

The Billboard



THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

AUGUST 28, 1948



Today the Music of Yesterday and Today wafts out over Broadway via the Astor Roof, where Blue Barron and his MOYAT ork are dishing it out. Barron's smooth music-making, aside from winning him this top stem hostelry date, is paying off on MGM Records. His "You Were Only Fooling" has been climbing steadily on best-seller and most-played charts, largely due to the exploitation efforts of Barron's Paul Brown. Astor date gives the Barron stylings airings via NBC and Mutual remote wires, priming that lucrative one-nighter and theater market for Blue's next trek.

Going Over
Bigger Than Ever!

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

The Billboard's Eleventh Annual RADIO AND TELEVISION PROMOTION COMPETITION

COMPETITION RULES

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

Awards will be made in the following categories:

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

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

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

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

BROADCASTERS WILL COMPETE IN THE FOLLOWING DIVISIONS:

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

FORM OF ENTRIES

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

ELIGIBILITY DATES

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

DEADLINE

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

ADDRESS ENTRIES

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

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

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

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

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

BOARD OF JUDGES

ADVERTISER PANEL

J. M. Allen, Vice President in Charge of Advertising, Bristol-Myers Co.
Howard M. Chapin, Director of Advertising, General Foods Corp.
Albert S. Dempewolf, Advertising Manager, Cefanese Corp. of America.
Charles J. Durban, Assistant Advertising Director in Charge of Radio and Television, United States Rubber Co.
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Don Stauffer, Vice President in Charge of Radio, Sullivan, Stauffer, Colwell & Bayles, Inc.
Raymond F. Sullivan, President Stauffer, Colwell & Bayles, Inc.

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

ENTRY PLEDGE

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

Gentlemen:

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

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

Name Station
Title
Address
City State

TV DRAMA PUMP GOING DRY

AFRA Confab At Hand; 4-A's Merger on Tap

By Paul Ackerman

BOSTON, Aug. 21.—Ninth annual convention of the American Federation of Radio Artists (AFRA) is scheduled to convene here Thursday (26) for a four-day session on problems of greatest moment to the union. Urgency promises to be the keynote, with quick action likely to be taken with respect to urging merger of the sister unions of the Associated Actors and Artistes of America (4-A's), AFL international covering all performers. Other top matters, including television and organizational problems made keener by the necessity of operating under the Taft-Hartley Law, are regarded as bearing on, and part of the parcel of, the merger question.

Resolution on merger is slated to be introduced by the New York Local, which will urge that "Plan A," one of three plans prepared by the Four A's conference, be approved by the convention. The resolution will further ask that a referendum be completed among Four A's members by January 15, and that a mass meeting be held prior to the referendum in order that all Four A's groups may debate the question.

Three Merger Plans

Convention will consider three plans of merger—A, B and C. The first two are similar in that they entail a single over-all union. The branches would continue as separate entities, but only one card would be necessary, this card permitting a per- (See *Merger Tops AFRA* on page 8)

"Stop Music" Road Dates Run Into Jam

Tour Off; Suits Loom

NEW YORK, Aug. 21.—A series of confusions involving the *Stop the Music* package playing theaters involved at least one promoter, with Louis G. Cowan, co-owner of the show, and Music Corporation of America (MCA) in a tangle which may end up in lawsuits and claims of losses amounting to thousands of dollars.

The situation developed when MCA, which made the original deal for *Stop the Music* for the Capitol Theater, submitted it around the country and found plenty of interest. Dates involving some heavy sugar were lined (See *"STOP MUSIC"* on page 44)

Musicomedy Terp Routines Swing From Ballet to Tap

NEW YORK, Aug. 21.—Broadway will be seeing a different kind of dancing this season. While there may be a few shows that will stick to ballet, the trend is changing and most of them are switching to what may be called, for lack of a better term, modern musical comedy dancing.

Two of the more promising of the

Congestion Death Spurs Move for A Montreal Bowl

MONTREAL, Aug. 21.—Plans for construction of some kind of bowl or amphitheater to handle summer musical events and other productions received a "get going" shove last week when a huge milling mob attending the open-air production of *Faust* atop Mount Royal caused the death of a woman.

The incident has now become a cause celebre and from all sides are coming demands that the construction project should be implemented with the least possible delay.

The death created a near panic. The woman was stricken during the performance. The largest turnout in the history of open air events at the mountain chalet shoved, crowded and heckled other members of the audience who insisted on walking (See *Congestion Death* on page 15)

Script Dearth Brings Cries For Writers

High Royalties a Headache

NEW YORK, Aug. 21.—A curious programming dilemma was becoming more obvious this week for television, whereby the medium, still only in a beginning in developing quality shows, already is scraping the bottom of the barrel for material of the type it relies on most—drama. With dramatic shows heavily counted on to lend class to video, and with surveys revealing the unquestioned audience lure of this type of show, producers are having a difficult time acquiring enough usable legit scripts. In the words of a top agency exec, "We've found out how deep the well is, and it's mighty shallow."

Feeling the pinch already is such a well-established show as the Kraft Television Theater, which airs over National Broadcasting Company (NBC) and is rated as TV's best dramatic offering. This series, which (See *TV SCRAPES DRAMA*, page 13)

Gov't Probes 4 A's, AGVA On Split Week

It's Up to Dick Jones

PHILADELPHIA, Aug. 21.—The congressional probe of the Associated Actors and Artistes of America (Four A's) and American Guild of Variety Artists (AGVA), opening here August 23, will be run on a split-week basis, Monday, Tuesday and Wednesday. The investigation will involve cafe ops, agents, bookers and actors, in addition to showbiz union toppers.

About 25 people have already been subpoenaed, with Dick Jones, executive secretary of the Philly AGVA local, due to be the first witness called to testify. Jones, who made the original charges, against what he (See *GOV'T PROBES* on page 42)

CBS Invests 300G in Indie Tele-Pix Deal

HOLLYWOOD, Aug. 21.—Papers have been drawn and are skedded for inking today for one of the biggest tele-pix deals on record, whereby Columbia Broadcasting System (CBS) will pay \$300,000 for a series of three 13-episode half-hour films. Flickers are to be produced by IMPPRO, Hollywood indie flickery, with cameras rolling on the Nassour (See *CBS INVESTS 300G* on page 15)

"YOU CAN'T BEAT PETRILLO"

H'w'd Dansant Non-AFM Try Complete Bust

Says Scabs Incompetent

HOLLYWOOD, Aug. 21.—"You can't beat Petrillo" is the title of the final chapter written this week by Joe Zucca, Stillman Pond and Harry Schooler to their unsuccessful six-month attempt to defy the American Federation of Musicians (AFM) by starting a non-union ballroom circuit (*The Billboard*, February 21, 28). Zucca applied to AFM Local 47 for permission to hire union musicians. At a meeting with the local's Veepee Johnny te Groen and his assistant, Eddy Pratt, Zucca stated his desire to hire AFM members, agreed to pay all monies due musicians, to arrange for dismissal of suits brought by him against te Groen, Local 47, AFM and Charley Barnett, and to pay attorney's (See *YOU CAN'T BEAT* on page 20)

Nostalgia

NEW YORK, Aug. 21.—One of the town's biggest current attractions is at the Metropole, bar and restaurant a block up the street from the Palace. The spot offers honky-tonk entertainment on a platform inside its circular bar, but the chief crowd-puller is an outside collection of framed displays of old Palace bills and stills.

Among memorable names on view are Gilda Gray, Fred Stone, Julian Eltinge, Frank Tinney, Dolly Sisters, Van and Schenck, Gus Edwards, Nazimova, Gallagher and Shean, Raymond Hitchcock, Fannie Brice, Joe E. Brown, Nora Bayes, Eddie Leonard, Sophie Tucker, Elsie Janis, Joe Cook and other stars of variety's heyday, some still going strong, some only legends.

Youngsters who never were privileged to see a Palace show, as well as reminiscent old-timers, crowd around the displays and are held fascinated. On paper and in memory, vaude still lives.

81st Congress Will Go Slow On T-H Law

Welfare Changes Unlikely

WASHINGTON, Aug. 21.—Whether or not James C. Petrillo's disk-making ban is peaceably removed by the time the 81st Congress convenes in January, congressional leaders are expected to take a go-slow attitude on revising the Taft-Hartley Act's welfare provisions to remedy the situation. Best guess is that protracted hearings on any proposed changes would forestall floor action until well near the end of the first session of the 81st Congress.

This leaves the congressional status just about where it was when the Petrillo hearings in the last regular Congress wound up. At that time, high-ranking members of the standing labor committees in both houses demonstrated an inclination to let (See *81st CONGRESS* on page 31)

Showbiz Tax Cuts Unlikely Next Session

WASHINGTON, Aug. 21.—Mapping plans for preliminary tax hearings in November preparatory to the 81st Congress, Republican fiscal leaders see virtually no hope of wiping out the emergency inflated excises on show business. Expectations are that piecemeal legislation will be introduced by individual lawmakers for wiping out or reducing various entertainment excise levies, but there are no signs of any concerted ax-wielding drive.

Chairman Harold Knutson (R., Minn.) of the House Ways and Means Committee has indicated that steadily increasing defense appropriations have virtually precluded any possibility of easing the tax burden on the entertainment industry, which has been carrying a peak load of revenue-raising since 1940 when emergency tax levies soared to record rates. Altho the personal income tax has been cut and other levies have been either reduced or wiped out, Congress has kept hands off the wartime-inflated theater admissions tax, which was boosted from 10 to 20 per cent. Also, such emergency levies as the excises on phonograph records, cabarets and niteries, and radio and television sets and parts, which had been imposed originally as "temporary" war measures, have been permitted to remain.

