho the weather did bring in the crowds, individual spending was off. Labor Day week-end, in many cases, changed the blue tune that was heard in early August, business surpassing that done at same time a year ago.

Dave Bakerman, who operates one of the biggest concessions on Savin Rock's midway summarized the season as one in which the operators worked five days for the government to pay taxes and hoped for big week-ends to realize something on the investment. "When you pay \$100 tax on each machine and pay out \$600 per week on your pay roll it makes you wonder how you are going to make out. We were told that the new tax was just for the duration of hostilities, but here it is two years after the war and there is no tax relief in sight."

### Hartford Ops Agree

Most Hartford operators went along with Bakerman's opinions and also advanced the following reason for the drop in play: "Most families are living on a highly restricted budget, and after a couple of rides for the kids, hot dogs, soda pop, there is not too much left for coin machines.

All of the operators contacted at Savin Rock were high in their praise of equipment that has become available this year. They said that on the whole the newer machines are sounder mechanically, which tend to give the operator a better break because they remained in play without repairs longer than in previous years. Licenses at Savin Rock carry thru October 12 and operators believe that there is yet time to improve the balance sheet.

### Portland Play Holds

On the Pacific Coast the amusement park coin business was somewhat fluctuating. At Jantzen Beach, in the Portland, Ore., area, coin machine play was described as off but on a par with last year, Lou Dunis, head of the Portland Amusement Company, said that while last year's play suffered from bad weather, this season was hamstrung by a lack of attendance. He could not predict what the coming year would hold for this situation because he felt that present conditions in Portland were not going along with general business conditions prevailing in other sections of the country.

Jantzen Beach was the only park in the Portland area that operated concessions this year. The Oaks Park left its arcade section dark this season, as General Manager Robert E. Bollinger put it, "because of the tax situation." He said license requirements now in effect stipulate that coin machines must be operated in a specified location instead of moving to more profitable spots as conditions might warrant, and therefore as far as he was concerned made it unprofitable to operate this year.

### L. A. Reports Good Week-End

However, at the southern end of the Pacific Coast, coin machine play seemed to be in full sway on all beach resorts. With Los Angeles sweltering in 99 degree heat, the beaches, especially the arcades, pulled strong business over the three-day Labor Day week-end. In some sections the flow of humanity to the surf meant the bolstering of arcade receipts into pay dirt.

Al Anderson, of the Balboa Fun Zone in Balboa, 40 miles south of Los Angeles, said that his arcade was one concession that had come thru the season with flying colors. He attributed the condition to the fact

## TEXAS REPORTS DIP.

(Continued from page 92)

\$208,000 from July figures and \$653,545 below August, 1946.

For August this year, cigarette taxes yielded \$1,845,599, a \$250,000 drop from July, but still \$64,765 above August, 1946, returns. Liquor revenues amounted to \$432,613 for August, \$798,134 below a year ago. Receipts were \$26,000 higher than those for July, 1947, however.

Stamp income for wine (\$39,459) and beer (\$386,222) was up for both the month and the year.

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that he had spent "between \$7,000 and \$8,000" fixing it up. The improvements included a new asphalt tile floor, cold cathode lighting and 30 new machines. Anderson looks to 1948 as another pay year, for before the opening of the next season he expects to have all new games with the exception of "those standards that you have to keep from year to year."

**New Games at Balboa**

Working with Elden Dale, of the Dale Engineering Company, Anderson installed several of this firm's games. The Battle of Mars, a coin-

operated machine gun garnered many a nickel as did the Electro-Plane, which is a plane like the P-51 that is operated on a five-foot arm by remote control. The control is the regular airplane control and allows the player to guide the model while getting the thrill of actually flying a P-51. Dale also has a German Mauser, yet unnamed in the arcade field, that kicks like the real thing.

Anderson said that in addition to improving his arcade, he put hard-to-get items as prizes in the diggers. The Fun Zone also used Total Rolls, Advance Rolls, two Goalees and the Basketball Game as new equipment this year. They pulled well but so did old games such as the grips and peek machines. A Western Baseball also earned its share. Now old and giving trouble, it will be replaced with new equipment, Anderson said.

Dale Engineering, said the arcade owner, is modeling his new gun games along sportsmanship lines rather than war. The Mauser, added as late as Friday, earned \$12 the first afternoon; \$17 Saturday and \$22 Sunday. A check had not been made on Monday's business at the time of the report.

**Punching Bag Draws**

The punching bag is still a money-getter at Balboa. Working on a nickel, the muscle game pulled \$33 in an afternoon and \$263 from Saturday until the Sunday afternoon a week later. The smallest daily receipt was \$23.

Fun Zone got big business Saturday and Sunday nights, remaining open until 2 a.m. Monday's crowd left early with the park closing before midnight.

Dick Skelton, manager of the arcade at Mission Beach Amusement Center, near San Diego, said: "Our records show that gross income is down about 50 per cent. The floor traffic has been reduced an estimated 40 per cent."

"Change of ownership among other factors made it inadvisable to make alterations. However, we do have a new Goalee and two Daval Skill Thrills, the performance of which has not been exceptional. The best nickel machines are Western DeLuxe Baseball, K. O. Fighters, the old ray guns and muscle equipment and, of course, Peeks and Panorams.

"The operators can create a very definite trend to arcades. Our clientele includes many sailors we lost temporarily because of the opening of the Mexican border (San Diego is 17 miles from the Mexican border). However, a very recent clean-up in Tijuana is returning these sailors to us, which means an improvement in income.

"I look forward with much favor to the coming year, believing that stabilization will much improve the income of our clients which will, of course, reflect in ours. I believe, too, that this will enable many more of our tremendously swollen population to discover Mission Beach as the year's all 'round playground."

**Huge Mission Beach Crowd**

Mission Beach is located in the center of a \$15,000,000 harbor improvement project. Fireworks, the fourth free exhibition this year, was featured Labor Day night. The display pulled about 25,000 people. The mid-day crowd was estimated at 18,000.

Barney Fishman, of Sportland in Ocean Park, the pier that serves Los Angeles, said Goalee and Zodiac were the only new games that he had on the floor and they were doing "all right." He pointed out that it was difficult to tell which machines were the favorite in a spot the size of Sportland. He added that he was still using Jumbo Skee Balls of an ancient vintage and that they were doing well.

With Venice pier now being razed, Ocean Park has the field here to itself. "I look for 1948 to be good," Fishman said, agreeing with the other Coast arcade operators.

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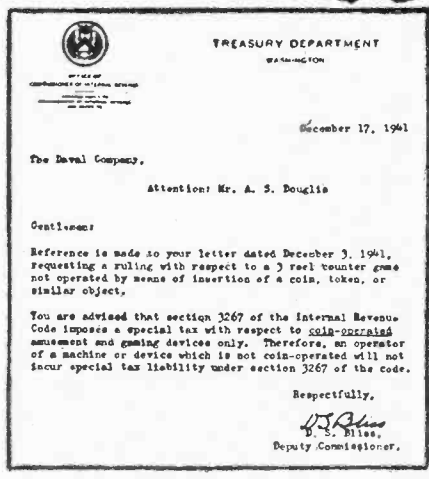
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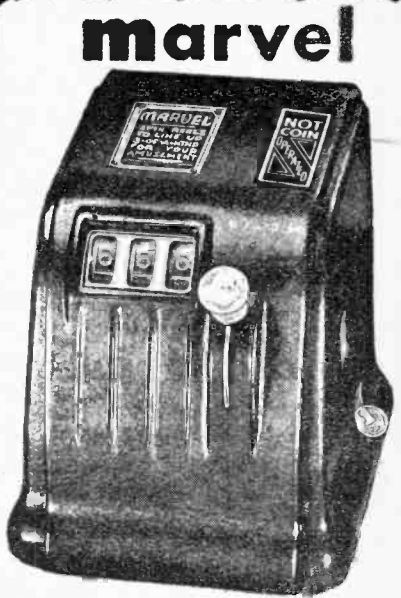
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SEE PAGE 101

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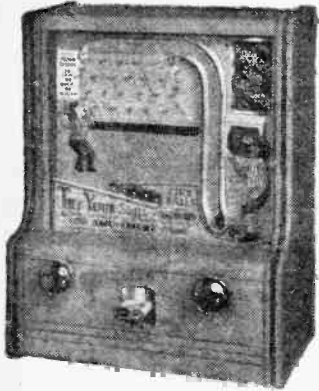
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# Hit Location - Owned Jukes; Rising Direct Sales Attacked

(Continued from page 104)

location sales, and altho these cases are few, they show that the manufacturers are willing to stand back of the time-proven juke box operator plan.

### Only Practical Way

Manufacturers point out that the present manufacturer-distributor-operator system has proved to be the only practical way to keep the automatic phonograph business on a high plane which takes into consideration the most important factor—the future.

The location-owner, they point out, is not qualified to be a part of the business because the very nature of his primary business is far-flung from the specialization required to keep a location-owned juke-box in proper working order.

Selling juke boxes directly to locations, they point out, is one of the surest ways to "sell ourselves down the river." Manufacturers agree that the cornerstone of a high quality automatic phonograph business is the experienced, progressive operator. If that weren't the case, they point out, there would have been a different sales program long ago.

### Operator Essential

Distributors, likewise, say that the operator is the most essential factor in their business. Direct sales to locations, they agree, ruin the future of their business. The present set-up is like a chain, they point out, and if any link is broken, the proper operation cannot be maintained.

Operators, being closest to the problem, instantly recognize the troubles inherent in direct sales to locations. Such sales not only eliminate the particular location from their lists of possibilities, but if the box is improperly serviced, it causes an unfavorable public reaction which can reflect on their own established locations.

This problem, they point out, has always been a menace since the first days of the automatic phonograph business, and the fact that no more than between 5 and 10 per cent of locations have ever maintained their own juke boxes establishes its impracticability. "If location-owned juke boxes were profitable, our business would have folded up long ago," one Chicago operator pointed out. "But we can't fool ourselves into thinking that the present increase in direct sales isn't serious," he added.

Because of their unprofitable nature, many locations are avoided by operators, who, altho they have aging equipment that is unsuitable for their regular stops but adequate for the majority of non-profit locations, hesitate to furnish service to such spots without a profit to compensate for it. These locations are the ones which

make up the majority of spots having their own juke boxes.

### Consider Taking More

Many operators are seriously considering taking on more of these stops which are even below the marginal level in order to stop any further increase in direct sales. Altho it might be a costly venture, many feel that it would pay for itself by keeping the automatic phonograph industry on a higher level.

Officials of one of the largest operators' associations report that they are presently considering recommending such a measure on an association-wide basis.

The problem of location-owned equipment in top locations is currently not considered alarming when viewed on a long-run basis. While it temporarily eliminates a paying spot, the operators say they frequently find that their best customers are people who have at one time had their own juke boxes and found out how unsound such a venture is.

Many locations who have their own equipment which they feel presents no great problem to them other than the fact that it should be replaced by a newer model are currently turning to operators to furnish them with a new juke box. This usually results in an operator having to pay more for the old box on the location than it is worth to him, but most operators who have followed thru on this type of business feel that such an outlay makes up for itself in the fact that a paying location has been secured.

### Solutions Offered

Solutions to the problem were offered to *The Billboard* from all concerned. On the manufacturers' level, it was pointed out that juke box makers can do their bit by keeping a close check on sales of new machines and seeing to it that any distributors who sell to others than established operators are disfranchised.

Distributors, it was said, can help solve the problem by making certain that their sales of either new or used equipment are to none but actual operators.

In the end, tho, it was generally acknowledged that the greatest burden falls upon the operators. Taking on non-profit locations would be a great help, it was pointed out. Not selling their "dead" equipment to locations, however, is considered to be of greatest importance.

Operators' associations can likewise help by keeping location owners and the public informed as to the advantages of operators-owned equipment. One suggested answer would be for phono operator associations to get together with tavern, restaurant and other such associations and explain, thru them, the advantages of the present juke box operation.

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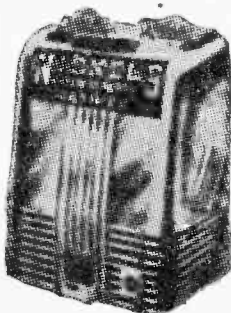
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- 5¢ Jennings Cigaretola . . . 45.00
- 10¢ Blue Front . . . 90.00
- 25¢ Blue Front . . . 105.00
- 10¢ Gold Chrome . . . 125.00
- Chicago Metal Double and Triple Revolv-a-Round Safe Stands.

TERMS: 1/3 Deposit, Balance C. O. D.

### SLOT PARTS

We have all Mills Slot and Jumbo Parts.

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### Ask Legal Bets

NEW YORK, Sept. 6.—Queens County June Grand Jury, called to take action on illegal betting and alleged police pay-offs by bookies, declared Wednesday that the laws were "unenforceable" and recommended that the State legalize off-track betting and book-making.

"The urge to bet is as old as the human race itself," the jurors declared.

### State Tax Take Hits Record High Figure; \$6,800,000,000 Year

WASHINGTON, Sept. 6.—State tax collections during the fiscal year ended June 30 hit a record high of \$6,800,000,000, 12.5 per cent over the previous year, the Census Bureau reported this week.

Top tax returner was sales taxes, bringing \$1,179,000,000. Gasoline and oil taxes draw \$1,124,000,000 and State income taxes on individuals, \$418,000,000.

Bureau said most of the increase can be traced to higher prices and wages along with increased business activity.

State collections, however, were little more than one sixth of the \$39,108,000,000 federal tax receipts during that same period.

On a per capita basis, Washington State was the leader with \$84.05, followed by California with \$73.19 and Nevada with \$61.19 per person. Lowest on the per capita basis were Nebraska with \$29.53 per person, Alabama with \$31.13 and Tennessee with \$31.48.

### Rise in Tax Take; Credit Tourists

DENVER, Colo., Sept. 6.—Apparently reflecting the summer influx of tourists, Colorado collections of sales and motor fuel taxes hit new all-time highs during July, W. F. Perkins, director of the State department of revenue, reported.

Sales tax collections totaled \$1,987,598 for the month, an increase of \$25,313 over the previous high in January, 1946, and a rise of \$367,312 or 23 per cent from collections in July, 1946. The State levy on motor fuel produced \$1,985,563, surpassing June collections by \$170,510 and exceeding collections of September, 1946, previous high under the 4-cent tax, by \$540,969. The tax has since been increased.

For the 10th consecutive month, liquor taxes in Colorado showed a decrease, bringing the decline to 43 per cent below 1946. July collections of the tax this year totaled \$332,506, compared with \$580,712 in the same month last year.

Notable among increasing collections of licenses fees in Colorado, however, was a rise of nearly \$1,400 or roughly 5 per cent in collections of fees on tourist camp licenses, Perkins reported. This would seem to indicate a substantial increase in the number of camps in the State. License fees on camps in the 1947 fiscal year totaled \$24,821, compared with \$23,463 in the 1946 fiscal year, he said.

### ATTENTION

10 Bally Big Tops, Free Play \$250.00 for all 1 5¢ and 1 25¢ Jennings Club Bell 100.00 for both 1 5¢ Mills Late Blue Front 65.00

OLSHEIN DISTRIBUTING CO.

1100-02 Broadway Albany 4, N. Y.

### U.S. Commerce Dept. Plans Large Display At '48 CMI Exhibit

CHICAGO, Sept. 6.—U. S. Department of Commerce this week announced plans for a large exhibit at the annual Coin Machine Industries, Inc., (CMI) convention and show at the Sherman Hotel, here, January 19-22.

Victor H. Kinson, business specialist for the Department in Chicago stated in making the announcement: "We are very pleased at the results of the bureau's exhibit at the 1947 show. During the four days of this show we serviced several thousand business men from all sections of the country. From the reports of our Chicago office clearing thru Washington, we found that this annual CMI convention is by far the biggest show entered by the Department of Commerce in the whole country. We have never seen such concentrated and sustained interest in the service of the bureau from any other industry."

Commerce exhibit at the 1948 show will specialize in dispensing facts and figures on U. S. industry in general and special information of exports. Department also supplies year around information to coinmen.

### Hayes Sloan Builds New Coin Device To Clean Bowling Balls

DETROIT, Sept. 6.—A newly-invented machine to clean bowling balls is being manufactured by Hayes Sloan Products Company. Upon receipt of a dime in a coin chute, the machine will wash the ball with a solvent to loosen accumulated wax and dirt and then brush it clean.

Previously bowlers who wanted their balls to roll true had to either rely on the pin boys, resort to a machine equipped only with brushes or do the tedious job themselves.

The company, located at 15032 Regina, Detroit, is comprised of the following personnel: Robert McGill, Detroit; George D. Garrett, Melvindale; Carl E. Plew, Indianapolis, and Alvin Stickle, Detroit.

### Farmers' Earnings Soar During 1947

WASHINGTON, Sept. 6.—American farmers are making more money today than ever before, in the history of agriculture in this country, a Department of Agriculture report issued this week showed.

Bureau of Agricultural Economics report estimated the total farm cash receipts in the first eight months of 1947 at \$17,400,000,000, a gain of 21 per cent over the same 1946 period.

Higher production costs will reduce the net percentage gain, it was reported, but all indications are that the American farmer will end up his 1947 year with an all-time high income.

Increased consumer buying is credited as partially responsible for the rise.

### Refrigerated Candy Cases In Drugstore Ups Sales

BINGHAMTON, N. Y., Sept. 6.—Indication of public acceptance of future temperature controlled candy venders is the experience of the North Side Pharmacy here. After installing a refrigerated candy department (the first in the city) the summer sale of candy was greatly stimulated. During the hot months of July and August, especially, sales were noticed to be greatly over same period in previous years.

### Small World

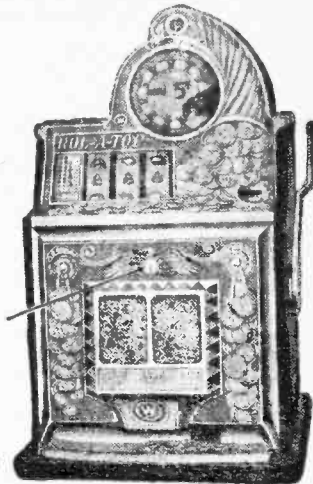
COLUMBIA, S. C., Sept. 6.—When W. W. McDaniel here walked into a drugstore the other day and received a nickel in change from a purchase he discovered it was the same coin he had placed in a soft drink vender at Richmond, Va., five years before.

McDaniel said he recognized the nickel by a distinctive marking of his initials which he cut into it at the time he dropped it into the Richmond drink vender.

### Rutland Uses Buckets To Collect Coins From Meters

RUTLAND, Vt., Sept. 6.—This city made the first collection from its new parking meters this week, using buckets in which to carry away the coins. T. P. Roberts, city treasurer, states that it will be two or three days before they know the value of the pennies and nickels that were collected—seems only method of counting that will be used by hand.

In addition to the pennies and nickels, the collection netted the city a bunch of dimes, several slugs and a car key that was somehow pushed thru a coin slot.



### OPERATOR'S PRICES

5c ROL-A-TOP BELL ..... \$175.00  
10c ROL-A-TOP BELL ..... 200.00  
25c ROL-A-TOP BELL ..... 225.00  
50c ROL-A-TOP BELL ..... 300.00

The Above Prices are Net F. O. B. Chicago

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## FILBEN MIRROCLE MUSIC

THE ONLY 30-RECORD PHONO AVAILABLE  
Rapid All-Purpose Equipment—Trouble Free

### LA CROSSE AND WESTERN WISCONSIN OPERATORS

We are showing the new Filben Mirrocle music in La Crosse on Wednesday and Thursday, September 10 and 11. Drop in and learn more about the "Break" music operators have always wanted! Cuts your investment in new equipment!

YOU CAN GET DELIVERY . . . . NOW!  
SEE UNITED COIN TODAY . . . .