Showfolk will have an opportunity to demand a leveling-off of their inflated taxes when the congressional preliminary hearings get under way about six weeks in advance of the 81st Congress. Later opportunities will develop when the session gets under way and individual tax-cutting measures are introduced. Except for sporadic visits by showfolk to Washington at the regular sessions of the 80th Congress, pressure for tax cuts by the entertainment world has been scant.

Canyon Air Rights to CBS

HOLLYWOOD, Aug. 21.—Columbia Broadcasting System (CBS) has secured radio rights to the Steve Canyon comic strip from Cartoonist Milton Caniff and Col. Phil Cochran, owners of the series. Web plans to build a house package for debut within six weeks, and is currently auditioning leads in Hollywood.

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"Lum" Is the First H'w'd Commercial To Double on TV

HOLLYWOOD, Aug. 21.—The new half-hour Lum and Abner stanza, purchased by General Motors for Frigidaire this week, will become the first Hollywood commercial air show to be duplicated on tele. Plans were announced this week for simultaneous AM-TV live airings of the stanza beginning sometime in October.

Details of origination point, format and added talent costs for TV have yet to be worked out, according to Arnold McGuire, Coast tele topper for the Foote, Cone & Belding Agency which will handle the show. Seg will probably occupy the Columbia Broadcasting System (CBS) 8-8:30 p.m. Sunday slot now held by Man Called X unless the web can come up with choicer slot. Bankroller's objection to the current time is that it competes with American Broadcasting Company's high-voltage Stop the Music.

The CBS-L. A. Times tele station, KTTV, is not expected to be airborne before late fall, which means that the tele version of Lum and Abner will be farmed out to either Paramount's KTLA, Don Lee's W6XAO or to KFI-TV. Show will (See "LUM" ON TELE on page 15)

Honolulu Benefit, 60G in Red, No Solace to Starvin' Chinees

HONOLULU, Aug. 21.—The rice relief benefit for the Far East at the Honolulu Stadium July 27-31, which brought 35 performers from Hollywood embracing the screen, radio and record fields, was an artistic success but ended financially in the red, with the promoters standing a loss of \$60,000, according to unofficial figures.

Gate receipts after taxes came to about \$20,000. Hotel expenses for the actors were \$13,000, and expenses ranging from ushers' wages to sound equipment were \$5,800. This left a deficit of \$1,800 immediately apparent. Transportation for the performers to and from the island came to \$15,000, a bill for which there was no money when it came time for the performers to return home. Private contributors were asked to form a money pool which paid plane fares from Honolulu to the Mainland when the show collapsed financially. In addition to this, an estimated \$10,000 in wire charges and travel incidentals was charged against the show.

Challenges Confront FCC: Many Issues That Hold Key To Radio's Future Character

Blue Book, Mayflower, Giveaways, Atheism, KMPC, Etc.

WASHINGTON, Aug. 21.—Bogged down by an overwhelming number of pending bids (The Billboard, August 21), the Federal Communications Commission (FCC) is also struggling to find a solution to a near-record number of issues which can determine the character of U. S. broadcasting for decades to come. With some of these issues having been hanging fire for years and many of them still in the process of hearings or awaiting hearings, the FCC is under pressure to bring virtually all of them to a decisive stage within the next several months.

Topping the major pending issues are clear channel allocations, television allocations, the Blue Book, giveaway programs, upstairs TV, multiple ownership of AM stations, spot time sales, and broadcast editorializing. Others include the North American Regional Broadcast Agreement (NARBA), the KMPC case, atheism on the air, political script censorship (Port Huron case), and

educational TV allocations. At the same time the FCC itself is answering to two separate congressional committees for the status of several of these issues.

Clears Are Oldest Case

Among the oldest in the dockets is the clear channel case. With millions of dollars in broadcast facilities at stake since FCC began looking into the problem of poor reception a few years ago, FCC has been faced with delay complicated by the Senate Interstate Commerce Committee's order six months ago to hold off until the committee could look into the matter.

Chief issue at stake in the clear channel controversy is whether some two score high-powered stations will continue to be unchallenged in their channels at night. The FCC has been considering several alternatives, such as breaking down the clears, preserving status quo, adding new stations on a few of the clear frequencies or attempting to boost rural reception by boosting the clear power over the 50 kw. maximum.

Tied in with this issue is the whole problem of international communications, including the question of whether to push for U. S. utilization of the 540 kc. band at the next session of NARBA, which has been tentatively deferred until August, 1949, because of the clear channel delay. NARBA will also present to the FCC and State Department the problem of holding onto present U. S. international wave lengths in the face of demands by Cuba and Mexico for increased frequencies.

A more immediate problem in the international field is the upcoming Mexico City conference on high frequencies (see separate story). Also of paramount significance is a current quarrel over an agreement by (See Challenges Confront on page 10)

Attendance at the performances fell far below the expectations of the promoters and the backers. According to a reliable source there were 13,277 paid admissions, the prices pegged at \$1.20, \$2.40, \$3.60 and \$6.

The Honolulu Star Bulletin, leading daily, editorialized:

"The rice show started with a house of 650 people. It wound up with a house of 14,000. But its full potentialities as a fund raiser for a charitable cause never was realized.

"This was due, in part, to lack of adequate advance presentation to the people of Honolulu, and in part to rival attractions. Further, the extravagant promises made in the early stages of the enterprises, the evident expectations of promoters for a large slice of the proceeds, and the lavish use of funds to bring down and house the performers, doomed the enterprise to financial failure before it opened the gates.

"Such enterprises could really fall into disrepute in the future if they are not handled in proper fashion."

NUMBER ONE ACROSS THE MUSIC-DISK BOARD

- No. 1 On the Honor Roll of Hits
MY HAPPINESS
- No. 1 Sheet Music Seller
MY HAPPINESS
- No. 1 Most Played on Disk Jockey Shows
LOVE SOMEBODY by Doris Day-Buddy Clark, Columbia 38174
- No. 1 Disk Via Dealer Sales
TWELFTH STREET RAG by Pee Wee Hunt, Capitol 15105
- No. 1 Disk in the Nation's Juke Boxes
YOU CALL EVERYBODY DARLIN' by Al Trace, Regent 117
- No. 1 Most Played Juke Box Folk Record
BOUQUET OF ROSES by Eddy Arnold and His Tennessee Plowboys, Victor 20-2806
- No. 1 Best Selling Retail Folk Record
BOUQUET OF ROSES by Eddy Arnold and His Tennessee Plowboys, Victor 20-2806
- No. 1 Most Played Juke Box Race Record
I CAN'T GO ON WITHOUT YOU by Bull Moose Jackson, King 4230
- No. 1 Best Selling Retail Race Record
I CAN'T GO ON WITHOUT YOU by Bull Moose Jackson, King 4230
- No. 1 Sheet Music Seller in England
GALWAY BAY

Leading albums, classical disks, English and Canadian sheet sellers and full score on all music-disk popularity in Music Popularity Charts, pages 22 to 36 in Music Section.

The Billboard

The World's Foremost Amusement Weekly

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Turnover and Vend.

FILM CUTS HIT AIR DRAMAS

Dead Legislation Is Basis for FCC Ban on Giveaways

WASHINGTON, Aug. 21.—The special House committee investigating the Federal Communications Commission (FCC) said today that proposed regulations curbing giveaway programs are based upon Section 316 of the Communications Act, a section which was repealed last June by a recodification action. Wayne Coy, FCC chairman, was so notified in a letter from Frank Bow, counsel for the House group. The latter inquired whether the FCC "still plans to proceed . . . and under what authority."

Bow indicated that his group was not taking sides in the giveaway controversy but merely sought information as to the FCC intention. He pointed out that lotteries and giveaway shows also come under the criminal code, and that violations of the code come under the jurisdiction of the Department of Justice rather than the FCC. Bow suggested cooperation between the two bodies, with the FCC governing giveaways by formulating new rules, and the Justice Department prosecuting criminal violations of the code. The FCC might also, he said, consider how to deal with such programs in the course of acting on renewal of broadcasters' licenses.

The opinion rendered by Bow and the House group is similar to that which Don Petty, counsel for the National Association of Broadcasters, voiced in a speech at Milwaukee this week. Petty also set forth the same claim as to obsolescence of Section 316.

"Blondie" to NBC In Colgate Shifts

NEW YORK, Aug. 21.—Colgate-Palmolive-Peet this week set *Blondie* to move into the 8 p.m. Wednesday period on National Broadcasting Company (NBC), formerly occupied by its Dennis Day show. Show starts October 6. Day will move to Saturday at 10 p.m. on NBC, in the slot held last season by Kay Kyser, who was dropped. *Blondie* formerly was on Columbia Broadcasting System (CBS), at 7:30 p.m. Sundays.

Colgate also decided to keep Judy Canova, and the comedienne will move into the 8:30 p.m. Friday slot on NBC now held by *Can You Top This? Our Miss Brooks*, CBS package just bought by Colgate, will be aired at 9:30 p.m. Sundays.

NBC Grabs Another "Pet" Seg From CBS

NEW YORK, Aug. 21.—Pet Milk, which recently switched its *Saturday Night Serenade* from Columbia Broadcasting System (CBS) to National Broadcasting Company (NBC), this week decided to move its Saturday morning show, Mary Lee Taylor, as well.

The program, now on from 10:30 to 11 a.m. on CBS, will move up to the 10 a.m. spot on NBC, starting October 23. It will occupy the time now filled by *Frank Merriwell*, a sustainer, which may not be renewed, thus marking the first time *Merriwell* fanned in the clutch.

CBS Setting Alka Seltzer Variety Strip

NEW YORK, Aug. 21.—A new five-times-weekly series with Herb Shriner, comic, and the Ray Scott Quintet looks virtually set to start shortly for Alka Seltzer on Columbia Broadcasting System (CBS). A Lou Cowan package, the Shriner show is definitely reported set by a CBS exec, but the Wade Agency, handling the account, says no final commitment has been made.