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### Operators Information On Request



### RECONDITIONED PHONOGRAPHS

Wurlitzer #600, Rotary ..... \$139.50  
Wurlitzer #700 ..... 285.00  
Wurlitzer #800 ..... 290.00  
Wurlitzer #850 ..... 295.00  
Wurlitzer #950 ..... 280.00  
Wurlitzer (Vic. Model) #24 ..... 65.00  
Rock-Ola '39 Standard ..... 137.50  
Rock-Ola '39 Deluxe ..... 147.50  
Rock-Ola Windsor (20 Record) ..... 89.50  
Rock-Ola Com-mando ..... 149.50

### PIN GAMES

Baseball (Genco) . . . \$ 19.00	Lightning . . . . . \$149.50
Big Hit (Single) . . . 64.50	Play Boy . . . . . 182.50
Bombardier (P&S) . . . 17.50	Production (P&S) . . . 25.00
Cover Girl . . . . . 37.50	Sea Raider (From Capt. KJdd) . . . 22.50
Carousel . . . . . 159.50	Sky Rider . . . . . 27.50
Cyclone . . . . . 147.50	Spellbound . . . . . 97.50
Four Diamonds . . . . 29.50	Step Up . . . . . 99.50
Four Aces . . . . . 25.00	Texas Mustang . . . . 25.00
Keep 'Em Flying . . . . 29.50	Tornado . . . . . 139.50
Kismet (P&S) . . . . . 35.00	Victory (Genco) . . . . 22.50
Liberty . . . . . 49.50	



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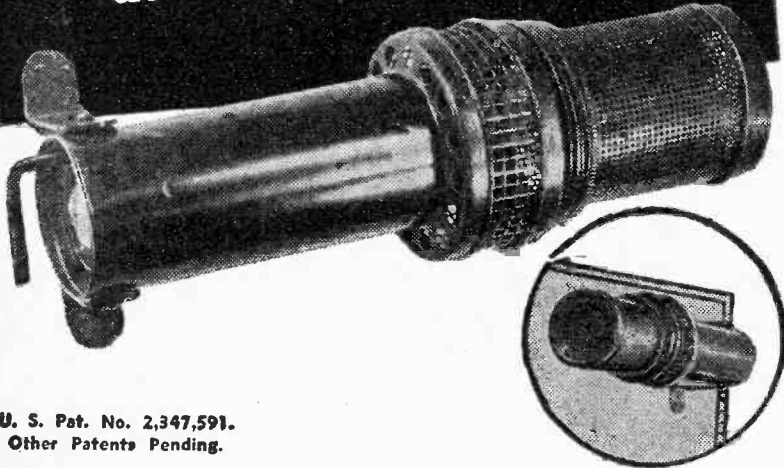
# THIS IS IT!

TRIED and TESTED  
BY COIN MACHINE MEN

for EXTRA PROFITS  
for EXTRA INCOME

UP TO  
300%

**CONDITIONNAIRE**  
automatic deodorizer



U. S. Pat. No. 2,347,591.  
Other Patents Pending.

with the BUILT-IN  
BLOWER FAN

LOOK! NO HANDS . . .  
NO ELECTRICITY

Operates entirely mechanically  
with the opening and  
closing of the rest room door.

Every Location a Sure-Fire Bet for Multiple Number of Units that yield  
DEFINITE . . . FIXED . . . ASSURED INCOME the year 'round. YEAR  
AFTER YEAR.

This Is the Answer to the Coin Machine Operator's Dream—nominal (just  
a few bucks per unit) equipment investment . . . Substantial, Steady, YEAR  
AFTER YEAR ASSURED INCOME.

Write, Phone, Wire Now for PROFIT-PROVEN PLAN how YOU too can  
add CONDITIONNAIRE profits to your existing operation at unbelievably  
nominal investment.

Price \$5.95 Per Unit

FINANCED for 8 months—1/3 Down  
Payment.  
Cash, \$5.50 per unit.  
Refill Block, 50 cents each.

FINANCING—TERMS If Desired

WRITE—PHONE—WIRE TODAY FOR  
AVAILABLE EXCLUSIVE TERRITORY

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**PAYWIN INDUSTRIES**

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Circle 5-8992

## RECORD REVIEWS

(Continued from page 108)

### KARL AND HARTY (Columbia 37802)

*Mercy On Your Soul*—FT; V.  
*Mean, Mean Mama*—FT; V.

The voices of Karl (Davis) and Harty (Taylor) are smooth enough for the harmony singing of these Western songs. But it's all in the straight-forward manner without any spirit or style as they duet these ditties at a moderate tempo with guitar strums to sustain the rhythmic pace. *Mercy On Your Soul* is the stock cowboy torch, and while it's a better ditty in the accusative *Mean, Mean Mama*, their singing is listless.

No coin catching here.

### BILLY WILLIAMS (Victor 20-2343)

*I've Got a Gal in Laramie*—FT; V.  
*Mary Marry Me*—W; V.

With two dandy girlie ditties for the dinking, Billy Williams's expression of romantic sentiments spin to good and rousing returns. The Pecos River Rogues providing fine toe-tapping support, Williams makes it a contagious chant for the lively *Gal in Laramie*, which was written by the composers of *Sioux City Sue*. And it's with the full flavor of the outdoors as he sings it will full sincerity for the *Mary* waltz melody.

*Gal in Laramie* spins in the coin groove.

### EDDIE DEAN (Majestic 11018)

*Toodle-Oo My Darlin'*—FT; V.  
*Spring Has Come to Old Missouri*—FT; V.

A sagebrush singer, Eddie Dean delivers nicely for the slow and sentimental *Old Missouri* ballad, his piping framed effectively by the hum harmonies of a male trio with accordion and guitars cutting in the musical edges. And is more at home for this tuneful song than for the brighter *Toodle-Oo* ditty that has Dean straining in his singing with the male trio coming to the rescue some on the refrains.

*Spring Has Come to Old Missouri* may interest the nostalgic needlers.

### WILEY AND GENE (Columbia 37572)

*Bring Back the Sunshine*—FT; V.  
*Losing Sleep Over You*—FT; V.

Wiley (Walker) and Gene (Sullivan), blending their voices soft and sweet, provide a fetching lyrical luster for both of these Western songs. With fiddles, guitars, trumpet and piano providing peppery musical support, the twosome take it with a desirable downright sorrowful feeling for the *Sunshine* song. And at a livelier beat, make it even more engaging for *Losing Sleep*.

*Losing Sleep Over You* spins stronger for possible phono play.

### BOB WILLS (Columbia 37564)

*How Can It Be Wrong*—FT; VC.  
*Punkin' Stomp*—FT.

His Texas Playboys devoted to the hot Western rhythms with piano, fiddles and guitars grooving toe-teasing country music, it's a lively and tasty instrumental for dancers in Bob Wills's *Punkin' Stomp*. And just as easy on the hoe-down hoof for the *How Can It Be Wrong* rhythmic jingle for which Jimmy Widener does the asking in spirited vocal fashion.

Country dance fans will kick in coins for *Punkin' Stomp*.

### BAILES BROTHERS (Columbia 37583)

*Whiskey Is the Devil*—FT; V.  
*We're Living in the Last Days Now*—FT; V.

For the solo and duet singing of these hillbilly hymnals, the Bailes Brothers bring all the flavor of the backwoods to the biscuit. No ho-sannah to their harmonies as they sing at a moderate tempo to guitar strums, but there's religious conviction in their chant. *Whiskey Is the Devil* warns of the liquid form and *Last Days Now* is a lyrical warning to get ready for Judgment Day.

For the old folks at home.

### BILL MONROE (Columbia 37565)

*Will You Be Loving Another Man?*—FT; V.  
*Blue Yodel #4*—FT; V.

His Blue Grass Boys laying down the hot hoe-down rhythms with their string instruments, Bill Monroe is joined by Lester Flatt on the chorus for lusty and spirited singing of *Loving Another Man*. And for the flip, Monroe sings and yodels in real hand-me-down fashion for a fast-stepping *Blue Yodel #4*. Plenty of spirit in both spins, both vocally and instrumentally.

Both sides spin bright for coin appeal along the hoe-down lanes.

### JOHNNY AND JACK (Apollo 154)

*This Is the End*—W; V.  
*Paper Boy*—W; V.

Packing plenty of sorrowful pathos in their piping, harmony blend of Johnny and Jack is right out of the back woods for these two sorrowful waltz melodies. The guitars and bass of the Tennessee Mountain Boys strumming out a three-quarter time support, it's the sad story of how drinking and gambling made them lose their girl in *This Is the End*. And it's even more teary for the poor and raggedy *Paper Boy*.

For the old folks at home.

### LUKE WILLS (Victor 20-2415)

*Shut Up and Drink Your Beer*—FT; VC.  
*Bob Wills' Two-Step*—FT.

A new Western music maker for the label, Luke Wills' Rhythm Busters bring some rustic steam to the spin, making the most of the *Drink Your Beer* novelty with the rousing vocal trio for the wordage and electric guitars for the hot Western licks. Small band, taking in clarinet, fiddles, guitars and piano, makes it a lively instrumental for the country dancing for *Bob Wills' Two Step*.

Roadside rests will take to *Shut Up and Drink Your Beer*.

### THE BLUE SKY BOYS (Victor 20-2380)

*Sold Down the River*—FT; V.  
*I'm Glad*—FT; V.

Packing plenty of pathos and plain-tiveness in their rural harmonies, the Blue Sky Boys (Bill and Earl Bolick), singing to mandolin, guitar, fiddle and bass strums, give it out in good homespun fashion for both of these heart-break ballads. All the sentiments are expressed for *Sold Down the River*, which leads to the port of broken hearts, and in the same moderate tempo, it's deft cowboy ditty for the *I'm Glad* torch.

For the Western taps and taverns where they take to torch.

### BILL BOYD (Victor 20-2379)

*Now or Never*—FT; VC.  
*Tellin' Lies*—FT; VC.

Singing in the breezy outdoor style, Bill Boyd, with the hot Western music of his Cowboy Ramblers punching out a peppery background, it's Western swing seasoning for the *Tellin' Lies*. Male trio helps Boyd's vocal haziness for the *Now Or Never* torch ballad on the mated side, spinning at a moderate tempo.

*Tellin' Lies* will take the phono strip.

### ROSETTA HOWARD (Columbia 37573)

*Ebony Rhapsody*—FT; V.  
*When I Been Drinking*—FT; V.

Hemmed in by the hum harmonies and the bass, guitar and piano rhythms of the Big Three Trio, Rosetta Howard gives little display of her fine race blues singing here. Getting refinement in support, there's none of that ruggedness that makes for the low-down blues riot as she shouts it husky for *When I Been Drinking*, which reveals unhappy life and love. For the flip, it's a Harle-mese rhythm ditty in *Ebony Rhapsody*, for which la Rosetta hardly does full vocal justice.

No coin sock in this spinning.

**JAZZ GILLUM (Victor 20-2405)**  
*You Got To Run Me Down*—FT; V.  
*I'm Gonna Train My Baby*—FT; V.

Picking his guitar in fine blues fashion, Willis James Lacey lends much attraction to the down-to-earth blues shouting of Jazz Gillum, who also adds his harmonica blowing to the supporting rhythm section. It's a rock rhythm boogie beat set for *You Got To Run Me Down*, wherein he tells his gal how to get him. Slows down to the more mellow blues mood as he laments about his misery because of women in *I'm Gonna Train My Baby*.

Back rooms at the race spots will take to the story and spinning of *You Got To Run Me Down*.

**JOHN SELLERS (Victor 20-2418)**  
*Let Me Be Your Sidetrack*—FT; V.  
*Mama, What You Gonna Do?*—FT; V.

A lusty and rugged shouter of the race blues form, the husky-voiced John Sellers, singing to rhythm support, makes both sides count for those who take to such chanting. Takes it at a moderate tempo for *Sidetrack*, telling his gal that he'll do until her "main line" comes in. And in the slow blues frame, wails for his baby to come back home to him in *Mama, What You Gonna Do?*

Race spots may show interest in *Let Me Be Your Sidetrack*.

**HARRY JAMES (Columbia 37810)**  
*My Friend Irma*—FT; VC.  
*Strange What a Song Can Do*—FT; VC.

Singing it feelingly in a fiddle frame, with the maestro's tones well rounded and in thoughtful phrasings, it's Marion Morgan and Harry James bringing out all of the lyrical and melodic charm of *Strange What a Song Can Do*, lovely mood ballad by Eddie De Lange and Louis Alter. For the flip, the James band dips into the bounce tempo, spinning it bright and rhythmic, and again la belle Marian and the James trumpet. And while it's triteness for the *Irma* tune, the rhythmic treatment of all is tops.

Coin appeal will depend largely on song popularity with *Strange What a Song Can Do* a possibility.

**BLUE BARRON (MGM 10058)**  
*Tennessee*—FT; VC.  
*Our Hour*—W; VC.

It's a play on words for both of these song novelties. But instead of simplicity to the specialties, maestro Blue Barron makes 'em heavy production pieces with the result that the spinning serves no special purpose in arresting attention. It's a cow cow boogie type of tune for the *Tennessee* spelling song with Babs Ryan and the band boys swarming over the wordage. But without any bite or beat to the singing or playing. And it's even more overwhelming, and that more muddled for the puppy love song, *Our Hour*, spinning at a lively waltz tempo.

No coin catching here.

**JOZEF LAZARZ (Standard F-3029)**  
*Left and Right Oberek*—W.  
*From the Jungles*—FT.

It's the Polish folk dance rhythms by the accordions, fiddles, trumpet and bass making up Jozef Lazarz's native orchestra. And while the melodies are not so tuneful, nor their treatment making for any particular instrumental color, it all serves easy enough for the native dancing. The *Left and Right Oberek* is in the fast waltz tempo for the Oberek dancing while the lively polka rhythms are applied to *From the Jungles*.

Strictly Polish dance music.

**GEORGIA GIBBS (Majestic 12012)**  
*The Stanley Steamer*—FT; V.  
*The One I Love*—FT; V.

Singing the rhythm ditties with a rhythmic flair that makes for real enthusiasm, Georgia Gibbs warms the cockles with her easy and breezy chanting for both of these ditties. It's a catchy song specialty in *The Stanley Steamer*, from the *Summer Holiday* movie, with Glenn Osser's spir-

## Mrs. Matheny, 36, Dies in Wichita

WICHITA, Kan., Sept. 6.—Mrs. Lenora Maxine Matheny, 36, wife of Harold R. Matheny, who heads the Matheny Vending Company here, died last week in a local hospital after an illness of a year's duration.

Well known to operators and distributors thruout the United States, Mrs. Matheny had been a resident of Wichita for the past 20 years. She was born in Bodarc, Kan., attended Wichita University and later taught in Butler County schools. Mrs. Matheny was a member of the Riverside Christian Church, past president of Chi Omega chapter of the Delta Theta Tau sorority, for whom she was a delegate to the national convention in 1942. She was also active in Girl Scout work and was widely accredited for her deeds in other civic organizations.

Survivors in addition to her husband include a daughter, Edythe Joanne; her father, J. O. Elder, and a sister, Mrs. Ebie Edwards.

## Me. Reports Record Biz This Summer

LEWISTON, Me., Sept. 6.—One of the greatest tourist and vacationist seasons ever reported by operators of all types of coin machines in this area is easily explained by the statement this week by Guy P. Butler, executive director of the Maine Publicity Bureau, that Maine was visited by more vacationists this summer than ever before.

Business for resorts that plan to remain open thru September and October should also be good, Butler declares, "providing there is decent weather." The total amount of dollars taken in this year by resorts is expected to exceed last year's record high.

## O'Brien Resigns Post At Exhibit Supply Co.

CHICAGO, Sept. 6.—Pete O'Brien, who has been purchasing agent and stockroom manager for the Exhibit Supply Company during the past 14 years, resigned effective August 31, it was announced by the firm this week.

O'Brien, who relinquished his post on the advice of physician, became widely known in coin machine circles during his long tenure with Exhibit.

In appreciation of his service to the firm, Exhibit gave him a farewell party Friday (29).

## Amplifier, Transformer Firm Gets New President

NEW YORK, Sept. 6.—Carl C. Langevin was named this week to the board of directors of the W. L. Maxson Corporation of New York and appointed president of the Langevin Manufacturing Corporation at the same time, according to an announcement this week by H. A. Leander, Maxson president. All the common stock of Langevin Manufacturing was recently purchased by the Maxson firm.

Langevin Manufacturing will make amplifiers and transformers,

ited music adding to the gal's rhythmic ride. And for the flip, Miss Gibbs gives out with a fine degree of intimacy for Isham Jones's familiar *The One I Love*. Heightening her song sparkle is the riff-figured background of the rhythm quartet to which are added the thoughtful improvisings of guitarist Tony Mattola and pianist Johnny Guarnieri. Bob Haggart on bass and Morey Feld at the drums round out the quartet.

Movie may help make *Stanley Steamer* a money-maker.

(Continued on page 128)



M. S. GISSER, Sales Mgr.

**ORIGINAL MILLS BELLS**  
 5 5¢ Blue Fronts . . . \$ 65.00  
 1 10¢ Blue Fronts . . . 75.00  
 3 5¢ Melon Bells . . . 65.00  
 5 5¢ Brown Fronts . . . 65.00  
 6 5¢ Cherry Bells . . . 70.00  
 5 10¢ Cherry Bells . . . 75.00  
 2 25¢ Cherry Bells . . . 110.00  
 1 10¢ Gold Chrome, H.L., 2/5, P.O. . . 95.00  
 1 5¢ Gold Chrome, 2/5, P.O. . . 85.00  
 1 25¢ Black Cherry . . . 150.00  
 The above are all operating, clean condition, late series.

**BRAND NEW**  
 Chicago Metal "Universal" Line  
 Box Stands . . . \$ 25.00  
 Single "Revoly-A-Round" Safe . . . 79.50  
 Double "Revoly-A-Round" Safe . . . 116.75  
 "DeLuxe" Line  
 Single "Revoly-A-Round" Safe . . . \$119.50  
 Double "Revoly-A-Round" Safe . . . 174.25  
 Triple "Revoly-A-Round" Safe . . . 262.00  
 Write for prices on brand new Mills and Jennings Slots. All models, all denominations.

**NEW CONSOLES**  
 Evans Winter Book, 5¢ Model . . . \$826.00  
 Evans New Races, 5¢ Cash Model . . . 931.00  
 Evans New Races, 5¢ Comb. Model . . . 989.50  
 Evans Casino Bell Sr., 3 5¢ & 2 25¢ Mod. . . 664.50  
 Jennings 5¢ and 25¢ Challengers . . . 595.00

**BRAND NEW**  
 Packard Wall Boxes . . . Write  
 Buckley Wall Boxes . . . \$25.00  
 30-Wire Coded Cable, 25¢ Ft., 100 Ft. Rolls . . . Write

**USED POST WAR GAMES**  
 Rio . . . \$125.00  
 Havana . . . 175.00  
 Surf Queen . . . 99.50  
 Stage Door Canteen . . . 85.00  
 Big Hit . . . 125.00  
 Rocket . . . 125.00  
 Super Score . . . 125.00  
 Superliner . . . 125.00  
 Kirov . . . 145.00  
 Mystery . . . 145.00

**MUSIC**  
 3 61 Wurlitzers . . . \$105.00  
 3 71 Wurlitzers . . . 125.00  
 4 Twin 12 Wurlitzers . . . 135.00  
 9800 Seeburg, R.C. . . 275.00  
 8800 Seeburg, R.C. . . 275.00  
 8200 Seeburg, R.C. . . 275.00  
 Lo-Tone Seeburgs, R.C. . . 335.00  
 1946 Rock-Olas . . . 475.00  
 Commandos . . . 195.00

TERMS: 1/2 DEPOSIT REQUIRED WITH ALL ORDERS.  
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**Cleveland Coin Machine Exchange**  
 2021-25 PROSPECT AVE. CLEVELAND 15, OHIO  
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## SPECIAL—THIS WEEK ONLY

15 BOOMERANGS  
 The finest of upright Novelty Games, Scoring up to 265,000, with an out ball release. SPECIAL . . . \$150.00  
 Originally \$299.50. Better than Pin Games.

**SILVER KING**  
 Ball Gum Vender—new model —is guaranteed not to miss—no adjustments. 5 a m p l e s, \$13.95. Ten or more, \$11.50  
 1¢ Peanut . . . 13.95

**VICTOR V**  
 1¢ Globe . . . \$11.75

**ADVANCE**  
 1¢ Peanut . . . \$11.25  
 1¢ Gum . . . 11.25  
 5¢ Pistachio . . . 13.75

**MASTER**  
 1¢-5¢ Comb. . . \$15.95

**BUBBLE BALL GUM**  
 45¢ per pound for 3/8" —140 count gum  
 50¢ per pound for 170 count gum  
 Packed in 25 pound cartons.

**ARCADE EQUIPMENT**  
 2 Lite-o-Leagues . . . \$175.00  
 1 Evans in the Barrel 110.00  
 2 Rapid Fires . . . 110.00  
 1 Pitchem & Katchem 85.00  
 1 Radiogram . . . 125.00  
 1 Voice Recorder, F.S. 895.00  
 3 Panorams . . . 195.00  
 1 Brand New Jack Rabbit . . . 250.00  
 1 Anti-Aircraft . . . 49.50  
 Brand New Midget Movies . . . 965.00  
 1 Undersea Raider . . . 175.00  
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## Record Crowd Turns Out To Fete Stella On Mills Promotion

CHICAGO, Sept. 6.—More than 150 coinmen turned out for the party honoring Joseph M. Stella, newly appointed assistant manager of the music division for Mills Industries, Inc., held in the firm's headquarters here Thursday (4).

Stella, who had been Mills' service engineer for more than 12 years, was assisted in welcoming guests by Charles Schlicht, manager of the firm's music division; Gordon Mills, company vice-president; and Richard Law and Robert Franklin, who are the firm's manager and assistant manager, respectively, of advertising.

During the event, which was marked by the good fellowship and conviviality within the coin machine business, refreshments and a buffet dinner were served.

A partial list of guests from the Chicago area who were on hand to fete Stella follows:

Ray Cunliffe, president of the Illinois Phonograph Owners, Inc.; Harold Motherway, Leon M. Rose and C. W. Cooper, all of Marquette Music; Joseph Peskin and Paul Silverman, Universal Music; M. H. Gillette, Gillette Distributing; Walter Tratsch and W. A. Patzer, for A.B.T. Manufacturing Company; Vince Murphy and Anthony DiGiovanni, Globe Distributing Company; Pete Kiro, of the Tom-Tom Novelty Company; Irv Barg, Robbins Music Corporation; M. L. Jones, R. Tirard, J. C. Albaugh, Joseph Buriak, Frank Padula and Fred Delle, all for Melody Music.

Representing Coin Machine Industries, Inc. (CMI), were James A. Gilmore, CMI secretary-manager; James T. Mangan, CMI director of public relations; and his editorial assistants, Miss Gwen Desplenter and Mrs. Dorothy Ellis.

Included in the number of prominent out-of-town coinmen attending the Stella party were John Bertucci, of the United Novelty Company, Biloxi, Miss., and Jake Friedman, who heads the Friedman Amusement Company in Atlanta.

Among the celebrities on hand to wish Stella good luck in his new capacity were the following well-known orchestra leaders, currently playing engagements in some of Chicago's leading night spots: Freddy Nagel, who was present with his wife, and Jane Easton, who sings with the Nagel band; Maurice Wells, Marty Gould, and Teddy Phillips.

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JENNINGS LITE-UP CHIEF	5¢	10¢	25¢	50¢
JENNINGS STANDARD CHIEF	\$324	\$334	\$344	\$454
MILLS BLACK CHERRY	269	279	289	399
MILLS GOLDEN FALLES, H.L.	248	258	268	348
WATLING ROLATOR	258	263	268	348
GROETCHEN DE LUXE CLUB COLUMBIA	175	200	225	300
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# Release Text of Decision By Minn. Attorney-General Okaying Free-Play Pinball

Final Opinion Expected From State's Supreme Court

ST. PAUL, Sept. 6.—Official text of the decision written by Minnesota's Attorney General J. A. A. Burnquist, in reply to Bruce J. Broady, St. Paul corporation counsel (*The Billboard*, September 6) has been released to the press. The attorney general's statement is the latest in a series of opinions and decisions handed down affecting the operation of free-play pinball in Minnesota. Question of final interpretation of the State's laws regarding free play is expected to come from the Supreme Court which will sit in session again this fall.

Since the outcome of the Minnesota legal battle is being studied closely by coin machine firms thru-out the Midwest, Burnquist's opinions—that free play pinball is legal in Minnesota—is reprinted below in full for its reference value:

### List Burnquist's Text

You (Bruce J. Broady, corporation counsel for the City of St. Paul) inquire as to "whether the operation of mechanical amusement devices, such as pinball machines, where 'free replays' only are given as rewards, is unlawful under any of the laws of the State of Minnesota."

You state "the machines in question are operated by the insertion of a coin of 5-cent denomination in a so-called coin chute. The machines in question do not return any chips or tokens, but if the player attains certain scores he thereby becomes entitled to one or more replays, the machines being so adjusted that they automatically give him such replays."

The opinion of the attorney general is requested on the following inquiry:

### Free Play Question

"Does a free play won under these conditions constitute a 'prize' within the meaning of any of the lottery or gambling laws of the State?"

If so-called pinball machines return chips or tokens which can be turned in for merchandise or cash, the courts are, I believe, unanimous in holding that in such circumstances the machines would be gambling devices and unlawful.

However, the question that you submit is one as to whether a free play won as above stated constitutes a "prize" within the meaning of any of the lottery or gambling laws of the State. If the right to a free play so won does not constitute "property" within the meaning of M.S.A., 614.01, defining a lottery, or "any money or other property" within the meaning of 614.01, relating to gambling the operation of pinball machines for amusement purposes where the only reward is a free replay or replays would not be illegal.

Therefore, the question to be determined is whether the giving of such a free play constitutes the distribution of property by chance within the lottery provision or whether the right to such a free play constitutes money or other property under the above cited gambling statute.

In finding an answer to your question the only laws that are really relevant are those of Minnesota. There are statutes in some States and ordinances in some cities that clearly prohibit the operation of pinball machines with or without a free play. Court decisions construing such statutes or those different from our own are, of course, not in point. If our statutes were as definite as those

of certain other States or the ordinances of certain cities with respect to this class of machine, there would be no difficulty whatsoever in determining the question that you ask.

### Statutes Not Clear

However, in Minnesota some of our gambling and lottery statutes are not as explicit as they ought to be, and there is no decision of our Supreme Court interpreting them in so far as they apply to a so-called pinball machine, where no other reward is allowed by the operator thereof than a chance to win a replay or replays. The case decided in the District Court of Ramsey County in 1936 was not appealed to the Supreme Court. There the judge found that the type of pinball machines operated in the manner of the ones concerning which you inquire are not "gambling devices when a player automatically receives free plays for certain scores or where chips are received by the player from the proprietor of the place where the machine is operated which are in truth and in fact good for free plays on the machine and good for free plays only and nothing else whatever of substance or value."

### 1935 Decision

In 1935 the Municipal Court of Minneapolis held that machines of the nature here considered were not gambling devices. No other Minnesota decisions directly in point have been called to my attention. It is my understanding that pinball machines of the character involved in your request have been licensed in the City of St. Paul for many years and also in the City of Minneapolis, and that there has been no conviction of anyone operating such free replay machines since the rendering of the decisions by the courts above mentioned.

It is true that the decisions of the Supreme Courts of other States are divided on the question as to whether the allowing of a right to a so-called free play constitutes the return of a thing of value so as to make such operation of the pinball machine a lottery or a gambling transaction. In the circumstances, it would appear that there is considerable doubt as to whether a free play constitutes, as a matter of law, a thing of value within the meaning of our lottery and gambling statutes. When there is so great a diversity of views among the courts as to what a Legislature intends, justice requires that, before any operator of a pinball machine allowing only a free play as a reward should be held guilty of conducting an illegal lottery or the commission of a gambling crime, the Legislature of our State should by legislation indicate clearly whether it intended such free replays as those here in question to be considered "things of value" within the meaning of our lottery and gambling laws.

### Identifies Statute

The lottery statute above cited pertains to the "distribution of property by chance," and the gambling statute above cited refers to betting "any money or other property at or upon a gaming table, game, or device." If the Legislature had intended the right to "a free play" to be construed to be property or a thing of value within the meaning of our lottery and gambling laws, that body should have said so in clear terms; every person is entitled to have a statute sufficiently

## Need: Conventions

NEW YORK, Sept. 6.—Hunting a hotel room during a week-end is just a memory of an abnormal era, according to the New York City Convention Bureau. Org and hotelmen are now putting their heads together with city planners in a drive to attract convention business on Fridays, Saturdays and Sundays.

explicit to enable him to determine from the reading thereof whether an act that he contemplates constitutes a crime. As heretofore stated, even the courts are in disagreement as to whether a free play is a thing of value within the meaning of lottery and gambling laws. If the meaning of a criminal statute is not so clear that reasonable minds agree as to its application to some particular act, the statute must be construed, under general legal principles, as not prohibiting that act. As has been stated and approved by our Supreme Court:

### Should Be Explicit

"Laws which create crimes ought to be so explicit in themselves, or by reference to some other standard, that all men, subject to their penalties, may know what acts it is their duty to avoid." State V. Northwest Poultry & Egg Company, 203 Minn. 438.

The legal situation in Minnesota with respect to so-called pinball machines and free replays in connection therewith was clarified to some extent during the last session of the Legislature by the passage of Laws 1947, Chapter 586. The definition of "gambling devices," for the purpose of that act is to be found in 1, subd. 2 thereof and reads as follows: "Gambling devices" mean slot machines, roulette wheels, punchboards, number jars and pinball machines which return coins or slugs, chips, or tokens of any kind, which are redeemable in merchandise or cash."

That definition clearly eliminates from the gambling devices as therein defined pinball machines which return no slugs, chips or tokens of any kind which are redeemable in mer-

chandise or cash. The allowance of a free play is neither merchandise nor machine which returns only a free play is not to be construed a gambling device for the purpose of that act.

### Quotes Dunnell

However, it was held in the case of Foley V. Whelan, 219 Minn. 209, that in order to ascertain the intention of the Legislature in the matter there involved, all statutes relating to the prohibiting of gambling should be read together. In *Dunnell's Minnesota Digest*, 8804, appears the following statement:

"The intent of the Legislature may be indicated by subsequent enactments relating to the same subject-matter."

If it had been the legislative intent, under statutes in effect prior to the enactment of the 1947 law pertaining to gambling devices, to prohibit the operation of pinball machines where free replays are the only rewards given, the Legislature could not, consistently, have excluded, as it did, such machines from the definition of gambling devices in that latest act intended to secure a more effective suppression of gambling. It would, therefore, appear that the exclusion of the free replay pinball machines here considered from the definition of gambling devices in the 1947 act justifies the inference that the Legislature did not consider pinball machines, where no rewards are allowed except free replays, gambling devices under any other act. Reading all of our gambling statutes together requires the conclusion that the Legislature intends that a free replay should not be deemed to be a thing of value within the meaning of the gambling laws. If it is not a thing of value within the meaning of our gambling statutes, it should not be construed as property or a thing of value within the meaning of our lottery laws.

For the reason hereinabove stated, it is my opinion that the operation of pinball machines which return to the players thereof only free replays should not until the enactment of more definite legislation to that effect be construed as violating either the lottery or the gambling laws of the State.



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GENERAL ELECTRIC

### Veeder-Root Co. Gets Paper Plug

HARTFORD, Conn., Sept. 6.—G. Fox & Company here, in sponsoring a series of full-page newspaper advertisements in *The Hartford Daily Courant* on old-line Hartford firms, devoted the 36th ad, appearing August 31, to the history of the Veeder-Root Company, manufacturer of counting devices.

Copy appearing in the illustrated advertisement read in part: "... the daily economy of operation in 42 countries on the earth is calculated by Veeder-Root counters—from juke boxes to taxicab meters—from stamp vending machines to gasoline pumps."

### NAAMO Ann'l Meet To Be Staged During CMI '48 Convention

ATLANTIC CITY, Sept. 6.—An application for one of the booths at the 1948 Coin Machine Industries' (CMI) convention Chicago has been forwarded to James A. Gilmore, CMI secretary-manager, F. McKim Smith, president of the National Association of Amusement Machine Owners (NAAMO), announced this week. Annual meeting and election of national officers of NAAMO is slated to be held immediately after a special luncheon during the CMI convention.

Plans are being made for an attendance of at least 500 at the annual luncheon meeting of NAAMO, which will be held either on the second or third day of the annual CMI affair, Smith said. Last year officers were elected before the luncheon meeting in Chicago, but a change in the association's charter during the past year sets the election in Chicago at the annual convention.

### August Ark. Taxes Net New 1947 Low

LITTLE ROCK, Sept. 6.—State Revenue Department here reported this week that tax receipts in August dropped below \$5,000,000 for the first time this year, totaling \$4,695,473.

Altho nearly every tax category was lower than in preceding months during 1947, levels remained higher than collections of August, 1946. Assistant Commissioner Walter E. Lokey attributed the decline in receipts to a cutback in consumer purchases.

A comparison of August, 1947, and August, 1946, Arkansas tax receipts on items of interest to coinmen is as follows: Liquor permits, \$998 and \$3,440; sales tax, \$1,441,388 and \$1,260,770; beer permits, \$21,980 and \$28,885; beer tax, \$145,816 and \$121,636; cigarette tax, \$502,416 and \$503,958; vending machines, \$4,056 and \$9,138; coin machines, \$1,072 and \$66,056, and income tax, \$184,680 and \$95,494.

Total tax collections for the eight months ended August 30, 1947, were \$44,730,106, or \$7,700,000 above the same period a year ago.

### Mario Pacor Leaves For European Tour

NEW YORK, Sept. 6.—Mario Pacor, Premier Coin Machine Manufacturing Corporation executive, and his wife left Monday (1) for a month's tour of Europe, first stop being Trieste. The trip is a pleasure-biz combo, with accent on business. Pacor will call on various pre-war coin machine accounts for Premier.

Upon his return in October, Pacor plans to have a detailed report of the export market available.

### Bally Offering Ops Free Binder for Catalogs, Bulletins

CHICAGO, Sept. 6.—Bally Manufacturing Corporation here is making available free to amusement operators a loose-leaf binder for holding operating instructions, service bulletins and parts catalogs, according to an announcement this week by Herb Jones, vice-president of the firm.

Binder, which is standard 8½ by 11-inch size, is being sent to all operators who request them, Jones said. An index of current Bally bulletins is furnished with the binder.

### MUSIC LIKE NEW

RENEWED—INSIDE AND OUT—GUARANTEED MECHANICALLY

<b>WURLITZER</b>		<b>SEEBURG HI-TONE, ESRC</b> ..... \$275.00	
Wurlitzer 616, Plain	..... \$100.00	Seeburg Low-Tone	..... 300.00
Wurlitzer 500	..... 225.00		
<b>SEEBURG</b>		<b>WALL BOXES—LIKE NEW</b>	
Seeburg Vogue	..... \$225.00	Seeburg 20 Selection Wireless	..... \$22.50
Seeburg K20	..... 149.50	Seeburg Wireless Bar-o-Matics, 5/10/25¢	35.00
Seeburg Colonel	..... 275.00	Wurlitzer Sweet Music	..... 12.50

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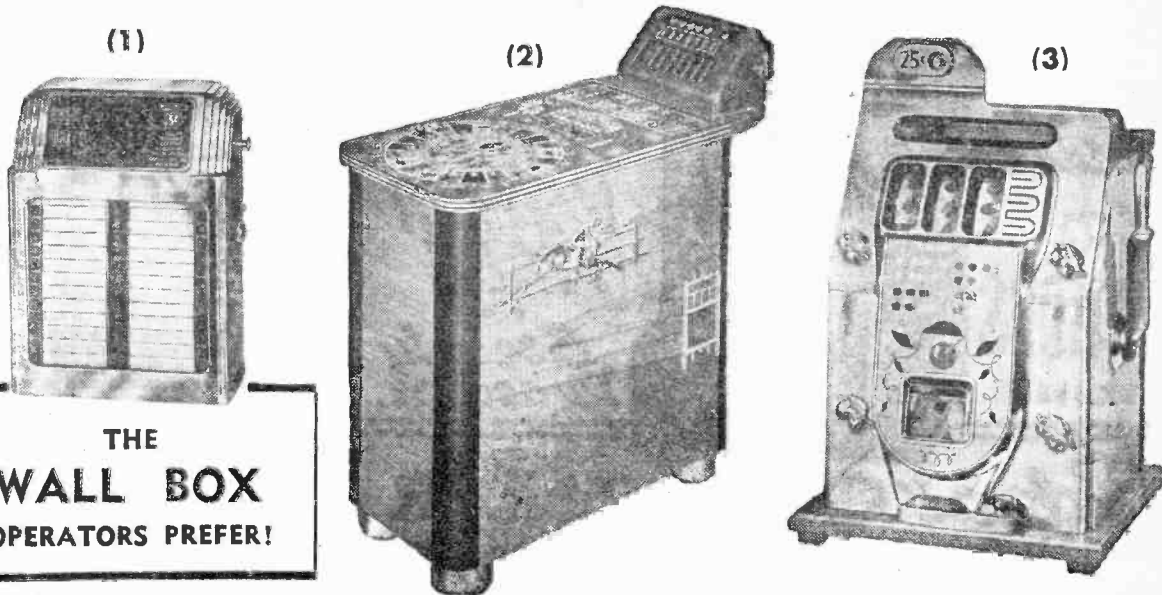
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### Columbus Coinmen Run Zane Cavern, Ohio Tourist Spot

BELLEFONTAINE, O., Sept. 6.—Zane Caverns, a mecca of the nation's tourists for many years, is owned by two of Columbus's well-known coin machine operators, George A. Nebel and his son, Bernard "Nick," who jointly head the G. N. Vending Company.

Located near Bellefontaine, in picturesque West Central, O., Zane Caverns is the sole two-level cavern in this State. Among its attractions are thousands of stalactites and fairyland formations, including one stalactite standing at a right angle to surrounding similar formations, an oddity that has intrigued geologists; and a giant stalactite towering more than nine feet. Moreover, the solid bubble-like crystals found at Zane Caverns are reputed to be the only ones in existence.

#### Varied Visitor List

A typical list covering registered guests during the year at Zane includes tourists from the 48 States and also visitors from several foreign nations. Summer week-ends alone account for more than 1,000 sightseers.

Guide conducted tours thru the caverns form a full hour of unusual entertainment. During this pleasant interim the guests view the beautiful natural formations to their best advantage since the caverns include a fine electrical system with sufficient lights to brighten up a small village.

Nick Nebel serves as manager to Zane caverns. Among his personal developments in this capacity is a free park at the cavern entrance where more than 100 acres of forest and scenic canyons are situated.

### N. Y. Natl. Business Show To Draw Coinmen Visitors

NEW YORK, Sept. 6.—A large attendance of coin machine manufacturers, distributors and operators is expected at the 39th National Business Show, September 29 thru Octo-

### NCA Western Meets Draw Record Crowds

CHICAGO, Sept. 6.—National Confectioners' Associations (NCA) three recent Council on Candy regional meets, held in San Francisco, Los Angeles and Dallas, were reported as having drawn large attendance and to have met with industry praise in all three cities.

Smith H. Cady Jr., Council director, spoke at all meetings and presented the Council's firm, *Candy and Nutrition*. Attendance at the San Francisco gathering numbered 200. The meeting was opened by Ted White, Sierra Candy Company, who introduced Jenneth L. White, vice-president of Awful Fresh MacFarlane, who conducted the meeting. As a supplement to the candy film, a series of slide films depicting progress of Council advertising since its inception were shown.

#### L. A. Meet

The Los Angeles meeting, held at the local Elk's Club, was opened by J. T. Bond, John T. Bond & Associates, who introduced George A. Kiepe, George A. Kiepe & Sons, chairman of the meeting. After the showing of the candy movie, Freeman Lusk, representative of the Los Angeles Board of Education, requested that arrangements be made to present the film at a meeting of all school teachers in the Los Angeles area.

Chairman at the Dallas meet, held in the Hotel Baker, was K. F. Smith, Novelty Peanut Company, Inc. Before showing the candy film, Cady announced: "The motion picture you will see is only one unit in the 'package' designed by the Council for the 1947-48 school year. Supplementing the film, or for use independently in those schools not equipped for visual education, are wall charts and folders."

ber 4, in the Grand Central Palace here, according to Frank E. Tupper, managing director of the show.

Key personnel from the purchasing, traffic, accounting, production and sales departments of all types of organizations will attend, since the office machine and equipment industry will display their wares.

### Record Reviews

(Continued from page 123)

#### TOMMY DORSEY (Victor 20-2371)

*The Old Piano Tuner*—FT; VC.  
*Just an Old Love of Mine*—FT; VC.

The combination of T. D.'s muted trombone slides and Stuart Foster's rich lyrical romanticism makes it entirely melodic for both of these new ballads. And with the Dorsey band sustaining an easy and rhythmic flow, it's hyper-smoothness for both the ear and hoof. For the "Old Piano Tuner," tuneful ballad spinning at a slow tempo, it's nostalgic needling all the way. A more moderate beat is set for the "Old Love of Mine" ballad, spinning at an attractive bounce pace, with the piping of Lucy Ann Polk and the smooth harmonies of The Town Criers added to Foster's fine song telling.

Tune attraction will hypo coin attraction to the cutting with the best possibility in "Just an Old Love of Mine."

#### CARNEGIE POPS ORCHESTRA (Columbia 7566-M)

*Tritsch-Tratsch Polka and Flight of the Bumble Bee*—FT.  
*Dance of the Camorristi*—FT.

Maurice Abravanel, conducting the Carnegie Pops Orchestra, brings three everlasting and lively concert favorites in the lighter vein to this 12-inch spin. It's a fanciful and melodically flavored "Dance of the Camorristi" from the "Jewels of the Madonna" on one side, with the airy "Polka" by Johann Strauss, and the familiar "Flight" coupled on the mated side. Gay and breezy pop classics for the home music library.