This would be Alka Seltzer's second strip on CBS, outfit previously having bought *Hilltop House*, to air at 3 p.m. across the board. It would also be Cowan's second show for the same account, with his *Quiz Kids* show starting its ninth year this fall on National Broadcasting Company. Cowan also has *Stop the Music*, *R. F. D. America* and *Elmo Roper*, putting him in the forefront as a package agency in radio.

Standard Oil Buys NY Symph

NEW YORK, Aug. 21.—Sale of the New York Philharmonic Symphony by Columbia Broadcasting System (CBS) to the Standard Oil Company (New Jersey) was virtually set this week. The contract is due to be signed early next week. The deal represents one of the juiciest sales of the new season, running to a time and talent total annually of around \$1,100,000. The CBS time end is said to be \$35,000 weekly for the hour-and-a-half Sunday afternoon time (3 p.m., EST).

CBS, which has had the symph for 18 years, had carried it sustaining since U. S. Rubber dropped it a year ago. Oil's sponsorship is due to start in October and run thru next spring, including the orchestra's annual spring tour.

Marshall & Pratt will handle the show, altho it's reported the deal was set directly by CBS.

ABC Inks Kyser For Daytime Seg

HOLLYWOOD, Aug. 21.—Kay Kyser was signed today by the American Broadcasting Company (ABC) for a daytime audience participation quiz show, skedded to hit the airlines October 4.

Seg will be half-hour daily, across the board, with an estimated budget of \$10,000. Deal was closed by ABC's program chief, Bud Barry, who flew to the Coast to clinch Kyser.

Sponsor is said to be Procter & Gamble.

Shaeffer Pen Won't Ink Howard Again

NEW YORK, Aug. 21.—The Eddie Howard show, aired Sundays at 3 p.m. over National Broadcasting Company, this week was canceled by its sponsor, Shaeffer Pen Company. Final broadcast of the cycle will be September 5.

The agency is Russel M. Seeds Company, Inc.

Li'l Censor

NEW YORK, Aug. 21.—Al Capp, cartoonist creator of *Li'l Abner*, who is pinch-hitting for Drew Pearson on American Broadcasting Company (ABC) under sponsorship of Lee Hats, ran into censor trouble on his Sunday (22) script. Capp's first program last Sunday, which attracted considerable favorable comment, included several scornful comments directed toward Representative J. Parnell, New Jersey, Republican. Censorship came in this week when the network, the sponsor and the agency, William Weintraub, reportedly nixed Capp's script on the grounds that it was "controversial." Capp replaced the censored script with a commentary he termed "innocuous."

CBS Trying To Pry Lever

NEW YORK, Aug. 21.—Columbia Broadcasting System (CBS) this week was reported making a determined pitch to land a new half-hour evening show to be sponsored by Lever Bros. The network would vouchsafe no details whatsoever, altho the fact that negotiations were under way was confirmed. One report states that negotiations involved *Amos 'n' Andy* to air simultaneously over Columbia's AM and TV network. The team now broadcasts over National Broadcasting Company (NBC) for the same sponsor.

A second report involved *Big Town*, recently sponsored by Sterling Drug on a lend-lease deal. The program has since been recaptured by Lever Bros. CBS is said to be offering either the 7:30 or 8:30 Sunday night spot to precede or follow *Sam Spade* in an hour block of whodunit programming.

H'w'd Thrift Wave Shortens Story Supply

Pic Firms Pitch Revivals

By Alan Fischler

HOLLYWOOD, Aug. 21.—Radio's dramatic airers will face a serious shortage of suitable motion picture story properties this season, according to film production sources. The film industry's current economy wave, and the resulting curtailment in quantity of pic produced, will drastically cut the number of new properties available and force radio to reach into grab-bag of oldies to fill out the 39-week production skeds. Radio contact men at the various major studios, whose job it is to allocate stories (See *FILM CUTS HIT* on page 15)

La Shore Thrush On Cantor Ainer

HOLLYWOOD, Aug. 21.—Dinah Shore returns to the air October 1 as featured thrush on the Eddie Cantor show. Deal was finalized this week, calling for La Shore to do the first four airers of the season, with a flexible policy governing future airers. Miss Shore can leave the show anytime upon two weeks' notice, should Cantor's ainer interfere with other commitments.

Dinah leaves Hollywood this weekend for a two-week date at London's Palladium Theater, beginning August 30. While in England, she will probably wax some post-ban sides for Columbia Records.

Negotiations for renewal of the Philip Morris stanza next fall have been resumed, with strong possibility that Miss Shore may return to the ciggie ainer, headlining a new musical format calling for name guests.

AS Beautiful TO See AS TO Hear...



HOUR OF CHARM

ALL-GIRL ORCHESTRA and CHOIR

under the direction of PHIL SPITALNY

The Perfect Television Program

PHONE: 66 5-1000

Program Competition:

HIGH-WATTERS' VARIETY BEST

Big Stations
Have Edge on
Talent, Staff

Small Outlets Need Ingenuity

NEW YORK, Aug. 21.—Variety programs submitted by high power stations in *The Billboard's* annual local program competition were, by and large, more impressive than those entered by the low-watt categories. Reasons for this state of affairs is fairly obvious. First, the variety talent layouts, generally involving music and comedians, are relatively expensive in cost. The larger stations, of course, are often more able, from a personnel standpoint, to have on hand the necessary talent. House bands, for instance, are generally larger on the top-wattage outlets and constitute a pool from which the station can draw instrumentalists, trios, etc.

Production-wise, too, the bigger outlets are better geared to more easily produce a variety layout than a small station—what with problems of script and direction in addition to talent. This leads to one conclusion: The small station, with perhaps a small house band or no house band at all, and perhaps lacking in script writers of top caliber, must often exercise great ingenuity in fashioning a presentable variety program. Some small outlets make the grade, some don't. The key often is a good microphone personality plus a happy, if simple, program idea.

50,000 Watt Winners

Quantitatively and qualitatively the 50,000-watt division was most impressive in the variety category of *The Billboard's* program competition. Top spot went to WHAM, Rochester, for the *WHAM House Party*, an informal nighttime half hour showing (See *HIGH-WATTERS'* on page 9)



Directs KLZ News, Special Events

SHELDON PETERSON

Directs one of the largest radio news staffs between Chicago and Los Angeles. Has increased scope of news contacts and injected new interest in KLZ newscasts with wire recordings of spot news.

KLZ, Denver

Program Competition:

Lower Watters'
Variety Shows
Low on Laughs

NEW YORK, Aug. 21.—Variety programs submitted by the 5,000 to 20,000-watt stations were a modest lot, the winners stacking up as good programming but the runners-up marked by indifferent production and talent. Most suffered from the usual disease: No laughs. Top award went to WKY, Oklahoma City, with *Anthony Avenue*, a compact layout. Music, production and writing were good on this opus.

Second and third were WSAI, Cincinnati, and CFRN, Edmonton, Alta., with *Studio A Coffee Club* and *Mid-*

Program Competition:

"WHAM House Party" Cops
50,000-Watt Variety Crown

NEW YORK, Aug. 21.—Competition for awards in the variety division of *The Billboard's* annual program competition was keenest among the 50,000-watt stations, these outlets having the wherewithal—from the standpoints of finances, talent and personnel—to make a good showing in what is admittedly one of the more expensive and difficult program formats.

Talent-wise, however, it is worthy of note that even the 50,000-watters were weak in that very valuable adjunct of variety—comedy. The lack of good comedians and good comedy material, of course, has long been called to radio's attention. Radio has willingly admitted its inability—thus far—to remedy the situation. But the stations keep trying. What the large outlets definitely do bring to variety programming, however, is a measure of production finesse and solid musical talent—both instrumental and vocal. They also bring to variety good formats and passable scripts, even tho the latter are not strong on laughs.

Top award in the 50,000-watt category went to WHAM, Rochester, N. Y., for the half-hour *WHAM House Party*. This was a very well put together show, with great strength in all musical aspects, and bringing some outstanding performers to the mike. Second place went to WSM, Nash-

ville, with *Friday Night Show*, a rather lavish talent layout, and third to KTRH, Houston, with *Texas All-Star Jamboree*. Both were strong musically and maintained mood and atmosphere.

Program Competition:

Small Watters
At Disadvantage
In Variety Field

NEW YORK, Aug. 21.—Low-power stations were relatively weak in the variety program category of *The Billboard's* local program competition. Variety presupposes talent, production personnel and fairly high program cost, and these are resources which the small station often cannot tap. In fact, very few large stations have the resources to package a variety show which includes elements of music, comedy and plain listener interest.

Top award in the 250-watt division was given to KXLW, St. Louis., for its *American Jewish Hour*, a Sunday show using recordings of leading musical artists in traditional numbers. Show is aided by special production effects, plus a sufficient comedy sense on the part of emcee Bob Lurie.

Second and third, respectively, went to WEOA, Evansville, which entered its *Breakfast With Sterling* program, and WTHI, Terre Haute, which submitted *Country School*.

The three programs (see reviews) illustrate what may be done by small stations with limited talent and personnel resources.

Reviews of Winning Programs

VARIETY PROGRAMS
50,000 Watts

WHAM Houseparty

First Place—WHAM, Rochester, N. Y.

Producer: Syl Novelli

Writer: Jim Trayhern

Announcer: Homer Bliss

Cast: Zene Zacher and the WHAM Orchestra, The Note Crackers, and guest vocalists.