#### JASCHA HEIFETZ (Victor 1-1314)

*Estrellita*—FT.  
*March*—FT.

Investing new appeal to the music of the old masters, concert fiddler Jascha Heifetz gives an appealing play for both of these contrasting pieces. Displays his full-bodied tone for the lovely "Estrellita" melody, contrasting with a moderne transcription of less familiar "March" from Erich Korngold's "Much Ado About Nothing" suite. Disk is a 10-incher and as usual, Emanuel Bay at the piano provides stellar accompanying support. For home buyers.

#### PHILADELPHIA ORCHESTRA (Columbia 12584-D)

*The Sorcerer's Apprentice*—Parts I & II

Eugene Ormandy, conducting the Philadelphia Symphony, gives a spirited and brilliant reading for Dukas' familiar musical fantasy of the sorcerer's apprentice who learned some of his master's magical arts. A popular orchestral concert tone poem, the fanciful and descriptive tone poem spins over both sides of the 12-inch track.

A desired single for the home music library on wax.

#### FRED MEADOWS (Sonora 2020)

*Once Upon a Time*—W; V.  
*Dear Old Girl*—FT; V.

Billed as "America's No. 1 Singing Waiter," it's the teary baritone of Fred Meadows, rather than the traditional whisky tenor, to bring out this likable bit of nostalgia with the needle. And with a barroom combination of piano, accordion and bass to carry along the teary piping, Meadows provides a flavor of the gaslit era for both of these barroom evergreens. The dishing designed for crying in your beer, he raises his voice at a leisurely pace for the "Once Upon a Time" waltz and for the more familiar "Dear Old Girl" ballad.

Good nickel novelty for the taps and taverns.

#### BOB HOUSTON (MGM 10063)

*As Years Go By*—FT; V.  
*Every So Often*—FT; V.

The baritone of Bob Houston, while in good voice for these ballads, is without the warmth and affection that makes for the romantic to brush against fem ears the right way. Moreover, the musical backgrounds of Hugo Winterhalter subdue the instrumental color that might have made a more attractive frame for the singer. As a result, it's the straight singing for both ballads, taking "As Years Go By" at a slow tempo and a more moderate pace set for "Every So Often." Little coin appeal in this chanting.

#### SMILIN' EDDIE HILL (Apollo 158)

*I Never See My Baby Alone*—FT; V.  
*The Little Shirt My Mommy Made for Me*—FT; V.

Singing in a happy and breezy style, Smilin' Eddie Hill hits off with two attractive hillbilly novelties in this needling, with the fiddles and guitars of the Tennessee Mountain Boys providing peppery support. For "Baby Alone," there's a Donald Duckish voice cutting in on his song to help the kidding along. And for the flip, sings and talks his way thru a rustic jingle ditty in "The Little Shirt," joshing the comedy lyrics to good returns. Both sides may hold interest for the phono fans.

#### ANIA DORFMANN (Victor 11-9672)

*Un Sospiro*—FT.  
*Aufschwung*—FT.

Displaying full command of the keyboard, it's a concert hall quality that Ania Dorfmann brings to the 12-inch track for the dramatic and melodic "Un Sospiro" ("A Sigh"), by Liszt, and for the more technically brilliant and demonic "Aufschwung" ("Soaring"), by Robert Schumann. Miss Dorfmann recorded these familiar recital pieces for the sound track of Barbara Stanwyck's forthcoming "The Other Love," screen story of a concert pianist afflicted with t. b. And with the spinning making for the film's theme music, there's added merchandising appeal in the plattering.

Screen will help attract music lovers to this waxing for their home libraries.

#### DEEP RIVER BOYS (Victor 20-2397)

*Bloop Bleep*—FT; V.  
*I Left Myself Wide Open*—FT; V.

Plenty of mellowness in the singing of the Deep River Boys, singing to rhythm instrument support. And with much warmth in the solo leads of the tenor and baritone, the quartet fashion it with full expression for the "Wide Open" ballad. For the flip, the repetitious "Bloop Bleep," the boys stick to the straight singing at a nice bounce beat, but without bringing out the humor in this zany ditty to make for a drab and colorless cutting.

Little here to make the coin fans want to hear.

#### THE MODERNAIRES (Columbia 37569)

*Something in the Wind*—FT; V.  
*The Turntable Song*—FT; V.

Blending their mixed voices in beautiful harmony, the Modernaires provide a slow and soothing spin for the melodically rich movie title tune, "Something in the Wind." Mitchell Ayres' colorful musical bank enhances the wistful mood of the beautiful mood melody. Contrasting, the singers blend their voices in bright rhythm harmonies for an engaging rhythm novelty, "The Turntable Song," which spins out the trials and tribulations of the disk jockey.

The movie may help bring phono attention to "Something in the Wind."

#### BIG THREE TRIO (Columbia 37584)

*Money Tree Blues*—FT; V.  
*Lonely Roamin'*—FT; V.

A male threesome with piano, bass and drums to pound out the beats, it's harmony treatment for the slow race blues with an air of refinement rather than ruggedness. And while whipping up no blues excitement, the Big Three sing it smoothly enough for "Money Tree Blues" which makes for a simple lesson in economics, and for a blues mood song of the open road in "Lonely Roamin'."

Race spots may evidence some interest in "Lonely Roamin'."

#### SMILEY WILSON (Apollo 159)

*Gotta Get to Oklahoma City*—FT; V.  
*My Rancho in California*—FT; V.

With the male trio of the Crossroads Gang joining in one of the refrains, the lusty singing of Smiley Wilson is in the standard outdoor tradition but without any particular flavor for both of these spirited Western rhythm songs. Accordion and strings strun out a rhythmic support as Wilson, helped no end by the other male voices, sounds a nostalgic lyrical note for both "Oklahoma City" and "California."

Smiley doesn't sell 'em strong enough to make 'em give up nickels.

#### ARTHUR (BIG BOY) CRUDUP (Victor 20-2387)

*I Don't Know It*—FT; V.  
*That's Your Red Wagon*—FT; V.

With plenty of rock and rhythm to his blues shouting and blues pickings of the guitar strings, Arthur (Big Boy) Crudup spins sturdily for his "I Don't Know It," taking his woman trouble blues at a lively beat with string bass and drums making the rhythmic beat all the more pronounced. His blues intonations are loud and rugged for his mated slow blues, "Red Wagon," but it's entirely too repetitious and unmelodic as he shouts out that another woman will care for him if his gal doesn't love him any more.

Race spots will set up "I Don't Know It."

#### JAYE PACE (Tune Disk 101)

*When the Lights are Low*—FT; V.  
*Look's Like the Joke's On Me*—FT; V.

The new label gives the same musical attention to introduce these two ballads as the pairing by Russ Pinto and Nancy Lee (103). Again it's the rich musical carpet laid down by Leo Lefleur with Herman Stein's arrangements, with the pressing on vinylite. Both songs spinning at a slow tempo, Jaye Pace's romantic baritone piping enjoys the benefit of the colorful musical setting, which makes it easier to take to the songs. Pares better with the sentimental "Lights are Low" than for the torchie "Joke's on Me," which has no more attraction than the title itself.

Again it will take song popularity to make any coins click.

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<p><b>SLOTS</b></p> <p><b>MILLS</b></p> <p>Gold Chrome, 2/5, 5¢ \$115.00              10¢, \$125.00; 25¢ 135.00              Gold Chrome, 3/5, 5¢ 105.00              10¢ 105.00              Black Cherry, 2/5, 5¢ 175.00              10¢, \$175.00; 25¢ 185.00              Black Cherry, 3/5, 5¢ 182.00              Silver Chrome, 3/5, 5¢ 135.00              10¢ 135.00              Silver Chrome, 2/5, 50¢ 250.00              Blue Front, 3/5, 5¢ 90.00              10¢, \$95.00; 25¢ 100.00              Brown Front, 3/5, 5¢ 100.00              10¢, \$105.00; 25¢ 110.00              1947 Vest Pockets, Blue &amp; Gray 45.00</p> <p><b>BAKER</b></p> <p>Black Cherry, 3/5, 5¢ \$125.00              10¢, \$135.00; 25¢ 145.00</p> <p><b>WATLING</b></p> <p>Roll-a-Top, 10¢ 45.00</p> <p><b>JENNINGS</b></p> <p>Four-Star Victory Chief, 5¢ \$ 75.00              10¢, \$85.00; 25¢ 95.00              Silver Chief, 5¢ 85.00              Victory Chief, Model M, 5¢ 85.00              25¢ 125.00</p> <p><b>NEW JENNINGS</b></p> <p>Super DeLuxe Club Chief, Lite-Up, 5¢ \$285.00              10¢, \$285.00; 25¢ 295.00</p>	<p>in new and reconditioned equipment. All used games and machines are thoroughly reconditioned and refinished by factory trained experts and are shipped to you on a money-back guarantee!</p> <p>Remember, the values you see listed here do not represent ordinary used equipment, but are the finest reconditioned merchandise available anywhere today!</p> <p><b>NEW PHONOGRAPHS!</b>              Special Offer!              Write Now for Prices!!</p>	<p><b>CONSOLES</b></p> <p>Mills Three Bells, 5-10-25¢ \$250.00              Keeney Bonus Super Bell:              Single 95.00              Twin, 5-25¢ 875.00              Three Way, 5-10-25¢ 895.00              Bally Draw Bell 265.00              Jennings Silver Moon, 5¢ 75.00              Pace Twin Reels, 10-25¢ 125.00              Pace Saratoga, 10¢ 65.00              Pace Saratoga, 25¢ 75.00              Keeney Super Bell, 5¢ 89.50</p> <p>Keeney's One Ball BIG PARLAY              Combination free play and payout! 7 coin multiple! Jackpot and many other new features!  <b>LATEST MODELS! \$350.00</b></p> <p><b>ONE-BALLS</b></p> <p>Victory Derby, Guaranteed Perfect! \$225.00              Jockey Club, Payout 95.00              Turf King, Payout 95.00              Santa Anita, Payout 50.00              Blue Grass, Free Play 75.00              Dark Horse, Free Play 65.00</p> <p><b>NEW GAMES</b></p> <p>CLICK HAWAII MAM'ELLE HONEY GOLD BALL              MARJORIE FLAMINGO TORCHY BALLYHOO LUCKY STAR</p> <p>Write for prices!</p>
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Rock-Ola Windsor, Excellent Condition .....	124.50
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Rock-Ola Standard, Perfect .....	174.50
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### MISCELLANEOUS

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Champion Hockey .....	39.50	Mills Owl .....	15.00
Keeney Submarine, A-1 Cond. . . . .	79.50	25 Watt Bulbs, Case of 120 .....	9.00
Bally Rapid Fire, Refinished and Reconditioned .....	94.50	Chicken Sams With Conv., Perfect .....	89.50
Batting Practice, Excellent Shape. . . . .	79.50	Bank Roll, 7 Ft., A-1 Condition ..	100.00
Supreme Skee Roll, 9 1/2", Like New ..	125.00	Bank Roll, 9 1/2 Ft., A-1 Condition. .	125.00
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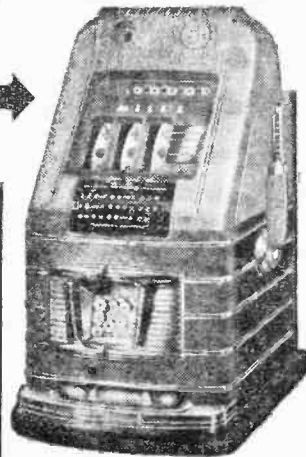
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\$115.00

BRAND NEW  
MILLS V. P.  
BELL  
\$65.00



Exclusive Distributor for Mills Slots and Phonographs



### SPECIAL SLOT TOOL KIT

9 Essential Tools for Servicing Your Bell Machine Equipment. Complete Set, only .....

**\$14.95**

New Steel Box Stands for Slots .....

\$22.50

New Heavy Steel Double Revolv-A-Round Safes .....

\$174.25

New Heavy Steel Triple Revolv-A-Round Safes .....

\$262.00

### RECONDITIONED CONSOLES

Mills Jumbo Late Head, P.O. ....	\$ 69.50
Maybell, 3/5c-1/25c Chutes .....	100.00
Evans Black Cab. Galloping Dominoes .....	59.50
Bally Club Bell .....	99.50
Evans '41 Bang Tall, J.P. ....	129.50
Pace Twin Reels, 5c/25c .....	89.50
Pace Twin Reels, 5c/10c .....	89.50
Jenn. 5c Victory Chief Slot .....	99.50

### RECONDITIONED PHONOGRAPHS

Mills Throne .....	\$189.50
Rock-Ola Master .....	215.00
Rock-Ola Commando .....	199.50
Wurlitzer Victory .....	149.50
Seeburg 8200 Victory .....	149.50

★ WRITE FOR COMPLETE LIST, GAMES AND PARTS. TERMS: 1/3 DEP., BAL. C.O.D. ★

## AUTOMATIC COIN MACHINES & SUPPLY CO.

ALL PHONES: CAPITOL 8244

4135-43 ARMITAGE AVE. • CHICAGO 39, ILLINOIS

Affiliate Office: IOWA STATE SALES CO., 4135 Armitage, Chicago 39

You'll have fewer  
out-of-order calls  
with a Jennings!

**O. D. Jennings & Co.** 4309 W. Lake St. Chicago 24, Ill.

## 1946 WURLITZER & SEEBURG PHONOGRAPHS FOR SALE

Clean, reconditioned. Positively cannot be told from new.

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**CHARLES R. FOOTE CO., INC.**

50 Somerset Ave. Tel. Ocean 0380 Winthrop 52, Mass.

### \$19.50 EACH

Major '41	Knockout	Invasion	Big Chief	Dixie	Big Parade
Bosco	Landslide	Major '42	Bubbles	Capt. Kidd	5-10-20
Venus	Tail Gunner	Double Play	Kismet	Sea Raider	Sky Blazer
Formation	Double Play	Victory	Gun Club	Do Ra MI	Mustang
Hi Hat	Fox Hunt	Velvet	Sunbeam	Argentine	West Wind
Stratoliner	Production	4 Diamonds	Snappy		

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### ALL the Best Playing Ideas PLUS the New Patented GOLD BALL Feature

Four silver balls and one gold ball. Like magic!  
The gold ball automatically registers double  
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## BEFORE YOU BUY COMPARE Trimount's PRICES They're BEST BY FAR!

EXCLUSIVE NEW ENGLAND DISTRIBUTORS FOR J. H. KEENEY  
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EXCLUSIVE DISTRIBUTORS IN MAINE, N. H., VT., MASS. & R. I.  
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# TRIMOUNT

COIN MACHINE CO.

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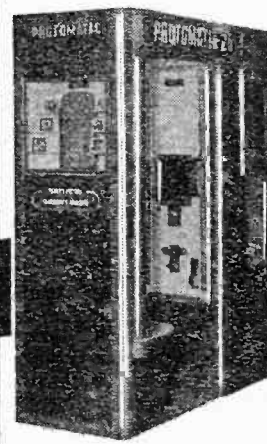
### LOWEST PRICES IN THE COUNTRY!!

**ARCADE**  
2 Chic Hockeys, \$45.00 each; Keerey Submarine Gun, \$40.00; 1 Tally Roll, \$150.00; 1 Super  
Trianglo, \$150.00; 1 Rock-Ola World Series, \$45.00.  
**PIN GAMES**  
Show-I, \$20.00; Spellbound, \$110.00; Rocke, \$150.00; Fast Ball, \$135.00; Midget Racer,  
\$65.00; Surf Queen, \$60.00. \$25.00 each: Champ, Big Parade, Air Circus, ABC Bowler, Star  
Attraction, Leader.  
**MUSIC**  
2 Mill: Thrones, \$75.00 each; 1 Lite-Up Warl. 616, \$75.00; 1 Seeb. Regal, \$125.00;  
1 Rock-Ola 12, \$49.50.

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Discover how these automatic picture-taking  
machines can build a permanent, dignified,  
profitable business for you.



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WM. RABKIM, President

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## BANG-A-FITTY BOWLING GAME

STRICTLY 100% LEGAL

Best Money-Maker on the Market Today  
Northwest Exclusive Distributors

10' 8" (Best Size) or 11' 8" at \$450.00

1/3 Down Payment, Balance C. O. D.

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### MIDWEST COIN MACHINE CORPORATION

773-777 University Ave.

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**GENCO**  
2621 NORTH ASHLAND AVENUE, CHICAGO 14, ILLINOIS

**BARGAIN CLOSEOUTS**  
Sensationally low prices for machines that are thoroughly remodeled and reconditioned. Not just cleaned, but reconditioned in our own shop, and that means:

- chassis completely overhauled
- cabinet resprayed
- amplifier thoroughly checked and every part perfect
- all plastics intact
- look and work like new

**SEEBURG**

Hi-Tone 8800, ES	\$210.00
Hi-Tone 8800, RC	250.00
Rex	125.00
Midwayway H146	350.00

**WURLITZER**

500	\$165.00
24/42 Victory	100.00
600/42 Victory	100.00
24	129.50
50	95.00
700	325.00

**ROCK-OLA**

Commandos	\$100.00
1939 De Luxe	150.00
1939 Standard	150.00

**MILLS**

Empress	\$125.00
---------	----------

**WALL BOXES**

WS2Z (20 Button, 5¢)	\$ 17.50
WS10Z (20 Button, 5-10-25¢)	25.00
WB1Z (Bar-O-Matic, 5-10-25¢)	35.00

Crating on Phonos Only, \$15.00 Additional.

**Atlantic TRIPLE TEST TAG**

✓ Good Appearance!  
✓ Mechanically Perfect!  
✓ Properly packed for shipment anywhere in the world!

IF THIS MACHINE DOES NOT MEET EVERY CLAIM WE MAKE RETURN IT AND WE WILL PAY FREIGHT BOTH WAYS!

**THE ATLANTIC TRIPLE TEST GUARANTEE. THE STRONGEST GUARANTEE EVER MADE**

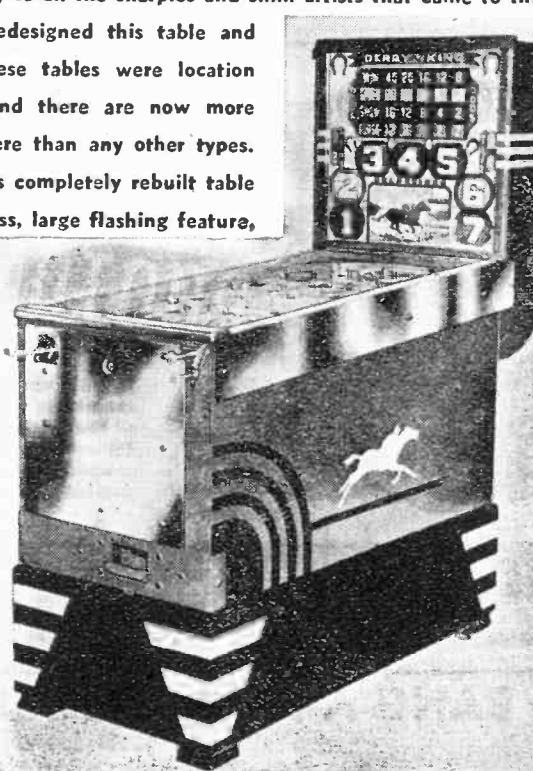
Our Export Department is completely equipped to convert all reconditioned phonographs according to voltages, currents and coins for any country. Write for our Export Catalogue and Price List.

**America's Largest Coin Machine Distributor**  
Occupying 15,000 Square feet of FAITH in the Future.

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ATLANTIC CONN. CORP.: 1625 Main St., Hartford, Conn. HA 2-6141  
Exclusive Seeburg Distributors

**\$275.00 DERBY KING \$275.00**  
ONE BALL PAYOUT  
**WHY PAY THE LONG PRICE?**

Here is a table that is outearning any other one in our field. For years the operators here have lost money to all the sharpies and shim artists that came to this territory. Therefore we redesigned this table and made it cheat proof. These tables were location tested for three months and there are now more being placed on location here than any other types. Some of the features of this completely rebuilt table are new back board and glass, large flashing feature, right and left horseshoe, electric ball release. Ball released after horses have ran. Shim and wire proofed, 16-gauge nickel plated side and front, 14 gauge pay out pan. No adjustments under shuffle board. Mechanism removed from side board, replaced with two sets of points. Conversion made from Kentucky, Long Shots, Sport King.



**PHONE EM. 8313 GREAT LAKES COIN MACHINE CO.**  
MANUFACTURERS AND DESIGNERS OF  
COIN OPERATED AMUSEMENT MACHINES  
1305 COLLINGWOOD BLVD. TOLEDO 2, OHIO

**ROCK BOTTOM PRICES ON RECONDITIONED GAMES**  
READY FOR LOCATION

**POST-WAR FREE PLAY GAMES**

Amber	\$159.50	Kilroy	\$159.50	Spellbound	\$ 99.50
Baffle Card	149.50	Lightning	159.50	Stage Door	
Big Hit	59.50	Rios	149.50	Canteen	59.50
Double Barrel	79.50	Rocket	159.50	Step Up	119.50
Dynamite	139.50	Show Girl	169.50	Superscore	129.50
Fast Ball	99.50	Smarty	129.50	Surf Queen	69.50
Fiesta	129.50	Smoky	139.50	Suspense	99.50
Havana	159.50			Whizz	29.50

<b>\$29.50 Each</b>	<b>\$39.50 Each</b>	<b>\$54.50 Each</b>
1941 Majors	Big Parade	Flat Top
All American	Mills 1-2-3	Laura
Monicker	Texas Mustang	Sky Chief
Showboat	Ten Spot	
Over the Top	Yanks	
Keeno		

**MISCELLANEOUS**

Amusematic Lite League	\$ 99.50	Wurlitzer 71	\$129.50
Coatee	179.50	Batt. Practice	49.50
Bat-a-Ball Jr., New	25.00	Hockey	49.50
Rock-Ola Commando	199.50	Pimlico	129.50
Rock-Ola Premier	189.50	Longacres	149.50
Spectravox & Play	159.50	Smiley	7.50

**TERMS: One-third certified deposit with order, balance C. O. D. or Sight Draft**

**H. G. PAYNE COMPANY**  
312-14 BROADWAY NASHVILLE 3, TENNESSEE  
PHONE 6-4545

**EVERYBODY AGREES!**  
Something NEW and NOVEL in a coin game is required. We have it! Ready for shipment this month. You can see a working model here. It's been on location. We know what it will do. Come in and tie up exclusive.

**P & S MACHINE CO.** 3017 N. SHEFFIELD AVE. CHICAGO, ILL.



Our weekly **SUPERSPECIAL** is "HIDDEN" somewhere in this ad at a "GIVEAWAY" price. Find it—order quick. Earliest post-marked order gets it! Lucky buyer's name will appear here 2nd week after each offer. Read our ad **EARLY** every week.

**FREE PLAYS**

ABC Bowler	\$ 22.50	Havana	\$159.50	Show Girl	\$124.50
Amber	99.50	Kilroy	139.50	Smarty	99.50
Axis Rats	22.50	Lightning	119.50	Smoky	129.50
Big League	22.50	Lucky Star	189.50	Stage Door Canteen	59.50
Bosco	22.50	Midget Racer	69.50	State Fair	119.50
Carousel	149.50	Miss America	189.50	Suspense	89.50
Champ	22.50	Paradise	22.50	Superliner	99.50
Crossfire	184.50	Maisie	189.50	Super Score	119.50
Cyclone	179.50	Mystery	149.50	Spellbound	99.50
Fast Ball	89.50	On Deck	22.50	Tall Gunner	22.50
Fox Hunt	22.50	Santa Fe	69.50	Victory	22.50
G.I. Joe	22.50	Sea Breeze	89.50	Yanks	22.50
				Venus	22.50

**CONSOLES**

Keeney Bonus Super Bell, FP/Comb., 5¢	\$399.50	48 Twin Duo Bell, FP, 5/5¢	\$119.50
Keeney Super Bell, FP/Comb.	89.50	Jennings Bobtails, Tot., FP	32.50
Keeney 4-Way Super Bell, 5/5/5/5¢	179.50	Jennings Silver Moon, Tot., FP	32.50
Bally Club Bell, FP/Comb., 5¢	49.50	Jumbo Parade	32.50
Paces Twin Reels, C-PO, 5/25¢	79.50	Watling Big Game	32.50
Paces Saratoga, FP/Comb., 5¢	39.50		

**ONE BALLS**

Victory Special	\$279.50	Whirlaway	\$ 39.50
Big Parlay, FP	279.50	Fortune	29.50
Record Time, FP	89.50		

**MUSIC**

Rock-Ola Commando	\$199.50	Wurlitzer 616 (110 V-DC)	\$134.50
Wurlitzer 700	289.50	Seeburg 8200	159.50
Wurlitzer 950	299.50	Aireon Super DeLuxe	425.00
Wurlitzer 24 w/A adaptor Fixed as/Hide-away w/12 Keeney w/Boxes	150.00	Packard Wall Boxes	22.50

**SLOTS**

Mills 25¢ Gold Chrome	\$109.50	Columbia Bell, DJP	\$ 49.50
Mills 5¢ Copper Chrome	89.50	Columbia Bell, GA Olg. Reel	34.50
Mills 5¢ Original Chrome	89.50	Columbia Bell, DeLuxe Club, '48	119.50
Mills 5¢ Blue Front	89.50	Callie, 10¢	29.50
Mills 5¢ Gold Chrome	89.50	Jennings 10¢ Chief	79.50
Mills V.P. Bell, Green, 5¢	19.50	Jennings 5¢ Bronze Chief, '48	159.50
Mills 10¢ Liberty Bell	29.50	Jennings 5¢ Silver Chief	74.50

**ARCADES**

Panoram (Viewing Show)	\$275.00	Genco Whizz w/Stand (New)	\$ 79.50
Bally Defender	84.50	Chi-Coin Goalee (refinished and rebuilt)	189.50
Bowl-o-Ball, 8'	149.50	Stands for ABT Challenger (Tubular)	9.75
Bowl-o-Ball, 14'	189.50	Genco Whizz (w/Stand)	44.50
Atomic Bomber	269.50	Ten Strike, 1946, FP	169.50

**WANTED FOR CASH:**

Bally DeLuxe Draw Bells, Bally Triple Bells, and Keeney Twin Bonus Super Bells.

**MAIN OFFICE:** 635 "D" STREET, N. W. WASHINGTON 4, D. C. DISTRICT Q300

**TERMS:** DEPOSIT, BALANCE C. O. D.

**BRANCH OFFICE:** 2505 N. CHARLES ST. BALTIMORE 18, MD. BELMONT 8189

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**New!**  
**SPECIAL Announcement**  
ALL NEW 1 WAY, 2 WAY, 3 WAY  
*Keeney*  
**BONUS Super Bells**  
NOW Available with **HALF DOLLAR Coin Chutes!**



Any combination obtainable in 5-10-25-50c Coin Chutes!

★ Think what it means to take in up to \$2.50 per play thru one 50c coin chute. Actually **DOUBLE** your top earnings in "hot spot" locations. Your choice of 5c-10c-25c chutes comes to you as standard equipment—your half dollar chute together with 50c mechanism priced at fifty dollars extra. Operate 50c coin chutes with Keeney's 1 Way, 2 Way or 3 Way Bonus Super Bell consoles and become financially independent. You're missing a **GREAT DEAL** if you don't act today.

Order from your Keeney distributor NOW!

*J. H. Keeney & CO., INC.*  
"THE HOUSE THAT JACK BUILT"  
2600 WEST FIFTIETH STREET, CHICAGO 32, ILLINOIS

**USED PHONOGRAPHS**

Rechecked — Ready for Location

<b>SEEBURG</b>		<b>WURLITZER</b>	
8200, 8800 or 9800, ES	\$200.00	61, Countor Model	\$100.00
8200, or 8800 or 9800, RC	225.00	Victory 24, Rotary Sel.	100.00
8200, 8800, 9800, ES, Lo-Tone	279.50	Victory 800, Rotary Sel.	175.00
8200, 8800, 9800, RC, Lo-Tone	304.50	Victory 816 in Aris. Cabinet	100.00
Colonel, ES, RC	250.00	412	80.00
Vogue	250.00	412, Grilled	90.00
Concert Master, ES, RC	200.00	312	90.00
RC, Special Factory Made	250.00	<b>ROCK-OLA</b>	
Plaza, ES, RC	175.00	= 2 (12-Record)	\$ 75.00
		Standard	150.00
<b>MILLS</b>		<b>AIREON</b>	
Throne	\$100.00	1946 Model	\$395.00

**AUXILIARY MUSIC EQUIPMENT**

Speak Organs, Seeburg	\$ 15.00	Wurlitzer, Model 320 Wall Box	\$ 7.50
Universal Amplifier, Model A	25.00	Wurlitzer, Model 331 Bar Box	10.00
Amplifier for Many Models (Seeburg)		Packard Wall Boxes	22.50
New Clean-Up Kit	45.00	Universal Stand, NEW	19.50
Seeburg W82Z Wallomatic (Wireless)	2.50	Seeburg DeLuxe, NEW	24.50
5¢ Seeburg WB1Z Baromatic, 5-10-25	22.50	Seeburg 3W2-L58 (5¢), Wired Wallomatic (Slightly used)	35.70
Seeburg DS 20-10Z Wallomatic (3 Wire), 5-10-25	35.00	U. S. R2 Unit	85.00
Seeburg Selectomatic, DS 20-12 (3 Wire), 5¢	30.00	Seeburg W1-L58 (5¢), Wireless Wallomatic (Slightly used)	39.50
Small Speaker in Cabinet	18.00		

**GAMES — NEW — PRICED RIGHT**

Play Boy	Write	Mexico	Write
Carousel	Write	Marjorio	Write
Lucky Star	Write		

**GAMES — USED**

Big League	\$125.00	Pick 'Em	\$ 20.00
Shooting Stars	75.00	Champion	20.00
Fiat Top	75.00	Casablanca	50.00
Frisco	60.00	Formation	20.00
Defense	50.00	Texas Mustang	40.00
High Hat	40.00	Venus	40.00
Variety	20.00	Heavy Hitter	150.00

**ARCADE EQUIPMENT — NEW**

A. B. T. Challenger	\$ 42.50	Folding Stands for Challenger	\$ 9.50
Gottlieb Gripper	28.50	Eskimo Floor Stand Fan	60.00
Ideal Football Game	250.00	Eskimo Table Stand Fan	40.00
Daval Free Play, Cigarette Reels (Counter Game)	60.00	New Watling Scales (250 Questions)	150.00

**ARCADE EQUIPMENT — USED**

Genco Whizz	\$ 50.00	Pikes Peak	\$ 15.00
Watling Fortune Telling Scale	100.00		

TERMS: 1/3 Deposit with order, balance C. O. D.

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**THE BEST BUSINESS BAR NONE**

**CORADIO**

in the first place it's a coin operated business demanding a minimum of attention because it's a strictly service operation.

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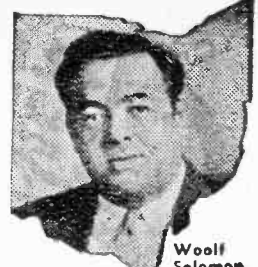
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 "There Is No Substitute for Quality"



Woolf Solomon

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FAST BALL	119.50
MYSTER	149.50
STEP UP	129.50
SMARTY	149.50
SHOW GIRL	149.50
SUSPENSE	129.50
HAVANA	179.50
DOUBLE BARREL	139.50
STAGE DOOR	89.50
SUPERLINER	119.50
MIDGET RACES	119.50
KILROY	155.00
ABC BOWLER	29.50
AIR CIRCUS	59.50
ALL AMERICAN	29.50
AMERICAN BEAUTY	49.50
ARGENTINE	29.50
ATTENTION	29.50
BANDWAGON	29.50
BELLE HOP	39.50
BIG CHIEF	39.50
BIG PARADE	59.50
BOLOWAY	49.50
BOMBARDIER	59.50
BOSCO	49.50
BUBBLES	69.50
CATALINA	69.50
DEFENSE	49.50
DIXIE	29.50
DUDE RANCH	29.50
EAGLE SQUADRON	49.50
5-10-20	49.50

**MUSIC**

**RECONDITIONED**

ROCK-OLA	STANDARD	\$145.00
ROCK-OLA	DE LUXE	179.50
ROCK-OLA	MASTER	195.00
SEEBURG 9800, RC		285.00
SEEBURG ENVOY, RC		249.50
WURLITZER 600R		139.50
WURLITZER, VIC-TORY CABINET		195.00
SINGING TOWERS		139.50
AIREON, LIKE NEW		495.00
ROCK-OLA, 1946		449.50
AMI HIGHWAY, 40 Selections		369.50
MANY OTHERS. WRITE FOR COMPLETE LIST.		

**NEW MACHINES—PROMPT DELIVERY**

MAM'ELLE	\$299.50
HAWAII	299.50
GOLD BALL	279.50
HONEY	279.50
CAROUSEL	279.50
ROCKET	249.50
BALLYHOO	279.50
PLAY BOY	279.50
ADVANCE ROLL	499.50
SPECIAL ENTRY	\$595.00
BALLY ENTRY	595.00
GOALEE, NEW	279.50
GUSHER	49.50
COTTLIEB CRIP	39.50
BASKETBALL, 1¢	49.50
DAVAL FREE PLAY	59.50
MIRO-SCALE	125.00
ARISTO-SCALE	115.00
POKERINO	249.50

**WRITE OR PHONE FOR SPECIAL PRICES**

**NEW SLOTS**

	5¢	10¢	25¢	50¢
MILLS BLACK CHERRY	\$215.00	\$220.00	\$225.00	\$350.00
MILLS JEWEL BELL	215.00	220.00	225.00	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
GROETCHEN COLUMBIA	—	—	—	145.00
WATLING ROLATOP	175.00	200.00	225.00	300.00
PACE DE LUXE CHROME	245.00	255.00	265.00	375.00
\$1.00 PACE DE LUXE	—	—	—	550.00

**NEW CONSOLES**

MILLS 3-BELLS  
 EVANS RACES  
 EVANS BANCTAILS  
 JENNINGS CHALLENGER  
 BALLY TRIPLE BELL  
 BALLY DRAW BELL  
 PACES 3-WAY  
 EVANS WINTER BOOK

**SAFES & STANDS REVOLVAROUNDS**

SINGLE ..... \$ 79.50  
 SINGLE DELUXE 119.50  
 DOUBLE ..... 116.50  
 DOUBLE DE LUXE ... 162.50  
 TRIPLE DE LUXE ... 262.50  
 BOX STANDS . 25.00

**ARCADE AND PARK EQUIPMENT**

TOTAL ROLL	\$275.00
PINCH HITTER (New)	399.50
BATTING PRACTICE	89.50
8KY FIGHTER	149.50
AIR RAIDER	119.50
TOMMY GUN (Late)	109.50
WINDJAMMER	89.50
PANORAMS	275.00
RAPID FIRES	119.50
CHICKEN SAMS	82.50
UNDERSEA RAIDER	250.00
OSTARD MACHINES, 5 Qt. Cap.	\$595.00
NEW RADIOTONE VOICE RECORDER AND BOOTH—Easy for Attendant to Operate	\$795.00

**WRITE FOR COMPLETE LIST**

**CONSOLES**

5¢ SUPER BELLS, Comb. C.P., F.P.	\$149.50
5¢ BALLY HIGH HANDS, Comb.	125.00
25¢ BOBTAILS, F.P.	129.50
5¢ BOBTAILS, F.P.	79.50
5¢ BIG GAMES, F.P.	89.50
25¢ PACES REELS, C.P.	149.50
MILLS 4 BELLS, A-1	295.00
MILLS 4 BELLS, LATE HEAD	395.00
MILLS 3 BELLS, A-1	295.00
2-WAY SUPERS, 5¢-25¢	249.50
2-WAY SUPERS, 5¢-5¢	225.00
JUMBO PARADES, C.P., LATE	\$109.50
JUMBO PARADES, Comb. F.P., O.P.	139.50
JUMBO PARADES, A-1, F.P.	79.50
KENTUCKY CLUBS, A-1, C.P.	89.50
KENEY'S 2-WAY 5-25¢ SUPER	675.00
BONUS BELLS	—
KEENEY'S 3-WAY SUPER, 5-10-25¢	985.00
SARATOGA, F.P.	49.50
JUMBO, F.P.	49.50
SILVER MOON, F.P.	49.50

**USED AND FACTORY REBUILT SLOTS**

5¢ BLUE FRONTS	\$ 79.50
10¢ BLUE FRONTS	89.50
25¢ BLUE FRONTS	99.50
5¢ BROWN FRONTS	99.50
10¢ BROWN FRONTS	109.50
50¢ CHIEFS	249.50
50¢ BLUE FRONTS	249.50
\$1.00 CHIEF	475.00

**REBUILTS LIKE BRAND NEW**

5¢ COPPER, GOLD AND BLUE, HAMMERLOID FINISH ..... \$149.50  
 10¢ COPPER, GOLD AND BLUE, HAMMERLOID FINISH ..... 169.50  
 25¢ COPPER, GOLD AND BLUE, HAMMERLOID FINISH ..... 179.50  
 (Drill Proof and Knee Action)

**CENTRAL OHIO COIN MACHINE EXCHANGE**  
 185-189 E. TOWN ST. COLUMBUS 15, OHIO PHONES: AD 7949 AD 7993

**BUY FROM HUB FOR LOW PRICES**  
 LARGEST WHOLESALERS OF USED PHONOGRAPHS

WURLITZER	
Wurlitzer 616, Plain	\$ 59.50
Wurlitzer 616, Lite-Up Top and Bottom	79.00
Wurlitzer 24	149.50
Wurlitzer 600, Rotary	179.50
Wurlitzer 600, Keyboard	179.50
Wurlitzer 42/24 Victory	99.50
Wurlitzer 500K	139.50
Wurlitzer 700	295.00
Wurlitzer 750, E & M	325.00
Wurlitzer 950	275.00
Wurlitzer 950	275.00
Wurlitzer 42/600 Victory	115.00
Wurlitzer 61, Counter Model	75.00
Wurlitzer 71, Counter Model	89.50
Wurlitzer 81, Counter Model	89.50
SEEBURG	
Seeburg Casino	\$ 75.00
Seeburg Hi-Tone 8200 Victory	110.00
Seeburg Casino, ESRC, Remote	135.00
Seeburg Gem	129.50
Seeburg Regal	89.50
Seeburg Vogue	149.50
Seeburg Classic	149.50
Seeburg Envoy, ESRC	189.50
SEEBURG HI-TONE 8800, ES	185.00
SEEBURG HI-TONE 8800, ESRC	189.50
SEEBURG CADET, ES	159.50
SEEBURG CADET, ESRC	179.50
ROCK-OLA	
Rock-Ola Windsor or Monarch	\$ 79.50
Rock-Ola Standard	139.50
Rock-Ola De Luxe	149.50
Rock-Ola Master	159.50
MILLS	
Mills Throne	\$ 79.50
Mills Empress	89.50

**SINGING GOLD** FOR GRILLE FRONT SHEET 20x50 \$2.75 EA.

**HUB DISTRIBUTING CO.**  
 632 Tenth Ave., cor. 45th St. New York 19, N. Y. Circle 6-9570

**Really Reconditioned ARCADE EQUIPMENT**

Rapid Fire	\$ 79.50
Radio Rifle	49.50
Red Ball	129.50
Sky Fighter	99.50
Seeburg Rifle Guns	129.50
Test Pilot	99.50
Undersea Raider	129.50
Whizz & Stand	79.50
Western Baseball	109.50
Viewscope	29.50
Zingo	79.50
Electric Shocker	19.50
Groetchen Typewriter	289.50
10¢	289.50

**NEW FIVE BALLS**  
 Immediate Delivery.  
 Write or Phone for Prices.

Man'selle	Marjorie
Playboy	Ballyhoo
Carousal	Flamingo
Mexico	Honey
Hawaii	Heavy Hitter
Gold Ball	Click
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**SPECIAL!**

ABT Challengers ..... \$39.50  
 ABT Target Stands ..... 9.95  
 Slot Machine Folding Stands 1.75

**MONARCH COIN MACHINE CO.**  
 1545 N. FAIRFIELD AVE., (PHONE ARMITAGE 1434) CHICAGO 22, ILL.

**COME TO HEADQUARTERS FOR THE LATEST MODELS**

**SLOT MACHINES**  
 BOUGHT, SOLD AND EXCHANGED  
 SEND FOR CATALOG  
 QUICK, EFFICIENT SLOT MACHINE REPAIRS

**BAKER NOVELTY CO.** 1700 WASHINGTON CHICAGO 12, ILL.

**ARCADES!**  
 NOW AVAILABLE

**PENNY MODEL**  
 of the Famous Junior Changer

5 or 10 pennies in a flash!  
 Chrome finish. Precision machined. Heavily weighted non-slip base. Tested accuracy. Money back guarantee.