Very well put together variety layout, particularly strong on musical talent. There's a solid house orchestra, plus a male quartet to do traditional material such as spirituals, and a duo of vocalists. Latter are a girl called Beverly, very talented and with plenty of voice appeal, and a male who is a good straight warbler. Gal in fact, is a good bet for web show. Together, they do a musical turn that has change of pace, rhythm and melody—far exceeding the offering of

the average station. Comedy end of the show is not nearly as strong as the musical. It included a skit using four actors. For a local effort—even tho the station is a 50,000 watter—it is a lavish effort, well produced.

Friday Night Show

Second Place—WSM, Nashville

Producer: Marjorie Cooney

Writer: Eddie Bimbryer

Cast: Eddie Bimbryer, Frank Melfi, Bessley Smith Band, and guests.

WSM corrals a lot of talent for its *Friday Night Show*. This one included Dixie Dons, Snooky Lanson, Harry Draper Choristers, Beasley Smith orchestra, various comics, and others. In addition, Claude Jarman Jr., the youngster who starred in *The Yearling* film, did a radio dramatization of *Little Jean*, a fantasy well-suited for the Christmas season.

It is commendable that the station can apparently gather so much talent for a local offering. True, some of

the material was corny, particularly the gags, but apart from this the show had good music and maintained atmosphere.

Texas All Star Jamboree

Third Place—KTRH, Houston

Producer-Writer: Jim Sanders

Cast: Assorted talent such as Wiley and Gene, Floyd Tillman, Jerry Irby, Babe Fritsch, John Cooke, Hank Thompson and Al Clauser.

Strong variety show with a live talent layout which includes the above cast. The talent is typical of good jamboree programs, with Western melodies done instrumentally and vocally, plus novelties such as *Mama Don't Allow No Music Played in Here*, and standards like *Rancho Grande*. The script is lively, touched with corn—which is in keeping with the style of show. Show is on the air 7:30-8:30 p.m., and 9:30-10:30 p.m. Saturdays. In addition cast does a 60-minute off-the-air-show 8:30-9:30

p.m. Excellent show of its type, costing from \$1,200 to \$1,600, depending on cast.

VARIETY PROGRAMS
5,000-20,000 Watts

Anthony Avenue

First Place—WKY, Oklahoma City

Producer: Paul Brawner

Writer: Mary Agnes Thompson

Announcer: Bob Olson

Sponsor: C. R. Anthony Co.

Tight little show, providing pleasant listening five times weekly. There's a band of five pieces, plus two vocalists, a man and a woman. The warblers are strictly straight in style, eschewing the bop and jive for melodic renditions of *Easter Parade*, *Lucky in Love* and such like. The tootlers get off for an occasional solo, as *La Cucaracha*. A lively quintet they are. Plugs are frequent for C. R. Anthony's shoes, which offers today's

(Continued on page 12)

FIRST ANNUAL LOCAL PROGRAM COMPETITION

THE WINNERS

SPORTS PROGRAMS

50,000 Watts

NO AWARDS

5,000 to 20,000 Watts

FIRST PLACE, **WOWO**, FT. WAYNE, IND., FOR "ABE ANDREWS"
Archie Duffield, Sta. Mgr.; C. W. Vandagriff, Prog. Mgr.

SECOND PLACE, **WTAG**, WORCESTER, MASS., FOR "SPORTS NEWS & VIEWS"
E. E. Hill, Exec. Vice-Pres.; A. J. Brissette, Prog. and Production Mgr.

THIRD PLACE, **KCMO**, KANSAS CITY, MO., FOR "KCMO REEL & GUN CLUB"
E. K. Hartenbower, Gen. Mgr.; S. B. Tremble, Prog. Dir.

HONORABLE MENTION, **WLAM**, LEWISTON, ME., FOR "SPORTS NEWS-REEL"
Elden H. Shute, Sta. Mgr.; William Finkaldehy, Prog. Mgr.

HONORABLE MENTION, **KWQ**, SAN FRANCISCO, CA., FOR "LOOKING 'EM OVER"
C. L. McCarthy, Gen. Mgr.; Fred Ruegg, Prog. Dir.

250 to 1,000 Watts

FIRST PLACE, **WCOM**, PARKERSBURG, W. VA., FOR "FOOTBALL FLASHBACKS"
Carl Loose, Gen. Mgr.

SECOND PLACE, **WILK**, WILKES-BARRE, PA., FOR "CHUCK WHITTIER'S SPORTS"
Roy E. Morgan, Gen. Mgr.; Hal Berg, Prog. Dir.

THIRD PLACE, **KECK**, ODESSA, TEX., FOR "BYRON TOWNSEND'S SPORTS PICTORIAL"
Ben Nedou, Pres.; Bill Chambers, Prog. Dir.

HONORABLE MENTION, **WJTN**, JAMESTOWN, N. Y., FOR "SPEAKING SPORTS"
Jay E. Mason, Pres. and Prog. Dir.; Simon Goldman, Gen. and Comm. Mgr.

VARIETY PROGRAMS

50,000 Watts

FIRST PLACE, **WHAM**, ROCHESTER, N. Y., FOR "WHAM HOUSEPARTY"
William A. Fav, Gen. Mgr.; Charles W. Siverson, Prog. Dir.

SECOND PLACE, **WSM**, NASHVILLE, FOR "FRIDAY NIGHT SHOW"
Harry Stone, Gen. Mgr.; Jack Stapp, Prog. Dir.

THIRD PLACE, **KTRH**, HOUSTON, FOR "TEXAS ALL-STAR JAMBOREE"
B. F. Orr, Gen. Mgr.; Ted Nabors, Prog. Dir.

5,000 to 20,000 Watts

FIRST PLACE, **WKY**, OKLAHOMA CITY, FOR "ANTHONY AVENUE"
P. A. Sugg, Gen. and Comm. Mgr.; Hoyt T. Andres, Prog. Dir.

SECOND PLACE, **WSAI**, CINCINNATI, FOR "STUDIO A COFFEE CLUB"
Robert M. Sampson, Gen. Mgr.; James Leonard, Prog. Dir.

THIRD PLACE, **CFRN**, EDMONTON, ALTA., FOR "MIDDAY MERRY-GO-ROUND"
G. R. A. Rice, Pres. and Gen. Mgr.; G. A. Duffield, Prog. Dir.

250 to 1,000 Watts

FIRST PLACE, **KXLW**, CLAYTON, MO., FOR "AMERICAN JEWISH HOUR"
Guy Runnion, Pres. and Gen. Mgr.; Blaine Hornwell, Prog. Dir.

SECOND PLACE, **WEOA**, EVANSVILLE, IND., FOR "BREAKFAST WITH STERLING"
Don Menke, Gen. Mgr.; William R. Fall, Prog. Dir. and Prom. Mgr.

THIRD PLACE, **WTHI**, TERRE HAUTE, IND., FOR "COUNTRY SCHOOL"
Joseph M. Higgins, Gen. Mgr.; Arnold C. Johnson, Prog. Dir.

Program Competition:

Low Watters Lead In Sport

Big Stations Fail To Win Single Award

Individual Enterprise Counts

NEW YORK, Aug. 21.—Sports programs entered in *The Billboard's* First Local Program Competition indicated that in this category, at least, the smaller-wattage stations can compete with their high-powered rivals. With little needed in the way of extensive production or cast, and with scripting and directing problems far less complex than in many other types of programs, the small local outlets were able to exhibit their enterprise and ability on sports shows virtually on a par with the larger stations.

This precondition made it a foregone conclusion that the numerically superior low-watt outlets would come thru with more entries than the larger-wattage brackets. With economic production factors held to a minimum in sports programming, the (See **LOW-WATTERS** on page 15)

Program Competition:

Middle-Watters Prove Good Sports Show Can Come Cheap

NEW YORK, Aug. 21.—Evidence that it doesn't take a treasuryful of cash to turn out an intriguing type of sports program was revealed by the entries in the 5,000 to 20,000-watt division of the Sports category, in *The Billboard's* First Local Program Competition. The top two programs in

this group were one-man jobs, excellent ones, while the third place winner used a combination of three men in a discussion of fishing and hunting news.

Abe Andrews, of **WOWO**, Fort Wayne, Ind., walked off with first (See **Middle-Watters Prove**, page 12)

Program Competition:

Small Fry Outlets Put Big Stations to Shame in Sports

NEW YORK, Aug. 21.—That imagination and a flair for creating unusual production techniques can prove more potent than sheer power was again demonstrated by the winners in the 250-to-1,000-watt bracket of

the Sports program division in *The Billboard's* First Local Competition. Where none of the 50,000-watt stations was able to come up with a formula worthy of a prize **WCCM**, a (See **Small-Fry Outlets** on page 12)

Program Competition:

5-Kw. Outlets Produce No Sports Topper

NEW YORK, Aug. 21.—There were no awards made to 50,000-watt stations in the Sports category of *The Billboard's* First Local Program Competition. The judges decided that none of the programs submitted by the highest-powered stations exhibited enough all-around quality to be deserving of a prize, altho several showed considerable merit.

Thus, Pat Hayes' *From the Coach's Bench*, heard over **KIRO**, Seattle, proved an excellent interview show from the program submitted, with Hayes devoting the entire 15 minutes to an exchange of words with Dana X. Bible, athletic director at the University of Texas. But the narrowness of content of the program prevented consideration for a major award.

By the same token, *Bowling Billboard* of **WHAM**, Rochester, concerned itself only with activities of individuals and teams active on the Rochester alleys. To anyone else, however, the recounting of league standings and bowlers' scores would be unlikely to mean very much.

The obvious conclusion to be drawn is that the higher-powered stations rely mainly upon network programs for their sports coverage.

MERGER TOPS AFRA AGENDA

TV and Other Urgent Topics Face Conclave

4-Day Session in Boston

(Continued from page 3)

former to work in the different show business fields. These two plans, A and B, also envision a single treasury and central housing.