**\$17.50**

**Northwest Sales Co.**  
 3144 ELLIOTT AVENUE SEATTLE 1, WASH.



READY FOR LOCATION  
CRATED—READY TO SHIP

**PIN GAMES**

CAROUSEL TORNADO SEABREEZE } \$419.50	SUPERSCORE SMARTY BIG HIT } \$274.50
SHOW GIRL SUPERLINER MYSTERY } \$359.50	SURF QUEEN SUPERLINER BIG HIT } \$229.50
SPELLBOUND STEP UP SURF QUEEN } \$259.50	DYNAMITE MIDGET RACER BIG LEAGUE } \$224.50

TERMS: 50% CERTIFIED DEPOSIT, BALANCE C. O. D.  
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**SHAFFER MUSIC COMPANY**

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ASH

**ACTIVE  
RECONDITIONED GAMES  
'NUFF SAID**

COMPLETELY RECONDITIONED—READY FOR LOCATION!

**ALL POST-WAR MACHINES**

RIO ..... \$129.50	SHOW GIRLS ..... \$99.50
HAVANAS ..... 139.50	DYNAMITES ..... 89.50
KILROYS ..... 119.50	SURF QUEENS ..... 59.50
SPELLBOUNDS ..... 79.50	BIG HIT ..... 54.50
SUSPENSE ..... 64.50	BIG LEAGUE ..... 54.50
STAGE DOOR CANTEEN ..... 59.50	

GOTTLIEB'S GRIP TESTERS  
BRAND NEW IN ORIGINAL  
Cartons ..... Write

EXHIBIT CARD VENDORS  
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1/3 WITH ORDER, BALANCE C. O. D.

**ACTIVE AMUSEMENT MACHINES CO.**

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"YOU CAN ALWAYS DEPEND ON ACTIVE-- ALL WAYS"

**SAVE MONEY—MAKE MONEY with  
SOUTHERN AUTOMATIC SPECIALS**

**MILLS**  
1-2-3, 1939  
**\$14.50**

**VICTORY**  
**\$24.50**

**at lower prices**

**\$79.50 EACH** BIG HIT — MIDGET RACES  
STAGE DOOR CANTEEN

**\$179.50** CAROUSEL

**\$99.50 EACH** SUPERLINER SPELLBOUND

**\$109.50** SUSPENSE

**\$69.50 EACH** BIG LEAGUE  
DOUBLE BARREL  
SURF QUEEN

**\$189.50 EACH** LUCKY STAR  
RANGERS

**ONE BALLS**

KEENEY BIG PARLAY ..... \$199.50	SPORT SPECIAL ..... \$69.50
LONGACRE ..... 159.50	THOROBRED ..... 149.50
SPINNING REELS ..... 19.50	SPORTSMAN ..... 69.50

**\$119.50** LUCKY LUCRE

**\$79.50** JUMBO COMBINATION

**\$295.00** AIREONS

**\$395.00** ROCK-OLA 1422

**\$135.00** A.M.I. STREAMLINER

**\$109.50** WURLITZER 41 With Stands

**\$129.50** WURLITZER 81 With Stands

**BRAND NEW!**

Daval Best Hand ... \$ 29.50
American Eagle ... 19.50
Buddy ... 14.50
Marvels ... 24.50
Pop Up ... 14.50
Skill Thrill ... 29.50
25¢ Watling ... 150.00
Gushers ... 19.50
Daval Free Play ... 29.50

ALL ABOVE  
BRAND NEW

**ARCADE EQUIPMENT**

Skyfighter ... \$ 39.50	Total Roll ... \$219.50
Hirsh Red Ball 49.50	Cenco Whizz 49.50
Mexican Baseball ... 19.50	Roll-a-Ball ... 49.50
Liberator ... 39.50	Spotlight ... 39.50
Chic. Coin Hockey ... 69.50	Best Hand ... 19.50

TERMS: 1/3 DEPOSIT,  
Balance Sight Draft

WRITE FOR COMPLETE LIST OF  
ALL TYPES OF MACHINES. NEW  
LIST NOW READY.

"The House that Confidence Built"

**SOUTHERN AUTOMATIC  
MUSIC COMPANY, INC.**

SEEBURG DISTRIBUTORS IN  
CINCINNATI · DAYTON · FT. WAYNE  
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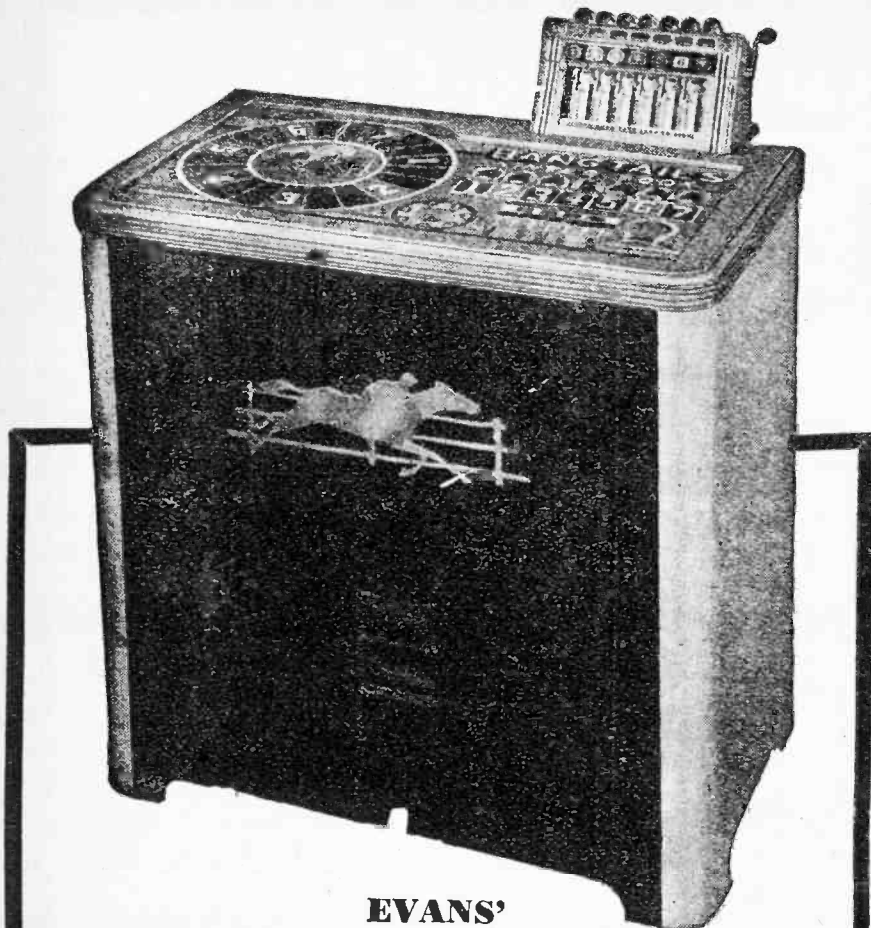
634 S. Third St.  
LOUISVILLE 2, KY.  
242 Jefferson St.  
LEXINGTON 2, KY.  
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228 W. 7th St.  
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603 Linden Ave.  
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NOW DELIVERING NEW GAMES OF ALL LEADING MANUFACTURERS!





**EVANS' BANG TAILS—WINTER BOOK**

**\$25.00 HIGH JACKPOT ON 5c PLAY**

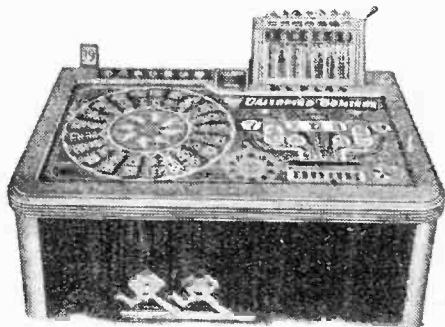
**NO BUILD-UP NECESSARY**

Another sure-fire console by Evans! Why be satisfied with single-coin play when you can have 7-coin play on Evans' BANG TAILS—WINTER BOOK? Made with the same refinements and precision engineering as Galloping Dominos and Bang Tails, plus the new sensational feature of WINTER BOOK ODDS! Odds range from 10 to 1 to 500 for 1, with only a SINGLE coin played. NO BUILD-UP necessary for a chance at these sensational odds! "Ask the man who operates one," or better yet, add BANG TAILS—WINTER BOOKS to your route for greater profits! Available in either 5c or 25c play.

**EVANS LEADS THE FIELD AGAIN WITH**

**REPLAY CONVERTIBLE MODELS**

**NOW AVAILABLE IN NEW**



**BANG TAILS AND GALLOPING DOMINOS**

**easily and quickly convertible to Automatic Award!**

Frequent Replay awards are ingeniously shown by means of a periscope projector, flashing the number of Replays in full view at all times! Machines are fully metered for both Replays and Jackpot. Accumulated Replays can be either played off, with as many as 7 at one time, or cancelled by the location owner. Meter registers all cancelled Replays.

Bang Tails and Galloping Dominos are also available in straight Automatic Award payout, with or without Jackpot, and Check Separator models. Specify 5c or 25c play. Resale or trade-in value is quickly recognized in Evans' Convertible models. Enjoy the profits you deserve... operate machines to suit your special requirements!

**ONE ROL-HI**

**New Galloping Dominos model with same high awards as Bang Tails—Winter Book. Now in production! Rush your order for early delivery!**

**ORDER DIRECT OR FROM YOUR DISTRIBUTOR TODAY!**

**H. C. EVANS & CO.**

1520-1530 W. Adams St.

Chicago 7, Illinois

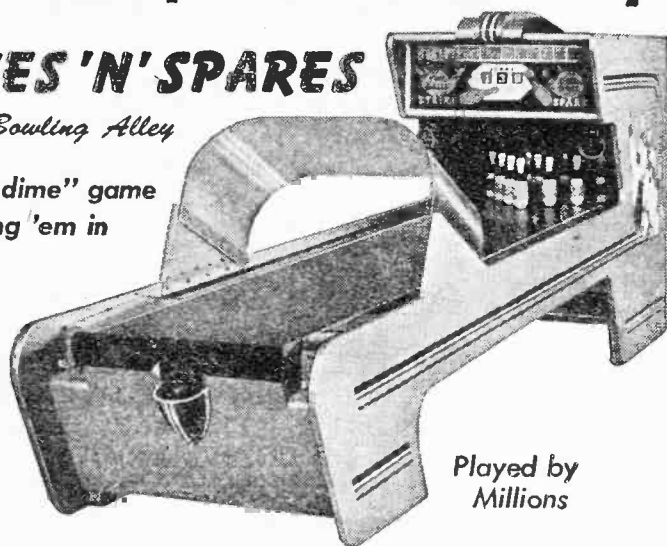


**The Most Terrific Pace-Setter Ever Developed for Coin Play!**

**STRIKES 'N' SPARES**

*Automatic Bowling Alley*

The "double dime" game that is packing 'em in everywhere!



Played by Millions

An exact miniature scaled-down bowling alley, 14 feet long, 33 inches wide, dismantles into 2 sections. Colorful electrical scoreboard. Average play of 20c per game.

Member Coin Machine Industries, Inc.

Remarkable buys in used equipment! Write, wire or phone today.



**After 28 years, being a friend becomes a habit**

**REMEMBER THIS**

**SOLID COLOR NON-INFLAMMABLE NON-BRITTLE SHRINK-PROOF EXPERTLY MOLDED — PERFECT FIT**

Now! Unbreakable! Guaranteed! Clear, transparent plastic windows for Model 850 Program Holder. \$5.00 Per Set.

**acme PLASTICS ARE UNCONDITIONALLY GUARANTEED AGAINST BREAKAGE FOR 3 YEARS**

Determine Right or Left as You Face Phonograph

<b>ROCK-OLA</b> Standard, Master, De Luxe or Supers: Each Top Corners (Solid Red, Yellow or Green) \$12.75 Lower Sides (Red or Yellow) 12.75 Top Door Plastics (Red, Yellow or Green) 6.75 Commando: Top Corners 8.00 Top Center 7.00 Long Sides 12.75 Combination Yellow and Red Color Scheme. <b>SEEBURG</b> "Hi-Tone" Model 9800, 8800, 8200: Lower Sides (Solid Red, Yellow or Green) \$14.50 "Hi-Tone" Grille Plastics (Solid Red, Yellow, Green or Onyx) 2.25	"Classic"—"Colonel": Top Corners (Solid Red, Yellow or Green) \$ 6.00 "Cadet"—"Major": Top Corners 2.50 <b>WURLITZER</b> 800 Top Corners Each \$16.50 800 Lower Sides 15.00 800 Middle Sides 3.25 800 Top Centers (Right or Left, Red) 9.50 800 Back Sides (Green) 9.50 800 Top Centers (Onyx) 5.25 600, 500 Top Corners 5.50 700 Top Corners 8.50 700 Lower Sides 9.50 700 Back Sides 8.50 750 Top Corners 9.75 750 Lower Sides 9.75 750 Top Center 5.50	750 Middle Sides \$ 2.25 850 Top Corners 12.50 850 Lower Sides 8.75 850 Top Center 12.50 850 Peacock Glasses 5.00 950 Lower Sides 12.50 24 Top Corners 1.20 24 Lower Sides 5.50 41, 61, 71 Top Corners 5.50 <b>MILLS</b> Available in Red, Yellow or Green. Throne—Empress: Each Top Corners \$14.00 Throne—Empress: Lower Sides 14.00 <b>SHEET PLASTIC</b> Not Painted Non-Brittle 20"x50", Pliable Per Sheet \$12.50 50 gauge, red, yellow, green or clear. 60 Gauge, Per Sheet \$14.50
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**IF YOU DON'T SEE WHAT YOU WANT, ASK FOR IT! WE MAY HAVE IT IN STOCK!**

TERMS: 1/3 Deposit With Order, Balance C.O.D., F.O.B. New York, Remit Full Payment and Save C.O.D. Charges. Checks Acceptable  
**ORDER FROM YOUR NEAREST DISTRIBUTOR!**

**ACME SALES CO.**

505 W. 42nd ST. New York 18, N. Y. LD. 3-4138

# GET READY NOW BIG BOWLING SEASON AHEAD

## STRIKES 'N' SPARES

### AMERICA'S BIG MONEY MAKER

The only Coin Operated Automatic Pin Setting Bowling Alley with Electric Score Board and two Dime Coin Chutes. Actual performance on all type locations show phenomenal earnings. Order from your distributor.



SEE YOUR DISTRIBUTOR



# ALLITE MFG. COMPANY

MAIN OFFICE AND FACTORY — 5732 DUARTE STREET, LOS ANGELES 11, CALIF.



## DON'T MISS THIS NEW ATLAS "FIRST" (SEE FREE OFFER BELOW)

### NEW BELLS

Jennings Standard Chief, 5¢	\$269.00
Jennings Standard Chief, 10¢	279.00
Jennings Standard Chief, 25¢	289.00
50¢	399.00
\$1.00	599.00
Jennings Super DeLuxe (Lite-Up) Chief, 5¢	324.00
10¢	334.00
25¢	344.00
50¢	454.00
Jenn. Std. Club Console	369.00
Jenn. Super DeLuxe Club Cons.	424.00
\$1.00 Pace DeLuxe Bell	550.00
Columbia DeLuxe Bell	179.50
Columbia Jackpot Bell	145.00
Weighted Slot Stands	27.50
Double Revolve A Round Safes	175.00
Triple Revolve A Round Safes	262.00

### NEW EQUIPMENT

- GOLD BALL ● MAM'SELLE
- HAWAII ● PLAYBALL
- MONEY ● BALLYHOO
- JENNINGS CHALLENGER
- BANGTAILS, Comb. ● EVANS RACER

IMMEDIATE DELIVERY

The Finest in New and Used Equipment

## FREE!

### "YOUR HIT PARADE OF COIN MACHINES"

Why run the risk of buying machines that are not proven money-makers?  
"YOUR HIT PARADE OF COIN MACHINES"  
—another ATLAS "first"—tells you, at the beginning of every month, which games are doing the most business. This useful, money-saving, money-making guide to bigger earnings is based on information and ratings compiled by our salesmen and technicians. Protect yourself!  
Write now for your FREE monthly copy of "Your Hit Parade of Coin Machines"

### PHONOGRAPHS

ROCK-OLA COMMANDO	\$285.00
WURLITZER 24	169.50
WURLITZER 700	825.00
WURLITZER 600	209.50
WURLITZER 616	95.00
WURLITZER 24	149.50
SEEBURG CADET, R.C.	275.00
SEEBURG ROYAL	149.50
SEEBURG VOGUE	245.00
SEEBURG GLASSIC	245.00
SEEBURG GEM	245.00
SEEBURG HI-TONE, R.C.	300.00
SEEBURG LO-TONE	375.00
SEEBURG CONCERT GRAND	199.50
SEEBURG CROWN	199.50
MILLS THRONE	195.00

### Prices Slashed on Brand New COUNTER GAMES

Daval Free Play	\$49.50
Champion Basketball	29.50
American Eagle (non-coin)	39.50
Gusher	39.50
Skill Thrill	44.50

SUMMER SIESTA ENDS  
We're back to our regular schedule, Monday through Saturday, beginning September 2nd.

# ATLAS

NOVELTY COMPANY

2200 N. WESTERN AVE. PHONE ARmitage 5005 · CHICAGO 4

ATLAS MUSIC CO., 5743 GRAND RIVER AVE., DETROIT 8  
 ATLAS MUSIC CO., 2219 FIFTH AVE., PITTSBURG 19  
 ATLAS MUSIC CO., 221 NINTH ST., DES. MOINES 9

FRIENDLY PERSONAL SERVICE



TERMS:  
1/3 DEPOSIT  
BALANCE C. O. D.





**NOW DELIVERING!**

**Bally's JOCKEY SPECIALS & CLUBS**

TO BEN COVEN: \_\_\_\_\_ Date \_\_\_\_\_  
 Ship at Once \_\_\_\_\_ JOCKEY SPECIALS  
 \_\_\_\_\_ JOCKEY CLUBS at \$645.00 Each  
 Enclosed Our Check for \$ \_\_\_\_\_  
 Ship Sight Draft, Bank \_\_\_\_\_ Dep. \_\_\_\_\_  
 Ship Via \_\_\_\_\_  
 Name \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

**USED CONSOLES**

**ALL RECONDITIONED AND GUARANTEED**

5¢ Big Games, F.P.	\$ 44.50
5¢ Bob Tails	59.50
5¢ Fast Time, P.O.	69.50
5¢ Galloping Domino, '42, J.P., Very Clean	139.50
5¢ Jumbo Parade, P.O., L.H., Animal Reels	59.50

**USED 1 BALLS**

Blue Grass	\$ 59.50
Grand National	29.50
Jockey Club	75.00
Record Time, F.P.	39.50
Santa Anita, P.O.	59.50
Sport Event, P.O.	49.50
Sport Special, F.P.	49.50
Victory Derby Auto Shuffle	199.50

**USED SLOTS**

Blue Front, 5¢	\$ 69.50
Folding Stands	3.95
Orig. Black Cherry, 10¢, Special, Like New	155.00
Rebuilt Original Chrome Front, 5¢	135.00
10¢	145.00
25¢	155.00
Complete Set	425.00

**NEW MACHINES SPECIAL!**

Havana	\$175.00
Keeney Bonus Bell, 5-25	799.50

**USED ARCADE**

ABT Late Model F	\$ 32.50
Advance Shocker	14.00
Chgo. Coin Hockey	79.50

**NEW FIVE BALLS**

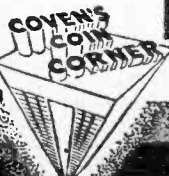
Ballyhoo	\$279.50
Cold Ball	279.50
Hawaii	295.00
Money	279.50
Mam'selle	299.50

**WIRE, PHONE, WRITE**

**FOR YOUR Bally EQUIPMENT See..**

**EXCLUSIVE BALLY DISTRIBUTOR**

**COVEN distributing Co.**  
 181 ELSTON AVE. CHICAGO, ILL.  
 Phone: INDEPENDENCE 2210



**USED 5 BALLS**

All American	\$ 39.50
Big League	89.50
Eagle Squadron	34.50
Knockout	54.50
Landslide	24.50
Midget Racer	99.50
Midway	39.50
Showboat	34.50
Show Girl	129.50
Sky Blazer	39.50
Smarty	119.50
Superliner	119.50
Surf Queens	84.50
Ten Spot	39.50
Victory	34.50

**NEW GAMES**

BALLY EUREKA	\$489.50
JOCKEY CLUB	645.00
JOCKEY SPECIAL	645.00
DRAW BELL DELUXE, 5¢	512.50
DRAW BELL DELUXE, 25¢	532.50
HI BOY, 5¢	339.50
HI BOY, 25¢	359.50
TRIPLE BELL, 5-10-25	925.00
TRIPLE BELL, 5-5-5	895.00

**STOP! - LOOK! - READ! PARTS SPECIALS**

Small White Live Rubber Rings. Per 100	\$ 3.00
Per 1000	27.00
Medium White Live Rubber Rings. Per 100	4.00
Per 1000	35.00
Large White Rubber Rings. Per 100	4.50
Per 1000	40.00
Extra Large White Rubber Rings. Per 100	5.00
Per 1000	45.00
Arch Rail Rubber. Per Ft.	.05
Per 100 Ft.	4.50
Playfield Glass, 21x42. Single Sheet Case of Nine (9)	2.60
Playfield Glass, 21x43. Single Sheet Case of Eight (8)	20.25
20.80	
#50 Lamps. Each	.10
Per 100	8.00
7-Watt, 155 Volt Candelabra Lamps. Per 100	10.00
Ball Shooter Springs, Heavy or Light. Per 100	3.00
Plastic Ball Lift Covers for BALLY Games. Each	.20
WHILE THEY LAST!	
\$12.50 Service Kit and 50 Assorted Rubber Rings With 20 Ft. Rubber Rail	\$10.00
Large Yellow Live Rubber Rings. Per 100	2.50
Medium Yellow Live Rubber Rings. Per 100	2.15

1/2 Deposit With Order, Balance C. O. D.