Under Plan A, the international board would function in a manner similar to the AFRA national board. Regular meetings would be held in New York, with additional sessions in Los Angeles and Chicago to consider regional problems as well as over-all policy.

Under Plan B, however, three regional boards would sit regularly in New York, Los Angeles and Chicago, and would exercise wide powers over matters within their areas. Question of high policy would be referred to an over-all international board comprised of reps of three production centers. This top board would hold four meetings a year, one in each of the three centers, and once in a city of its own choice.

Plan C involves "revitalization" of the Four A's rather than merger. The multiple cards, treasuries and offices would be continued, and there would be no specific settlement of the TV jurisdiction problem. The plan would, however, provide for an administrative staff with broad powers. AFRA, however, is of the opinion that benefits derived from Plan C would not be equal to those derived from outright merger.

Panacea?

Reasons given by AFRA execs for the advisability of merger range far afield, and indicate that all top problems of the union are tied up in one way or another with merger and can be solved that way. For instance: (1) TV jurisdictional disputes can best be avoided if the unions unite; (2) merger will strengthen all performer unions with respect to the Taft-Hartley Law. With the unions divided, support of one by another, as in a strike, is a secondary boycott and therefore illegal.

The way AFRA sees it, merger would not sacrifice local autonomy. Branches would administer their own affairs; negotiations and enforcement of pact would remain status quo, and current union pacts would not be adversely affected. AFRA figures its dues would not go up, but some brackets in other unions might be hiked. As to the central treasury, the various AFRA locals would submit their annual budgets to AFRA's national board, which

Dr. I.Q.'s Cue

MINNEAPOLIS, Aug. 21.—American Federation of Radio Artists (AFRA) has ordered Lew Valentine (Dr. I. Q.) not to use non-union announcers when he opens at the RKO Orpheum Monday (23). Announcers of KSTP, non-AFRA affiliate of the National Broadcasting Company (NBC), over which the show airs, will be sidetracked in favor of gabbers from WTCN, American Broadcasting Company (ABC) affiliate, and WDGy, local indie.

AFRA Convention Agenda

THURSDAY—AUGUST 26

First Session: 2-8 p.m.
Registration of Delegates
Small Locals' Caucus
6-8 p.m.
Meeting of National Board
Second Session: 8:30-11 p.m.
Call to Order
Greeting of Chairman
Appointment of Convention Secretary; Sergeants at Arms
Report of Credentials Committee
Convention Roll Call
Election of Resolutions Committee
Appointment of Tellers Committee
Report of National Executive Secretary
Report of National Assistant Executive Secretary
Report of Treasurer

FRIDAY—AUGUST 27

First Session: 9:30 a.m.-12:30 p.m.
Locals' problems—Expansion;
Problems of operation under Taft-Hartley and State laws;

Future organization policy; Internal problems, including dues and assessments
Second Session: 2-5:30 p.m.
Report of Resolutions Committee
Action on proposed constitutional amendments

SATURDAY—AUGUST 28

First Session: 9:30 a.m.-12:30 p.m.
Discussion of Report of Four A's Conference on Merger
Second Session: 2-5:30 p.m.
Television Report
Third Session: 8:30-11 p.m.
Report of Resolutions Committee

SUNDAY—AUGUST 29

First Session: 9 a.m.-12:30 p.m.
Election of officers
Second Session: 2 p.m.-6 p.m.
Final Report of Resolutions Committee
Selection of Convention city for 10th Annual Convention
Other reports, if any
Adjournment.

would add the total to the AFRA national budget. The whole would be submitted to the international. All funds would go to the central treasury. National AFRA and the locals would receive payments to meet expenses. There would also be an international war chest.

Organization

Convention also will wrestle with organization problems which have mushroomed since the T-H Law. As one exec put it: "Never before have we run into so many vicious, anti-labor practices." Stations, he said, put the heat on AFRA members, threaten them, frighten them and give them wild promises, all because of the protection managements feel they have under the T-H. Attempts have been made to "mess up AFRA units," he stated. This exec indicated that one of AFRA's problems might be termed "the fear of men"—that is, some actors, while wanting to join AFRA, were browbeaten to the point where they wished to keep their union affiliation under cover. "We don't want to be driven underground," he added.

Despite this situation, a report on union organization will reveal to the convention that during the last 12 months considerable progress had been made in such areas as Rochester, Philadelphia, New Orleans, Cleveland, Fort Wayne, Ind.; Indianapolis, Washington and New England States.

Camels To Sponsor Cotton Bowl Game

NEW YORK, Aug. 21.—R. J. Reynolds Tobacco Company (Camels) this week signed to sponsor the Cotton Bowl football game in Dallas on New Year's Day over the Mutual Broadcasting System. The deal was set thru the William Esty Agency. The tobacco firm also decided this week that its switch of Screen Guild Players from the Columbia Broadcasting System (CBS) to the National Broadcasting Company (NBC) should be accompanied by a reverse move of the Bob Hawk show from NBC to CBS. The two shows simply will exchange places.

Hawk will move into Screen Guild's 10:30 to 11 p.m. Monday spot on CBS, and Screen Guild will take over Hawk's 10 to 10:30 Thursday period on NBC.

Up to AFRA

BOSTON, Aug. 21.—Following are brief summaries of important resolutions already set to be introduced at the convention of the American Federation of Radio Artists (AFRA) starting here Thursday (26). They touch upon virtually all phases of the union's activities and stem from various locals. The local originating each resolution is listed in parentheses.

1. That the national board appoint a legislature and law committee, and that locals activate similar committees, in order that AFRA be prepared to tackle problems stemming from anti-labor legislation. (Chicago)
2. That the local autonomy now prevailing in negotiating scales and conditions for local AM and e.t. work be recognized as continuing with respect to local TV employment. (San Francisco)
3. That all locals be required to accept the national figures on dues and initiation fees. (Washington)
4. That the Los Angeles delegates go on record in recommending to all locals a 50 per cent increase in initiation fees and 10 per cent increase in dues. (Los Angeles)
5. That national AFRA urge its members to support candidates for Congress who pledge to work and vote for repeal of T-H. (New York)
6. That the national board recommend a health insurance program. (New York)

Mel Torme's Fate Is Up This Week

NEW YORK, Aug. 21.—Officials of Philip Morris and the Biow Agency will huddle next week to decide the fate of the Mel Torme show, now airing on National Broadcasting Company at 8 p.m., Tuesdays. The Torme show, brought in as a summer stanza, has been considered in the running for a fall run as well, but sponsor and agency have been weighing other possibilities during the past week.

First show of the fall series is skedded for October 5.

Scripters Ready To Force Strike Issue on Agencies

NEW YORK, Aug. 21.—The timetable for the Radio Writers' Guild (RWG) strike against the agencies is not set yet, but preliminary preparations have been going on all summer. The agencies' refusal to come to an agreement with the scripters this spring concerning its freelance members after several years of negotiations is the cause of the contemplated action.

Now the RWG feels that action must be taken or else the union will find its position in the industry untenable. It had permission from its dues payers to strike last spring, by virtue of a strike vote taken a year ago. Nothing was done because the RWG wanted to hit the agencies when it could do the most damage—this fall.

A letter has already been sent out to members asking them to ready themselves for meetings in September. Another strike vote will be taken and then the firing will begin. The strike vote is regarded as a mere formality in the face of the overwhelming agreement among the membership to strike when the last tally was taken.

The Authors League, parent body of the RWG, has also set up a committee to help the radio writers in the event of trouble. This committee will make sure that none of the agencies get scripts from any writers who are members of the league. This means no plays, no novels, no mystery stories—in fact, no material written by the best scripting talent will be available to the agencies if the fight begins.

99G Yearly for AFRA From Sealtest Show

NEW YORK, Aug. 21.—American Federation of Radio Artists (AFRA) will collect \$99,000 annually as a result of the purchase this week by Sealtest of the AFRA program. Similar to the Screen Actors Guild show now on the air and the Equity Philco television show to start in October, the union gets a weekly sum for providing top name talent. Acts work for scale, with their regular fees going to the AFRA health and insurance fund. AFRA's weekly bit will be \$2,250.

Sealtest show, which Dorothy Lamour will emcee permanently, will have the 9:30 spot Thursday on National Broadcasting Company, held previously by Jack Carson. Show starts September 9, with the Henry Russell orchestra. N. W. Ayer is the agency.

Dick Jones To WJBK As Managing Director

DETROIT, Aug. 21.—Richard E. (Dick) Jones, sales and commercial manager of CKLW for seven years, has been named managing director of WJBK, key station of Fort Industry Corporation. He succeeds Ralph G. Elvin, who becomes manager of WTVO, television affiliate slated to open about November 1.

Meanwhile, CKLW has secured an okay for 50,000 watts from both the FCC and the Canadian government. Station probably will increase power about March 1, according to General Manager J. E. Campeau.

High-Watters' Variety Best

(Continued from page 6)

greatest strength on its musical side. Second was snagged by WSM, Nashville, with *Friday Night Show*, a lavish offering with good Western music. Third went to KTRH, Houston, which clicked with *Texas All-Star Jamboree*, featuring lively music and chatter, albeit touched with corn, as is no more than right for this type of show. Artists, including Wiley and Gene, Floyd Tillman, Jerry Irby, Babe Fritsch, John Cooke, Hank Thompson, Al Clauser do two shows Saturdays, 7:30-8:30 p.m. and 9:30-10:30 p.m., plus an additional Saturday night off-the-air show, 8:30-9:30 p.m. Talent cost ranges from \$1,200 to \$1,600. (See reviews of winning programs.)

5,000-20,000

Top award in this power category went to WKY, Oklahoma, on the basis of *Anthony Avenue*, a five-a-week program deriving its title from the sponsor, C. R. Anthony. Second and third, respectively, went to WSAI, Cincinnati, for *Studio A Coffee Club*, and CFRN, Edmonton, which entered *Middy Merry-Go-Round*. (See reviews.)