**OPERATORS IN OUR TERRITORY! Let us help you expand with our most liberal Finance Plan. Come in and discuss it with us.**

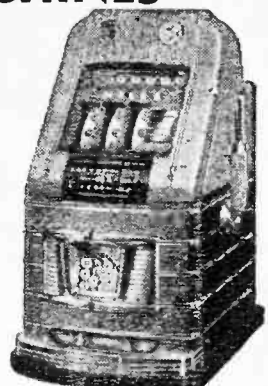


**MILLS LATEST MACHINES**



**GOLDEN FALLS**

You can make MORE MONEY with this New Mills Bell (with Hand-Load Jackpot). It is modern in design and has the "come-on" appeal. Full Jackpot at all times is one of its "Come-On" Features. Write for illustrated circular giving full details on this unusual Bell. Immediate delivery in 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**



**MILLS Q T**

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 counter anywhere will welcome its presence.

**\$115.00** 1/3 Deposit.

New Box Stands, Single, Double and Triple Safes

**SICKING, INC.**



**NEW VEST POCKET BELL**

The Vest Pocket is a complete Bell, operating on 3-5 Mystery Payout system. Small payout cup in front is covered by drop flap. Reels can also be instantly covered, automatically removing the reward plate from sight. **BLUE & SILVER or GOLD & SILVER.**

Established 1895 1401 CENTRAL PARKWAY CINCINNATI 14, OHIO

**CONSOLE BARGAINS**



**THEY'RE A STEAL AT THESE GIVEAWAY PRICES**

**INVENTORY REDUCTION SALE**

These consoles are in A-1 condition. They're worth a lot more than we are asking . . . and are being advertised at higher prices. We need the space, so you can pick them up now at a steal. They'll go fast, so rush your order today by **PHONE-WIRE-or AIRMAIL.**

**CONSOLES AND SLOTS**

Keeney "Super-Bonus Bell," 5c-25c	\$684.50
Keeney "Super-Bonus Bell," 5c	\$394.50
Paces "Races" Jackpot	\$299.50
Bally "Draw-Bells"	\$249.50
CS Bakers "Pacers" (Daily Double)	\$249.50
4 Way Maybell (New), 5-5-5-25c	\$229.50
Keeney "Skill Score" Legal Roll Down Game	\$199.50
Mills "4 Bells," 5-5-5-25c	\$159.50
Paces "Saratogas"	\$ 49.50
Bally "Roll-Em"	\$ 44.50
Jumbo Parade—FP	\$ 49.50
Skill Time Console, '41	\$ 49.50
Bally "Club Bells"	\$ 49.50
Watling "Big Game" Console—FP	\$ 49.50

TERMS: 50% CERTIFIED DEPOSIT, BALANCE C. O. D. ALL ORDERS FILLED IN THE ORDER RECEIVED

**SHAFFER MUSIC COMPANY**

606 South High St. Columbus 15, Ohio  
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**BELL-O-MATIC CORPORATION**  
 EXCLUSIVE NATIONAL DISTRIBUTOR: MILLS BELL PRODUCTS • 4100 FULLERTON AVE., CHICAGO 39, ILL. • TEL. SPAULDING 0600

# 3 BELLS

is right on the dot today when the greatest need of the console business

is a good sound money earning machine, priced right, built right, engineered right. The

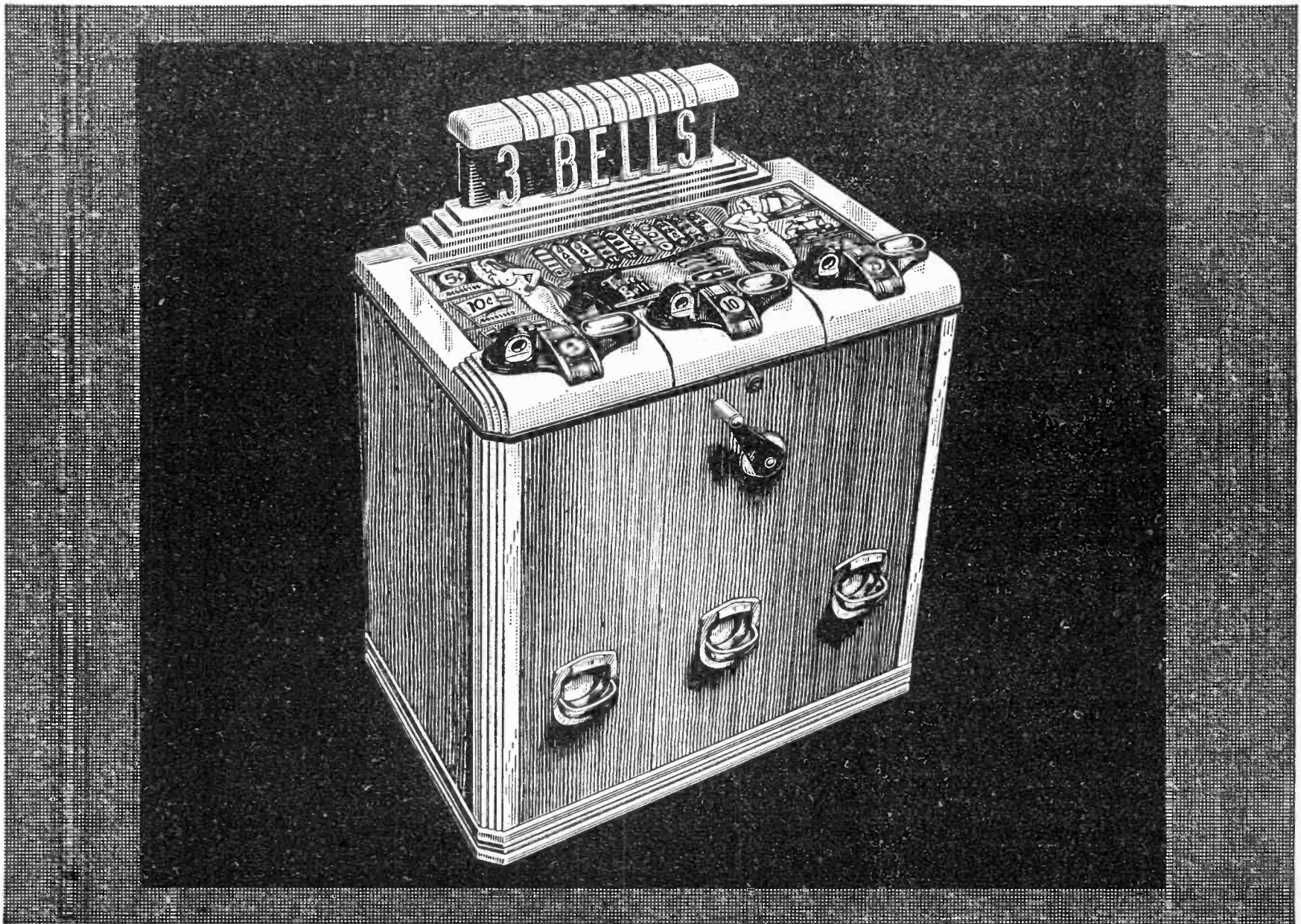
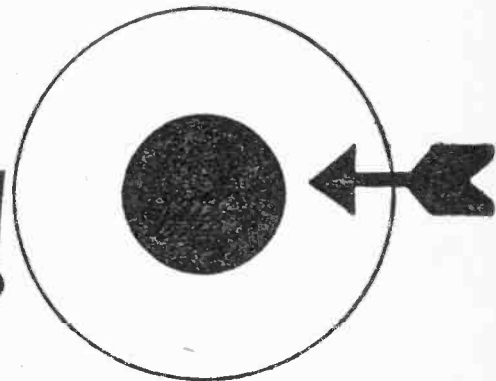
3 Bells idea is the height of simplicity, easy for the player to understand, actually it is 3 Bell

machines in one compact, beautiful cabinet. The player knows it is a Bell — plays it with

complete confidence and with the knowledge that when awards are hit, they will be accurate and

quickly delivered. A wonderful console to play for enjoyment and relaxation.

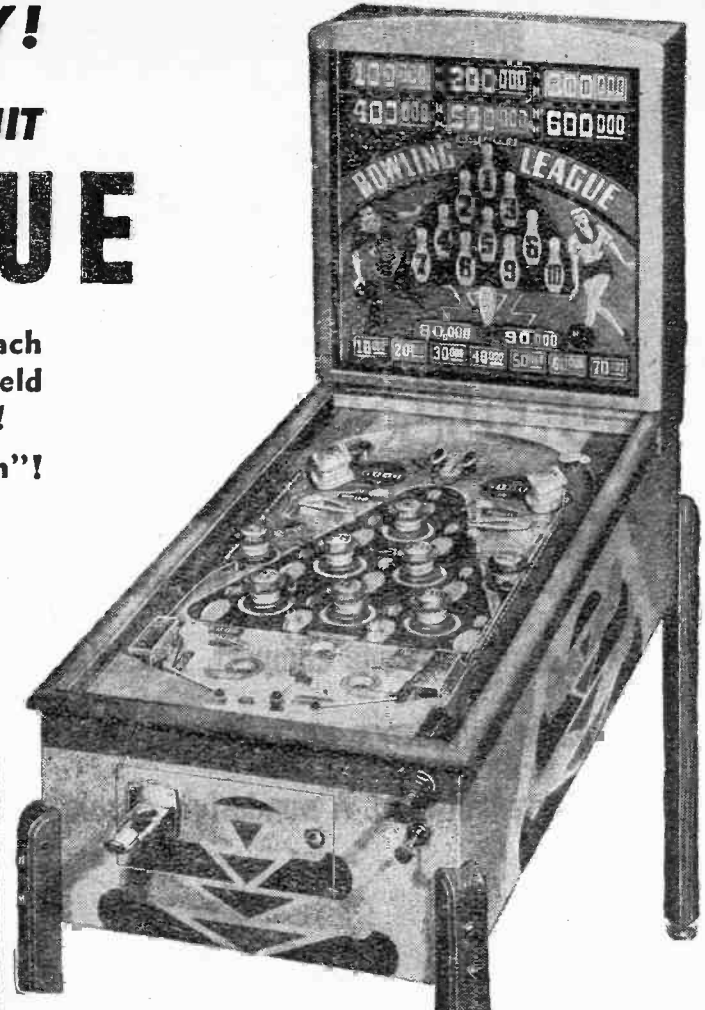
## RIGHT ON THE DOT!





# RIGHT DOWN YOUR ALLEY! GOTTLIEB'S NEW HIGH SCORE HIT BOWLING LEAGUE

"JET" KICKERS — Action right down to the bottom on each ball! "Jet" Kickers propel ball back through the field for tantalizing recovery shots and EXTRA SCORING!  
INCREASED SCORING VALUES When All Pins Are "Down"!



"There Is No Substitute for Quality"



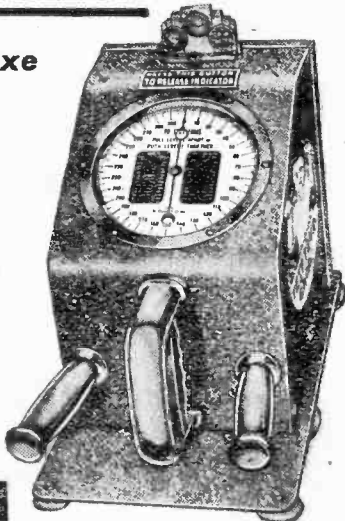
MEMBER

Improved DeLuxe

## GRIP SCALE

THREE-WAY STRENGTH TESTER

Consistently Best Since 1927



ORDER FROM YOUR DISTRIBUTOR

## MOST DEPENDABLE! DAILY RACES

1-Ball Multiple Payout or Replay Models

# D. GOTTLIEB & CO.

TWENTY YEARS OF LEADERSHIP  
1140 N. Kostner Ave., Chicago 51, Ill.

## COIN MACHINE OF PITTSBURGH

Is Pleased To Announce That They Are Now Making Deliveries of

- FILBEN MIRRO-CLE CABINETS ..... \$325.00
- FILBEN HIDE-A-WAYS ..... 398.00

Also Delivering Mills Latest Machines  
**JEWEL BELL**

Available in 5c-10c-25c Play



BRAND NEW MILLS

5c QT .. \$115.00



Exclusive Distributor for Mills Slots in Western Pennsylvania, Ohio and West Virginia.

### NEW FIVE BALLS

- Bally Rocket
- Williams Flamingo
- United Mexico
- United Hawaii
- Gottlieb Marjorie
- Exhibit Ranger
- Exhibit Mam'selle
- Chicago Coin Gold Ball
- Genco Honey
- Keeney Click

### NEW

- Keeney Bonus Super Bell, 5c... \$550.00
- Bally Triple Bell ..... Write
- Buckley Track Odds..... Write
- Evans Bang Tails..... Write
- Champion Hockeys..... 75.00

### USED SLOT MACHINES

- Slightly Used Columbia Bells... \$ 55.00
- 3 Way Keeney Bonus Bells.... 795.00
- 5c Mills Blue Fronts ..... 50.00
- 10c Mills Blue Fronts ..... 55.00
- 25c Mills Blue Fronts ..... 60.00
- 5c Mills Brown Fronts ..... \$60.00
- 10c Mills Brown Fronts ..... 65.00
- 25c Mills Brown Fronts ..... 70.00
- 5c Mills Vest Pockets ..... 35.00

1/3 Deposit Required With Order

# COIN MACHINE DISTRIBUTING COMPANY

500 NORTH CRAIG STREET

PITTSBURGH 13, PENNA.

## BADGERS' Bargains

"Often a few dollars less - Seldom a penny more"

LOS ANGELES 100  
B'ld. Hoppel  
MILWAUKEE 10  
Carl Hoppel

### NEW AND RECONDITIONED CONSOLES

- |  |  |
|--|--|
| NEW KEENEY BONUS, 1-WAY ... WRITE            | NEW KEENEY BONUS, 2-WAY ... WRITE          |
| NEW KEENEY BONUS, 3-WAY ... WRITE            | NEW KEENEY BONUS, 3-WAY ... WRITE          |
| NEW BALLY TRIPLE BELLS ... WRITE             | BALLY DRAW BELLS ..... \$275.00            |
| EVANS 1946 BANGTAILS, F.P., P.O. WRITE       | MILLS 4-BELLS, LATE, 5-5-5-5 ..... 225.00  |
| MILLS THREE BELLS ..... \$275.00             | MILLS 4-BELLS, ORIG., 5-5-5-5 ..... 149.50 |
| KEENEY 4-WAY, 5-5-5-25 ..... 189.00          | KEENEY TWINS, F.P., P.O. .... 149.50       |
| BALLY CLUB BELLS, F.P., P.O. .... 49.50      | KEENEY SUPER BELLS, F.P., P.O. .... 69.50  |
| BALLY HI HANDS, F.P., P.O. .... 49.50        | MILLS JUMBO, LATE, P.O. .... 49.50         |
| MILLS JUMBO, LATE, F.P., P.O. .... 69.50     | JENNINGS SILVER MOON, F.P. .... 49.50      |
| MILLS JUMBO, LATE, F.P., P.O. .... 49.50     | EVANS LUCKY LUCRE, 5-5-5 ..... 69.50       |
| BALLY HI HAND, 25c, F.P., P.O. .... 49.50    | EVANS LUCKY LUCRE, 3-5c, 2-25c ..... 89.50 |
| BALLY ROLL 'EM, 5c, P.O. .... 49.50          | EVANS 1946 BANG TAILS, P.O. .... 495.00    |
| LATE MILLS 4-BELLS, 3-5c, 1-25c ..... 245.00 |  |

### GUARANTEED RECONDITIONED PHONOGRAPHS

- |                                    |  |
|------------------------------------|--|
| SEEBURG MODEL 1-48 ..... WRITE     | ROCK-OLA MODEL 1422 ..... WRITE          |
| WURLITZER MODEL 950 ..... \$395.00 | A.M.I. 1946 MODELS ..... WRITE           |
| WURLITZER MODEL 850 ..... 395.00   | AIREON 1946 MODELS ..... \$395.00        |
| WURLITZER MODEL 750-E ..... 395.00 | ROCK-OLA COMMANDO ..... 195.00           |
| WURLITZER MODEL 800 ..... 295.00   | ROCK-OLA SUPER ROCK-O-LITE ..... 195.00  |
| WURLITZER MODEL 700 ..... 275.00   | SEEBURG 8500 ROCK-O-LITE ..... 235.00    |
| WURLITZER MODEL 500 ..... 195.00   | SEEBURG CLASSIC ROCK-O-LITE ..... 225.00 |
| WURLITZER MODEL 600 ..... 165.00   | SEEBURG REGAL ROCK-O-LITE ..... 150.00   |
| ROCK-OLA COMMANDOS ..... 189.50    | SEEBURG GEM ROCK-O-LITE ..... 175.00     |
|                                    | ROCK-OLA PLAYMASTER ..... 175.00         |

### NEW EQUIPMENT FOR IMMEDIATE DELIVERY

- |                                   |                                     |
|-----------------------------------|-------------------------------------|
| STRIKES 'N' SPARES ..... WRITE    | ELECTRO BOWL-A-LINE ..... WRITE     |
| ENTERPRISE "BIG CITY" ..... WRITE | NEW WESTERN POKERING ..... \$225.00 |
| SUPER TRI-SCORE ..... \$395.00    | Genco ADVANCE ROLLS ..... WRITE     |
| NEW KEENEY "HOT TIP" ..... 619.50 | Genco MONEY ..... 279.50            |
| NEW KEENEY CAROUSEL ..... 295.00  | CHICAGO COIN GOLD BALL ..... 279.50 |
| NEW KEENEY "CLICK" ..... 295.00   | BALLY BALLYHOO ..... 279.50         |

### RECONDITIONED SLOTS & NEW SAFE & STANDS

- |   |  |
|---|--|
| MILLS BLACK CHERRY, ORIG., 5c \$169.50  | MILLS BLUE FRONT, ORIG., 5c ... \$ 84.50 |
| MILLS BLACK CHERRY, ORIG., 10c 179.50   | MILLS BLUE FRONT, ORIG., 10c .. 89.50    |
| MILLS BLACK CHERRY, ORIG., 25c 199.50   | MILLS BLUE FRONT, ORIG., 25c .. 99.50    |
| NEW BLACK CHERRY ..... Write            | SINGLE WEIGHTED STAND ..... 24.50        |
| NEW GOLDEN FALLS ..... Write            | SINGLE REVOLV-A-ROUND SAFE ..... 84.50   |
| TRIPLE REVOLV-A-ROUND SAFE ..... 269.50 | DOUBLE REVOLV-A-ROUND SAFE ..... 123.50  |

### MORE FOR YOUR MONEY WITH THESE BADGER PARTS SPECIALS

- |   |  |
|---|--|
| 12" Speaker Cabinet ..... \$ 4.95   | Flash 15 Second Solder Gun ..... \$ 4.95   |
| 12" Utah P.M. Speaker, 32-Oz. Mag. .... 8.75  | 5c Coin Changer ..... 7.50   |
| Ball Bubble Gum, 100# Case ..... 50.00  | 30 Wire Cable, Per Ft. .... .19  |
| Universal Box Brackets ..... 3.95   | Coin Stacker & Counter (1c or 5c) ..... 1.35   |
| Collection Books, 90# Doz., C ..... 7.25  | 7/8" Standard Game Lock, Doz. .... 6.80  |
| 1/4" Electric Hand Drill ..... 11.80  | B-3 Rock-Ola Pickups, \$2.95, Doz. .... 32.50  |
| Rock-Ola Belts (Sm. or Lg.), 75¢ Ea.:<br>Per Doz. .... 7.50                               | Program Strips, 54.75 M; 5 M ..... 22.50   |
| Rock-Ola Selector Coils, 75¢ Ea.:<br>Per Doz. .... 8.25                                   | Operator's Contact Switch Kit ..... 9.50   |
| Also Parts In Stock for Keeney, Rock-Ola,<br>Bally, Mills, Genco, Exhibit, Gottlieb, etc. | Coin Wrappers, 85¢ M; Case Lots ..... .60 M  |
|   | Westinghouse 28-Volt Min. Bulbs, Per C ..... 15.00   |
|   | Plastics for All Model Phonographs, Complete<br>Stock Fuses, Tubes, Bulbs, Condensers,<br>Switches, etc. |

TERMS: 1/3 DEPOSIT WITH ORDER, BALANCE C. O. D. OR SIGHT DRAFT.