250-1,000

Top spot in this power group was awarded KXIW, St. Louis, for its *American Jewish Hour*, hour-long Sunday afternoon show using records of leading artists coupled with special production material and comedy. Second place went to WEOA, Evansville, which entered *Breakfast With Stealing*, a thrice-weekly show featuring audience interviews, group singing, piano music and giveaways. Third to WTHI, Terre Haute, for *Country School*. (See reviews.)

SMALL-FRY OUTLETS

(Continued from page 7)

new 250-watter in Parkersburg, W. Va., presented a runaway winner in its *Football Flashbacks*, a 30-minute weekly show.

Capitalizing on the highly developed community spirit which surrounds the gridiron activities of the local high school, the station has put out a show which recreates highlights in the school's games of other years, going back a quarter of a century and more in some cases. Inasmuch as the school draws crowds of 10,000 for its pigskin contests, it is not surprising that the program has developed an avid listenership, even tho the station began operations only last September. *Football Flashbacks* will resume September 2 under sponsorship of Quaker State Oil Company.

Chuck Whittier Second

Chuck Whittier, who conducts a show called *Chuck Whittier's Sports* for WILK, Wilkes-Barre, Pa., was one of the most outspoken commentators in the sports field to be heard in the competition. Whittier not only had the courage to take sides on controversial issues, but he showed that he definitely knew whereof he spoke. For this, as well as for his general all-around good sports coverage, he was awarded second place.

Byron Townsend's Sports Pictorial, of KECK, Odessa, Tex., presented a fine combination of local and national coverage, with Townsend ably abetted by Jan King, whose specialty is baseball. The duo did an interesting and thoro job of covering the home town doings, especially, and gained third place.

Honorable mention was given to *Speaking Sports*, of WPTN, Jamestown, O., in which Jack Guinan did a capable professional job of rounding up home and national sports news, as well as tossing in a few comments of his own on issues which may permit an editorial stand.

NRI Web Audience Ratings Called Invalid by Hooper

NEW YORK, Aug. 21. — Nielsen Radio Index (NRI) ratings "do not supply material with which to make valid 'nationwide' comparisons between network audiences," C. E. Hooper, head of the Hooperating research organization, stated this week. Hooper's statement was made August 15 in his *Hooperatings Highlights*, a mailing piece accompanying his fort-

nightly booklet listing network Hooperatings.

Hooper, in the strongest criticism he has yet voiced on the Nielsen procedure, also claimed that NRI was guilty of overstatement in its ratings and that the NRI Audimeter system did not qualify as proper sampling techniques.

Hooper compared NRI figures for January and February, 1948, with U. S. Hooperating figures for the same period in the same area in which NRI Audimeters are located. Averages taken of the NRI, the Hooper coincidental-diary system and the U. S. Hooperating system on 11 top National Broadcasting Company (NBC) shows all were within three-tenths of a point, but figures on three Columbia shows varied considerably.

One reason for the disparity, Hooper said, is that NBC coverage, as accepted thruout the industry, is higher than the competing networks, but other networks, failing to have similar audience availability, are still measured in the same NRI geographic area using the NBC yardstick. Consequently, Hooper claims, NRI ratings "overstate" program audiences.

MIDDLE-WATTERS PROVE

(Continued from page 7)

place on the basis of a rare and delightfully diverting sports show. Andrews is as much a philosopher as a sportsman, and his discussions of the theory and practice of being a sportsman are listening matter of the highest caliber. Andrews has been on the air for several years, but this new series of his is one which is likely to turn even the most lackadaisical stay-at-home into an avid sportsman.

Second award went to WTAG, Worcester, Mass., for Paul Johnson's *Sports News and Views*, a punchy, dramatic rendition of the top sports news of the hour. Johnson has a good set of pipes, and he turns them loose in full force on a feature which he calls "One for the Books," in which he tells the tales of highlight sports events of other days.

Facts and figures to strike the fancy of active sportsmen who dote on hunting and fishing are found in abundance on the *KCMO Reel and Gun Club*, aired by KCMO, Kansas City, Mo. Everything from how to do it, to where it can be done and how conditions are at that place may be heard on this show.

Two honorable mentions were

awarded in this group. *Sports Newsreel*, of WLAM, Lewiston, Me., and *Looking 'Em Over*, of KQW, San Francisco, gained these laurels. The former is a well-balanced show featuring two sportscasters of nicely contrasting voices and delivery, who divide between them the national and local sports dope. The KQW program featured sportscaster Carroll Hansen, who exhibited a competent style in the organization and delivery of his material, which stressed West Coast football.

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WOR



FCC Proposal To Limit Ownership of Stations Is Milder Than It Sounds

Control of 17 Outlets by Individuals Still Possible

WASHINGTON, Aug. 21.—Amid a flurry of broadcast industry excitement over this week's proposal by Federal Communications Commission (FCC) to limit AM ownership to seven stations and to clamp an unprecedented ceiling on the number of minority interests, FCC insiders are emphasizing that the proposal is a lot milder than it sounds.

Under the plan, an individual could control as many as 17 stations in all categories (seven AM's, 6 FM's and 5 TV's). Also, the FCC's first-time proposed ceiling on minority interests (holdings of 1 per cent or more stock in any station) leaves the way clear for any one person to hold minority interests in as many as 36 different stations (14 AM's, 12 FM's and 10 TV's) if that individual is not a majority stockholder in any other station.

Anybody directly affected by the proposed rule would have until January 1, 1953, to conform. Hardest hit under the proposal would be Columbia Broadcasting System (CBS) and Paramount Pictures. Under a sliding scale of permitted minority interests in addition to controlled stations, CBS would be obliged to realign its TV and AM interests. The chain presently owns outright seven stations and has a minority interest in KQW, San Jose, Calif. According to the proposed scale, an entity owning seven AM stations is permitted no minority interests in the standard field.

The web might also lose out on some of its TV hopes. CBS is now applying for three TV outlets and already owns WCBS-TV, New York, and a minority interest in KTTV, Los Angeles. CBS is also trying to acquire a TV channel in Washington. A chain owning four TV stations would be permitted a minority interest in either one or two other TV stations, depending on individual circumstances. Thus grants to CBS for four stations might rule out its ambition to own part of a Washington station.

Paramount Situation

The Paramount situation is even more complicated. Its wholly owned subsidiaries now have two permits, while DuMont Laboratories, assumed by FCC to be controlled by Paramount, has three others, as well as two pending bids. Paramount further has an interest in five other pending bids, for a grand total of 12 TV outlets in which the flicker firm would have an interest.

In setting up its formula to prevent concentration of control inconsistent with the public interest, FCC purposely left its sliding scale flexible. It represents "something to shoot at in future hearings rather than a hard-and-fast rule to be pushed at once," according to a spokesman, who indicated that the commission's chief purpose in setting up a sliding scale is to curb a tendency among some individuals and groups to accumulate small stock holdings in a great number of stations.

How Yardstick Works

The yardstick works this way: In the AM field, if a person or group has a controlling interest in seven stations, that person or group would not be allowed to have minority in-

terests in any other AM station. Controlling interest in six AM stations, however, could be accompanied by minority interests (from 1 to 49 per cent of stock) in one or two other AM stations. An individual controlling five AM's could have minority interest in three or four others.

The AM yardstick continues as follows: Controlling interest in three, maximum minority interests in seven or eight others; controlling interests in two, maximum minority interests in nine or 10 others; controlling interest in one, maximum minority interests in 11 or 12 others; controlling interest in no AM stations, maximum minority interests in 13 or 14 AM stations.

TV Sliding Scale

For TV, the proposed sliding scale would be: Five (maximum) stations controlled, no minority interests permitted in any others; four controlled, maximum minority interests in one or two others; three controlled, maximum minority interests in three or four others; two controlled, maximum minority interests in five or six others; one controlled, maximum minority interests in seven or eight others. Any person having no TV controlling stock could have minority holdings in as many as nine or 10 TV stations.

Challenges Confront FCC; Radio's Future Involved

(Continued from page 4)

the FCC and the State Department with Canada on border-zone video allocations.

Mayflower Situation

On the programing side of radio the eight-year-old Mayflower decision is among the leading issues awaiting a new clarification. The most likely outcome appears to be a modification of the FCC's original outright Mayflower ban on air editorializing. The modification is expected to permit limited editorializing provided the opposite view is granted equal time on the air.

Second oldest issue is the Blue Book, which is involved in the question of permanent renewal of the license of Station WBAL, Baltimore (see story on temporary renewal). A more recent issue is FCC's proposed crackdown on giveaway programs, with a final ruling seen unlikely before the year's end and possibly much later.

Altho the FCC has managed to keep hands off radio advertising as part of the Federal Trade Commission's bailiwick, the FCC has a thorny issue on its hands in the upcoming hearing on web-affiliate spot ad agreements. The question here is whether networks which act as representatives for stations in lining up spot announcements are violating chain broadcasting rules.

Atheism Issue Revived

The controversy over allowing air time to atheists is again back in the lap of FCC. Last year in a philosophical discussion of religion FCC let the matter up in the air, altho declining to interfere in the case of an atheist who was refused air time. Church groups are now asking for a definite rule permitting stations to refuse such broadcasts without being subject to FCC censure.

Proposed Ban On Giveaways Irks Receivers

WASHINGTON, Aug. 21.—The proposed crackdown by the Federal Communications Commission (FCC) on giveaway programs has touched off the heaviest outpouring of listener mail on any issue in the commission's history. Capitol Hill also reports a slew of communications on the subject, and even the White House has been getting the overflow. A sampling of the correspondence shows public opinion just about evenly divided on the FCC's anti-giveaway stand.