## Badger Sales Co., Inc.

2251 WEST PICO BLVD.,  
LOS ANGELES 6, CALIF.  
ALL PHONE DR. 4326.

## Badger Novelty Co.

2546 NORTH 30TH STREET,  
MILWAUKEE 10, WIS.  
ALL PHONE KIL. 3030.



**STRAIGHT FROM THE SHOULDER**

about  
*Williams*  
**ALL STARS**

**QUESTION:** What has delayed ALL STARS shipments?  
**ANSWER:** The unprecedented play ALL STARS test games received showed up a few "bugs."

**QUESTION:** Will the new improved ALL STARS have any "bugs"?  
**ANSWER:** NO! It is 100% mechanically perfect!

**QUESTION:** Has the additional 10 and 25c coin chute increased collections?  
**ANSWER:** 25% to 40% of the collections have been dimes and quarters!

**QUESTION:** Is ALL STARS suited for all locations?  
**ANSWER:** YES—in fact, Pin Table locations have shown ALL STARS earnings exceed any other type game!

**QUESTION:** Is ALL STARS a Free Play or Novelty Game?  
**ANSWER:** ALL STARS can be operated either way by a simple plug adjustment!

**QUESTION:** Is ALL STARS a seasonal game?  
**ANSWER:** NO! It is a year 'round game. Your experience in operating baseball type games has shown you, as a rule, that fall and winter collections exceed summer collections.

**QUESTION:** Is ALL STARS easy to play?  
**ANSWER:** Yes—one of the outstanding virtues of ALL STARS is the simplicity of operation and tremendous play appeal.

**QUESTION:** Can ALL STARS be moved as easily as a Pin Game?  
**ANSWER:** Yes. The dimensions are about the same. The back box, legs and console front are removable.

**QUESTION:** When will the new, improved ALL STARS game be available?  
**ANSWER:** Shipments are now being made. Only a limited quantity of ALL STARS will be made. Be sure to reinstate your orders now with your distributor to insure delivery of the greatest game of all time . . . ALL STARS!

*Williams*  
**MANUFACTURING**  
**COMPANY**  
161 W. HURON ST., CHICAGO 10, ILL.



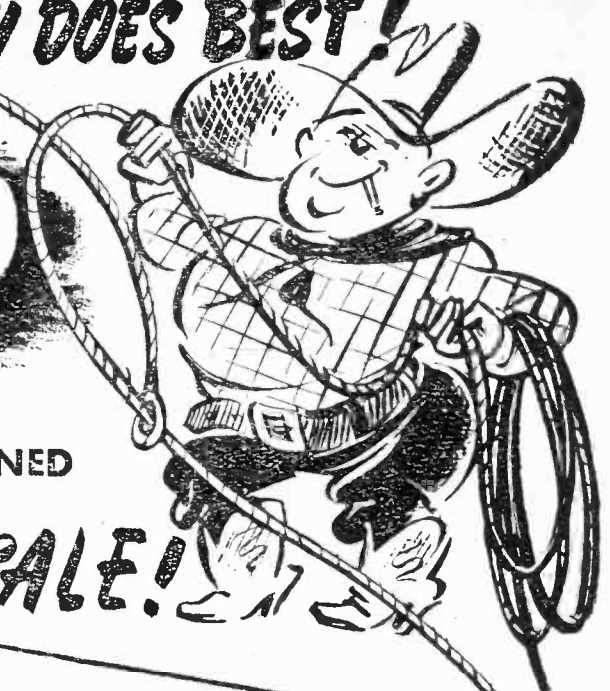
WAY OUT WEST—WHERE YOUR MONEY DOES BEST!

Jack R. Moore Co.

# FALL ROUND-UP

OF MONEY-MAKING,  
CERTIFIED, RECONDITIONED  
EQUIPMENT — ALL  
SUBJECT TO PRIOR

SALE!



## MUSIC

<b>SEEBURG</b>	\$225.00
Colonel	195.00
Envoy	175.00
Classic	150.00
Vogue	125.00
Regal	125.00
Crown	

<b>WURLITZER</b>	325.00
950	315.00
850	295.00
750-E	225.00
790	125.00
600	145.00
500	95.00
Victory Models	40.00
Twin 12's, Buckley	

<b>ROCKOLAS</b>	495.00
1947 Model 1422	150.00
Commando	150.00
Luxury Lite-Up	150.00
Premier	

<b>MILLS</b>	95.00
Empress	75.00
Throne of Music	

<b>AERION</b>	350.00
Aerion (late mechanism)	

<b>AMI</b>	59.50
Singing Towers	

(SHIPPING CHARGES  
ADDITIONAL)

Write, Wire or Phone

**SAVE  
CHECK  
THESE  
VALUES**

## ONE BALL GAMES

Victory Derby P/O	\$159.50
Victory Special F/P	
Thorbred F/P	
Longacres F/P	159.50
Jockey Club P/O	99.50
Turf King P/O	99.50
41 Derby F/P	59.50
Club Trophy F/P	59.50
Kentucky P/O	39.50
Dark Horse F/P	29.50
Blue Grass F/P	24.50
Santa Anita P/O	24.50
Fortune	24.50

★ Act Now! ★

## MISCELLANEOUS

Chicago Goalee	\$149.50
Amusematic Lite League	75.00
50—5c Personal Music Boxes	
3—Power Packs	
3—Boosters	\$600.00
2,000 feet Cable	
25—Musical Boxes @ \$15.00 each	
4—Amplifiers for same @ \$65.00 each	\$635.00
14—Personal Music Chrome Boxes @ \$10.00 each, with Master Amplifier @ \$49.50	189.50
Seeburg Wireless WB-1Z Bar-O-Matic (5-10-25c)	24.50
45—Buckley Boxes, Chrome, ea.	9.95
Seeburg Wireless WS-2Z Boxes	20.00
Seeburg 30-Wire Boxes (dial front)	3.50

## CONSOLES

Free Play Galloping Dominos (1947)	\$300.00
Cash Model Galloping Dominos (1947)	250.00
Keeney Super Bell (5-5-10-25c)	279.50
Keeney Super Bell (5-5-5-5c)	189.50
Mills 3 Bells P/O	149.50
Mills 4 Bells P/O	99.50
Jumbo Parade (25c) P/O	49.50
Jumbo Parade (5c) F/P or P/O	49.50
Jumbo Parade (5c) P/O	39.50
Jumbo Parade (5c) F/P	24.50

## FIVE BALL GAMES

Double Barrel	129.50
Midget Racer	99.50
Big League	79.50

World's Best Bargains!

**JACK R. MOORE**  
Company

4 DISTRIBUTING OFFICES

PORTLAND—1615 S.W. 14th Ave., Portland 1, Ore.

SEATTLE—100 Elliot W., Seattle 99, Wash.

SAN FRANCISCO—348 Sixth St., San Francisco 3, Calif.

SPOKANE—No. 4 Bernard St., Spokane 4, Wash.

# S. H. LYNCH & CO.

*Exclusive Southwest Distributors*



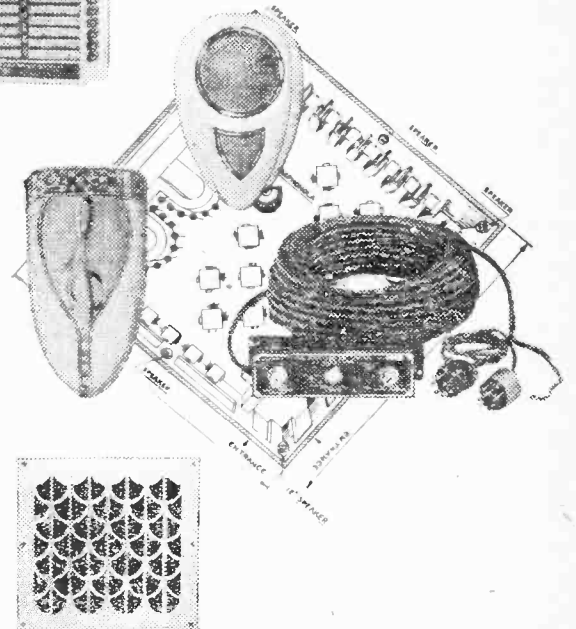
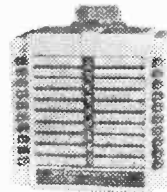
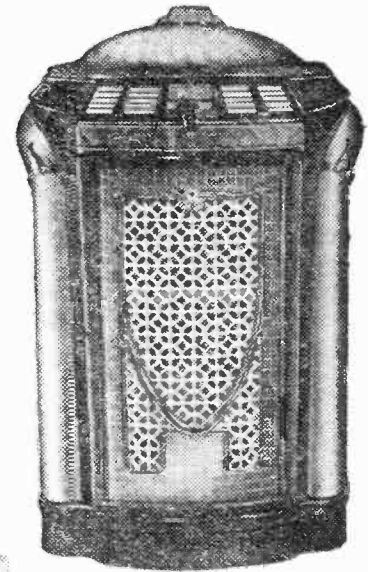
*What a line-up!*

## **Seeburg** has the Music Systems for Large and Small Locations

★ Consult your nearest S. H. Lynch & Co. office regarding your installations.

Whether it's a small restaurant, requiring two or three speakers, or one of the elaborate, new locations with numerous dining rooms and booth arrangements... our engineers will recommend the correct Seeburg equipment to distribute music volume equally to every corner!

Seeburg Scientific Sound Distribution equipment is versatile and must be installed according to size, architectural design, and acoustical requirements of the location. Seeburg's line-up of equipment is tried and proven... Seeburg is the music system requested when operators approach owners of the fine, new restaurants being built in the Southwest.



*S. H. Lynch Offices:*

Dallas, Pacific at Olive  
 ★ Houston, 910 Calhoun  
 ★ New Orleans, 832 Baronne

San Antonio, 241 Broadway  
 ★ Memphis, 1049 Union Avenue  
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# HAWAII

by UNITED

... with

## SUPER BONUS FEATURE



FIVE-BALL  
NOVELTY  
REPLAY

- INCENTIVE SCORING POCKETS
- HIGH SCORE BUILD-UP
- MANY WAYS TO  
SCORE REPLAYS

**STEPPED-UP  
PROFITS**

"GREATER THAN MEXICO"

SEE YOUR DISTRIBUTOR

**UNITED MANUFACTURING COMPANY**

5737 NORTH BROADWAY

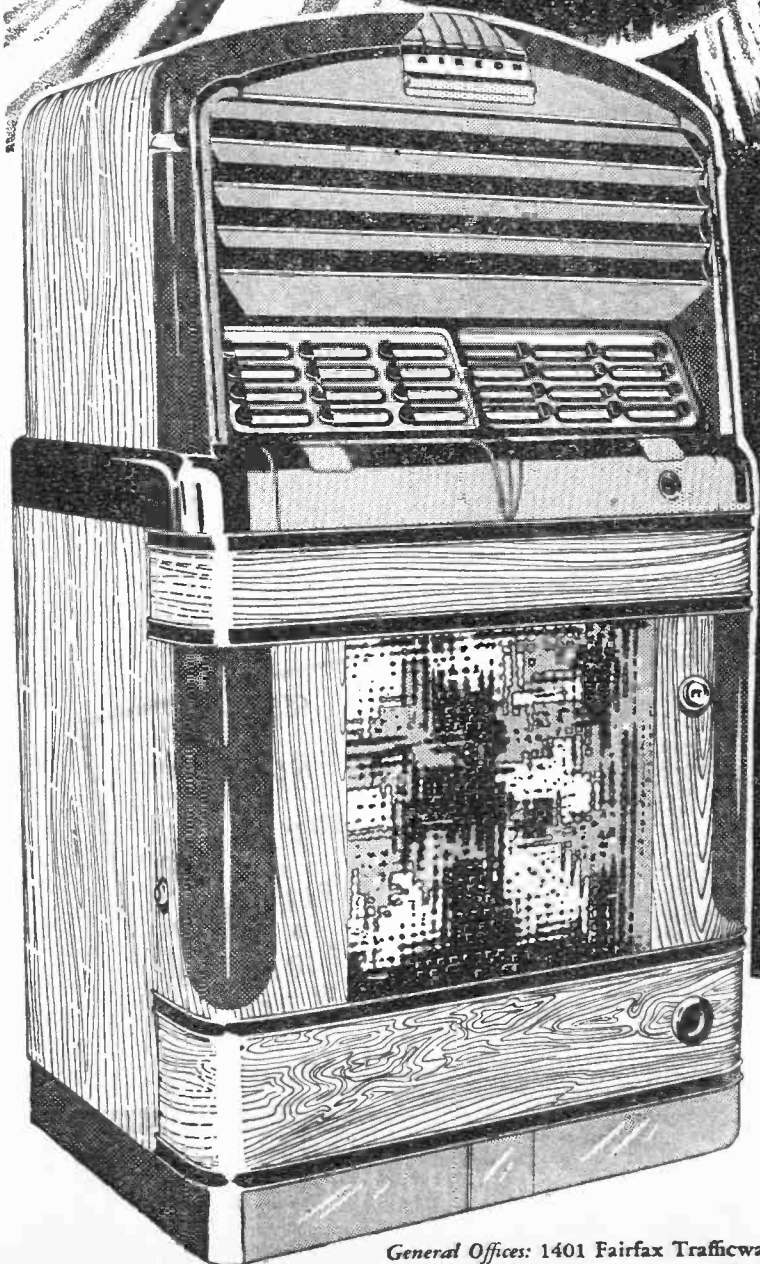


CHICAGO 40, ILLINOIS

**Now**  
IT CAN  
BE TOLD

THE INSIDE STORY OF THE

# Aireon Blonde Bombshell



## SPECIFICATIONS

**CABINET:** Imported walnut, 3/4-inch plywood, seasoned thoroughly for perfect tonal resonance—bleached and hand-selected for graining to produce finest expensive furniture finish possible

**TRIM:** Custom-built chrome, leather and plastic trim of the finest quality.

**LIGHTING:** Cool fluorescent economical lighting.

**ANIMATION:** Multiple ever-changing rainbow colors, creating scintillating beauty and marvelous play appeal.

**HEIGHT:** 60 inches. **WIDTH:** 32 inches. **DEPTH:** 24 inches.

**RECORD CHANGER:** 24-record, quick-changing, accurate, reliable Aireon mechanism. New type tone arm which doubles life of records. New type transcription type turntable. Rim drive.

**SPEAKER:** Heavy-duty, 12 inch, high fidelity speaker enables maximum range of harmonics.

**COIN ACCUMULATOR:** The latest type new guardian design, convertible to 10¢ per play or 3 plays per quarter, if desired, by one simple change.

**ACCESSIBILITY:** Easily serviced from the front—maximum accessibility with "slide away" mechanism. An exclusive Aireon feature

**BEAUTY:** Unusual beauty never before achieved in any other phonograph at any price—styling by Raymond Loewy—tops in "eye appeal—play appeal."

**Aireon**  
MANUFACTURING  
CORPORATION



# NEW Bally ONE BALL MULTIPLES

## JOCKEY Special FREE PLAY

## JOCKEY Club AUTOMATIC

with  
**Amazing New  
HORSESHOE FLASH**

MORE thrills for players! MORE profits for operators! Thanks to the new sensational Horseshoe Flash which permits player to play extra coins to qualify for 5 big Horseshoe features:

- (1) Purse section receives Win odds;
- (2) Show section receives Win odds; 40, 80, 120 or 160; (4) number 4 added to lit selections; (5) numbers 3 and 5 added to lit selections. No wonder players never stop at normal multiple play . . . but keep on . . . six, eight or ten coins per game.

**New  
BIG ODDS  
STARTING AT  
3 - TO - 1  
5 - TO - 1**



EUREKA  
•  
HI-BOY  
•  
HEAVY HITTER  
•  
TRIPLE BELL  
•  
DELUXE  
DRAW BELL  
•  
BALLYHOO

MYSTIC FLASH proved a record-smashing profit-producer in Bally Entry and Special Entry. Now . . . PROVED AND IMPROVED . . . the Horseshoe Flash offers bigger play attraction than ever . . . holds repeat play longer . . . and nets richer profits to operators. Double or triple your one-ball multiple profits by getting JOCKEY CLUB and JOCKEY SPECIAL on location now. Order today!



# Bally MANUFACTURING COMPANY

DIVISION OF LION MANUFACTURING CORPORATION  
2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

**GIVE  
TO THE  
DAMON RUNYON  
CANCER  
FUND**





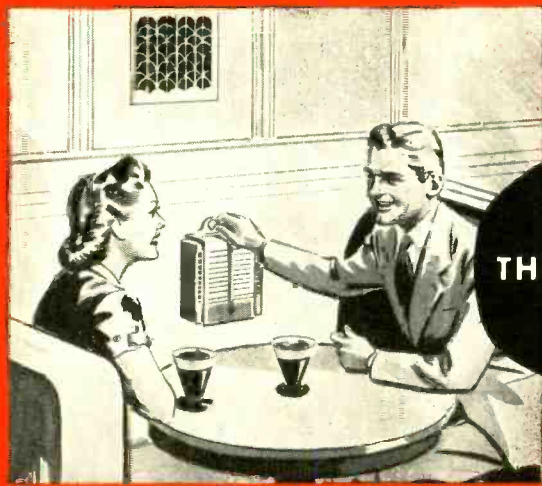
MUSIC AT  
CONVERSATION  
LEVEL



NO DEAD CORNERS



ALL SELECTIONS  
VISIBLE • NO KNOBS  
OR DIALS TO  
TURN



NO CROSSING  
THE ROOM TO MAKE  
SELECTIONS

# SCIENTIFIC SOUND DISTRIBUTION



# REMOTE CONTROL

## TWO ESSENTIALS TO MODERN MUSIC SYSTEMS

In modern music merchandising, it is essential that music be distributed at conversational level throughout the location. A blaring phonograph repels business. Dead corners won't produce revenue.

It is also important that music selection be encouraged by the installation of Wallomatics—no crossing a room or joining a line to make selections. No turning knobs or twisting dials.

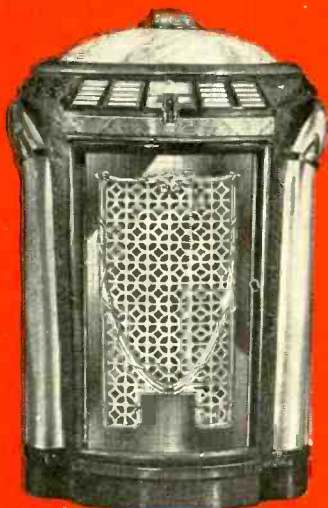
Seeburg was the first to develop Scientific Sound Distribution and Remote control. And the Seeburg Symphonola is the only phonograph which gives you a modern music system without adapters, converters or other clumsy make-shifts. For the best in music merchandising, install a Seeburg music system.

# Seeburg

1902 • DEPENDABLE MUSIC SYSTEMS • 1947

J. P. SEEBURG CORPORATION  
1500 N. Dayton St., Chicago 22

AMERICA'S FINEST AND MOST  
COMPLETE MUSIC SYSTEMS



Wireless and  
3-Wire Wallomatics



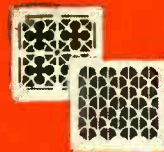
Pre-amplifier and  
Public Address System



Auxiliary Remote  
Control Amplifier



Dual Remote  
Volume Control



Recessed Wall  
and Ceiling Speakers



Mirror and  
Tear Drop Speakers





*If it's a Mills, I always play it—*

**sounds like the real thing!**

*The public prefers*

**THE MILLS CONSTELLATION**

*The coin box concurs*



**Mills Industries, Incorporated, 4100 Fullerton Avenue, Chicago 39, Illinois**