While networks and broadcasters are still biding their time in filing briefs in advance of FCC's September 10 deadline, radio listeners have been voicing heated opinions in both prose and verse. Their mail has come in written in pen, pencil, crayon and typewriter on business paper, notebook paper, scraps of envelopes and wrapping paper. Old-timers here cannot recall when any FCC proposal produced so heavy a tide of public expression of opinion. Virtually every section of the nation is represented in the outpouring of mail, with feeling at fever-pitch in correspondence featuring such words as "stinks," "rotten racket," "bureaucratic" and "suckers."

Several of the correspondents were so intent on getting their opinions across that they sent duplicate copies to the FCC, the White House and their favorite congressmen. Hundreds of others concentrated on their congressmen. Among those who expressed themselves in verse, a Knox-

(See PROPOSED BAN on page 15)

Richards Gets 2d Extension For His WGAR

WASHINGTON, Aug. 21.—WGAR, Cleveland, one of three stations owned by G. A. Richards, was granted another temporary extension by the Federal Communications Commission (FCC) Thursday (19) "pending final action" on the station's renewal application. The commission, which has been investigating the Richards-owned stations, had previously given WGAR a temporary grant to September 1 (*The Billboard*, May 8) "pending outcome of investigation." Richards's other stations are WJR, Detroit, and KMPC, Hollywood.

The commission embarked on its investigation into the three Richards stations shortly after a story, which appeared exclusively in *The Billboard* March 6, reported charges made by some ex-KMPC employees against Richards that he had directed slanting of news broadcasts by KMPC. A formal complaint later was filed with the FCC by the Radio News Club of Los Angeles, and the FCC's investigators are known to have made first-hand inquiries. In issuing the license on a temporary basis this week, the commission specified no deadline. WGAR's permanent three-year license became due for renewal last June.

Other Extensions

The WGAR temporary renewal was one of a big batch of similar FCC actions this week. WBAL, Baltimore, owned by Hearst Radio, Inc., was granted a temporary extension of license to December 1. WBAL's frequency is being sought by newsmen Drew Pearson and Robert Allen, who have cited FCC's Blue Book criticism of WBAL programing. An extension to the same date was authorized by the FCC to WOV, owned by Wodaam Corporation, New York. In issuing this temporary grant, the commission specified a provision that the licensee file with the commission a request for further extension of license "upon showing that further time is necessary to complete arrangements for disposition of WNEW and WOV, which are presently subject to common ownership and control" and that steps are being taken "with diligence" to comply with the commission regulations on multiple ownership within a locality.

A December 1 temporary renewal date was also set for WORL, Broadcasting Service Corporation, Inc., Boston, "proving that WORL make application for further extension of temporary license pending a showing that it is proceeding diligently in the prosecution of its appeal."

CBS Inks Ford, Arnold for Net Rustic Sustainer

CHICAGO, Aug. 21.—Hillbilly music got a shot in the arm from Columbia Broadcasting System (CBS) here this week when Eddy Arnold, top folk music singer, and Whitey (Duke of Paducah) Ford, comedian, were signed to headline a sustaining network series of one-hour rustic music shows, teeing off September 18. Titled *Hometown Reunion*, package will compete with National Broadcasting Company's (NBC) *Grand Ole Opry*. Package will also feature Roy Wiggins, Arnold's guitarist, and a small group of name folk musickers plus the *Hometown* band and choir. Show, which is set tentatively to bow in Memphis, will

(See CBS RUSTIC SEG on page 14)

Bob Howard's Show

Reviewed Thursday (19), 7-7:15 p.m.
Style—Popular music. Sustaining via WCBS-TV, New York. Director, Charles Polacheck. Cast: Bob Howard.

Bob Howard has been around for years—in vaude, niteries, radio (he was a daily feature on WHN for years)—and now, naturally, has gravitated into television. Usually, his pounding, commercial piano, barrel-house fashion, projects well and gets the toes a-tapping, but despite his years of experience, television seems to find him unduly restrained. The free-wheeling ebullience which characterizes his work in other fields is obviously missing under the cameras; he sits stiffly at his piano and seems to work as tho someone had him really sktered.

One reason may be that CBS is using Howard as an advance trailer to herald shows airing later in the evening. His frequent glances off camera tip quite obviously the use of a blackboard or similar device for his cues, but his halting comments, combined with the ganders, deprive the effort of the ad lib quality sought. The attempt to relieve a straight 15-minute piano-vocal show of monotony is commendable; a much more sensible approach would be to cut the show by about 5 minutes. You gotta be a Crosby before you can do a 15-minute tele solo.

Howard's prop laugh, also a trademark in radio, doesn't stand up too well, either, essentially because you get an awful lot of it in so brief a span. His thumping piano and vocal style come over okay; the stuff that's been added serves as a hindrance. Montage effects in the camera work, superimposing a shot of Howard's toe tapping rhythm as he pounds away, or superimposing shots of musical notes, were okay.

There are two spot announcements in the show, one a film for Esso, stressing careful driving, and the other for Philip Morris Cigarettes. The phony routine with a couple of workmen and the pitch by Johnny the callboy add up to a ludicrous TV attempt. *Jerry Franken.*

Ladies First

Reviewed August 16

Sustaining Via Don Lee Broadcasting System, 45 Stations

Origination Point, KHJ, Los Angeles

Monday thru Friday, 11-11:30 a.m. PDST.

Estimated Talent Cost: \$1,250; estimated commercial sales price: \$5,700; producer, Larry Hayes; assistant, Comer Heine. Cast: Harry Mitchell, emcee; Bob Moon, announcer; audience participants.

Current Hooperating of the program (Sustaining)	None
Average Hooperating of shows this type (Sustaining)	None
Current Hooperating of show preceding (time period rating)	0.5
Current Hooperating of show following ("Queen for a Day")	3.3
CURRENT HOOPERATING OF PROGRAMS ON OPPOSITION NETWORKS	
ABC: "Betty Crocker" (11-11:15)	1.5
"Listening Post" (11:15-11:30)	1.7
CBS: "Second Mrs. Burton" (11-11:15)	5.4
"Perry Mason" (11:15-11:30)	2.7
NBC: "Double or Nothing"	3.1

Ladies First is another fem audience participation show, no worse, no better than its competitors. In it are found all the trite interviewing devices in vogue. Missing (at least on a sustaining basis) are super jackpots, lush giveaways and other audience buying stunts. Show will probably find its niche with housefraus, even tho there is little in its present form to entice a second listen.

If the stanza lacks originality, it is abundant with enthusiasm. Studio audience apparently had a whale of a time on the preem broadcast, as indicated by tremendous yocks. Credit



Radio and Television Program Reviews



Designates Radio Review



Designates Television Review

Singing Lady

Reviewed Thursday (19), 5:30-6 p.m. Sustaining via WJZ-TV. Style—Kid show. Producer, Blair Walliser; director, Bobette Henry; announcer, Walter Herlihy. Cast: Irene Wicker and the Suzari Marionettes. Music, Allen Grant.

Exactly two years ago, in reviewing Irene Wicker's video show (then on DuMont), *The Billboard* noted that the result proved just one thing—"she's still *The Singing Lady* and a hell of a storyteller." Additional evidence to this effect was produced again in Miss Wicker's new series, for American Broadcasting Company (ABC). Unlike her previous efforts on video, however, this time she doesn't have to foot it alone. With her are the Suzari Marionettes, Allen Grant at the piano and some comparatively elaborate sets and camerawork. The result is one of the most diverting moppet shows to face the cameras, one which is considerably more entertaining for adults than a great many shows which are ostensibly for the grown-ups.

Miss Wicker devoted her 30 minutes on the show caught to a rendition of Oscar Wilde's *The Happy Prince*. The puppets were utilized to illustrate the story as she told it, again showing to advantage her wonderful knack of switching voice ranges to take all parts. So well was the action of the puppets integrated with Miss Wicker's story that they almost seemed to be real actors.

Juvenile Participants

Participants, albeit passive ones were four little children who were taken for an imaginative trip on a huge flying swan, which ABC's technical crew has rigged so that it flaps its wings very gracefully and looks quite swanlike. Some interesting camera studies of the kids' absorbed faces were made during Miss Wicker's yarn-spiel, altho perhaps even a few more could be used.

Show winds up with each of the four visiting kids getting a present. It was a pleasant, but somewhat unnecessary touch. They had already had their treat in the form of the program, which makes strong competition for the other video kid shows.

Sam Chase.

goes to emcee Harry Mitchell, who made the most of a weak format, even when faced with contestants whose responses were limited to frightened one-word answers. The affable, smooth working emcee put contestants at ease, including the inevitable moppets. Mitchell shows much promise and can develop the show further, once the bugs are ironed out.

Those who listen to aud participating stanzas may be enticed to follow this five-a-week series if producers can develop original ideas. Don Lee has spotted the show immediately preceding *Queen for a Day*, hoping to build a solid hour listening block. *Ladies First* needs plenty of bright ideas if it is to attain the popularity of *Queen*. A good start would be to toss out the tried-and-true devices, such as awarding prizes to longest-married couples, overdoing kid interviews, and other where-have-I-heard-this-before routines.

Alan Fischer.

Dress Rehearsal (You're the Salesman)

Reviewed Tuesday (17), 9-9:30 p.m. Style—Audience participation. Sustaining via WNBT, New York. Director, Ira Skutch; emcee, Burt Bacharach; assistant emcee, Jennie White.

The NBC mob is evidently trying to find a show that won't be too much of a letdown to follow the powerhouse *Teraco Star Theater*, and to this end is apparently audience-testing a new program idea each week under the general tag *Dress Rehearsal*. This offering, *You're the Salesman*, has possibilities for an occasional fling, but probably would become unbearably repetitive as a weekly proposition. Idea is to select a young man and woman from the audience, give each a piece of merchandise (a tennis racket and a tweed coat, for instance), and then ask them, in three minutes, to sell the merchandise to a "customer." The latter is also selected from the audience, given \$15 with which to make the purchase, and asked not to select the item until both pseudo-salesmen get thru with their pitch.

The salesmen keep the money with which purchases are made, and the "customer" keeps the merchandise, which of course, makes the show a giveaway. (Horrors!)

Laughs Are There

There were laughs in the efforts of the "salesmen" (a butcher, a mu- (See *DRESS REHEARSAL*, page 15))

The Pause That Refreshes

Reviewed August 15

THE COCA-COLA CO.

Felix W. Coste, Dir. Advg.

Thru D'Arcy Advertising Co., Inc.

John Tuigo, Acct. Exec.

Via CBS

Sundays, 6:30-7 p.m.

Producer-director, Paul Lewis; announcer, Joe King; music producer, Charles Lichter; emcee, Roger Pryor. Cast: Percy Faith and Jane Froman.

Current Hooperating of the program (Started Aug. 1)	None
Average Hooperating of shows of this type (Popular Music)	5.7
Current Hooperating of show preceding ("Family Hour")	2.3
Current Hooperating of show following ("Gene Autry")	2.8
CURRENT HOOPERATING OF SHOWS ON OPPOSITION NETWORKS	
ABC: "Hope of Peace" (6:30-6:45)	2.3
Sustaining (6:45-7)	None
MBS: "Nick Carter"	4.7
NBC: "Anacrin Hollywood Theater"	2.4

The Percy Faith-Jane Froman show for Coca-Cola is one of the better pop musical shows on the air, both vocally and orchestralize. The Faith ensemble is admittedly one of the smoothest in the business and it had some remarkably interesting arrangements to work from.

La Froman's voice seems to get better as she goes along, and her lower register really is something to listen to. The Coca-Cola commercials, as ever, are restrained and in the best taste. So the total effect is one of the utmost enjoyment for this type of show.

On the airer caught, Faith and his band performed sparkling renditions of *Blue Skies*, *Poinciana*, *Deep Purple* and *Fiddle Faddle*. Miss Froman warbled *Just for Now*, *You Go To My Head* and *It's a Most Unusual Day*. That comprised the entire program but it was quality, not quantity that was offered.

Roger Pryor, as host, fitted in with his surroundings. He had a few brief but interesting things to say (See *THE PAUSE* on page 15)

ADDED ATTRACTION

The Symphony



In its endeavor to bring Detroiters a diversity of entertainment, WWJ-TV, Michigan's first television station, has added weekly televised broadcasts of the Detroit Symphony Orchestra to its ever-growing list of program features. Compliments received from the thousands of television set owners in Detroit attest to WWJ-TV's perfection in technique during the first broadcasts of the Symphony. It marks another milestone in the progress of WWJ-TV, which, in its second year of operation, has already become an effective advertising medium in this multi-billion dollar market.

FIRST IN MICHIGAN . . . Owned and Operated by THE DETROIT NEWS
National Representatives: THE GEORGE P. HOLLINGBERY COMPANY

WWJ-TV
NBC Television Network

ASSOCIATE AM-FM STATION WWJ

Reviews of Winning Programs

(Continued from page 6)

styles at yesterday's prices.

Production-wise, this program is simple, but well-done. It clicks along sans flaws. Timing is excellent, and bankroller gets a good break with well-written commercials.

Studio A Coffee Club Second Place—WSAI, Cincinnati

Producer: Fred Harper
Writer: Don Kortekamp
Announcer: Charles Black
Cast: Emsee, Bob Duane; vocalists, John Chester Smith and Shirley Sadler; Bruce Scott & Ork.
Sponsor: H. & S. Pogue Company

Rather good musical talent on this show . . . a house band of 10, plus a singing emcee, a male vocalist and a femme chirper. It's a morning show, with studio audience, and on occasion the audience is persuaded to sing along. Nothing ingenious about this program, but it is a pleasure today when station puts on a local show sans records and sans giveaways. And this is it. Just honest to goodness performers.

Midday Merry-Go-Round Third Place—CFRN, Edmonton, Alta., Canada

Producer: J. Murray Forbes
Writer: J. Murray Forbes
Cast: Claude Blackwood, emcee, and The Harmonizers.

Musically—both from the instrumental and vocal standpoints, this is a good show. The tunes and styles offer good melody and instrumentation, plus a change of pace. Chief group is known as the Harmonizers—accordion, guitar, Hammond organ, plus vocalists. From the comedy standpoint, the show is not nearly as strong. Notwithstanding the latter failing, program, by the virtue of its musical solidity, stacks up as pleasant afternoon listening. Commercially, show seems quite successful, participating plugs being scattered thruout. Format also includes guests and public service announcements. Latter comes in the form of a "Thought for today." . . . On this program it's a plea for support of the Red Cross.

VARIETY PROGRAMS 250-1,000 Watts

American Jewish Hour First Place—KYIW Clayton, Mo.

Producer: Robert Lurie, Inc.
Director-Writer: Avery Busch
Cast: Bob Lurie, Avery Busch, Margaret Spear, Emmet Dustin, Wallie Hoss, Gene Chosid, Ralph Peterson, Barbara Isaacs, Valerie Lewis.
Sponsors: Hamilton Wilshire Hotel, Northwest Baking Company, Diamond Shop, Washington Mineral Springs Resort.

This is an hour-long Sunday afternoon show which combines records of leading musical artists and singers, doing traditional and modern Jewish numbers, with special production material by the station. Latter includes news of "the Jewish Scene Today," done in a minor sort of *March of Time* fashion. Most of this concerned developments in Palestine. However, there also was considerable local news of community organizations and meetings. Emcee Bob Lurie shows a good comedy sense in his handling of the show. A dramatic segment, fairly well done, honors people who

have served humanity in some way under the general title, *Tribute to Greatness*. Important figures from the national or international Jewish community who pass thru St. Louis frequently appear on the show for guest interviews, too. Despite use of records, the show has considerable production, and attempts to do something of a public service job besides entertaining.

Breakfast with Sterling Second Place—WEOA, Evansville, Ind.

Producer-Writer: Michael Finn and Roger Forster
Cast: Michael Finn and Roger Forster, Bill Hahn at the piano.
Sponsor: Sterling Brewers

A breezy morning program, thrice a week, featuring interviews with members of the studio audience, plus questions meriting giveaways, plus piano music and group singing. Quite a melange. In chatting with the studio people, gals are asked to tell their most embarrassing experience. All interviewees get awards, such as a tea kettle, a toaster, etc. . . . In addition, there is a sweepstakes question, the correct answer to which merits another giveaway. That's about all. Studio audience seems to have a good time, and from the standpoint of the listener, it seems a better than average chatty morning session. Plugs in good taste for Sterling Brewers.

Country School Third Place—WTHI, Terre Haute, Ind.

Producer: Arnold C. Johnson
Cast: Paul Monts, emcee; Lorene Almon, vocalist; Ben Falber, pianist; Lee Kennedy, announcer.
Sponsor: Smith's Department Store and Security Loan Company.

An audience participation airtel built around the country school theme. Teacher is Paul Monte, who ad libs his way thru the emcee spot. Audience engages in community singing and participates in the different quiz sessions. Typical question: Name three women who never lived. Plugs alternate for the two sponsors, Smith's Department Store and Security Loan Company. Verbiage for the latter is slanted along the lines of Security Loan gives you the morale to look the world in the face. Program includes a vocalist and pianist and there is considerable hi-jinks—as when a competition is held to determine which woman can talk the most. Show make fair use of the divers elements of audience participation variety, et. al.

SPORTS PROGRAMS 5,000-20,000 Watts

Abe Andrews First Place—WOWO, Ft. Wayne, Ind.

Producer-Writer: Abe Andrews
Sponsor: Schlatter Hardware Co.
Abe Andrews is called, on this show, a "fisherman, hunter, naturalist and all-around good sport." He is richly deserving of these adjectives, for his underlying philosophy in this most unusual sports show is that it isn't the killing of game that is sport, but the hunting. For this reason, the show submitted, which dealt with archery, was of particular interest. Andrews did not go into any "how to do it" stuff, but rather concentrated on speaking about the general philosophy behind the use of the bow in a manner calculated to make virtually all listeners want to go out and try it. One pertinent comment he made was that no matter who you are, your ancestors at one time all shot bows. He noted the safety features as against firearms, spoke of the longer hunting season for archers, discussed

the types of archery and kinds of bows and gave some advice on what kind of bow to use as a starter. Andrews even quoted philosopher Herbert Spencer in noting various kinds of archers. The commercials, for the Schlatter Hardware Company of Fort Wayne, were particularly effective as rendered by Andrews, because they were delivered to an audience already highly intrigued by his comments and listening hard for more.

Sports News and Views Second Place—WTAG, Worcester, Mass.

Sportswriter: Paul Johnson
Sponsor: Prudence Clothes
Sportscaster Paul Johnson, who handles this program, knows the value and technique of bringing out the drama inherent in a situation or a personality. In sparkling style, he does a neat turn on the important sports news of the hour, and then turns to the show's feature, titled *One for the Books*, in which he recreates an outstanding event from past sports lore. The material is well-written and well-delivered. In addition, the sponsor, Prudence Clothes, devotes a lengthy middle plug as well as a brief opener to a plea for jobs for physically handicapped veterans. Each show gives two case histories of such vets, including work experience, with a request for employers who need the skills they have to employ these men.

KCMO Reel and Gun Club Third Place—KCMO, Kansas City, Mo.

Producer: Ken Heady
Writer: Sid Tremble
Cast: Walt Lochman, Harry Grove, Ken Heady, guests.

This is a show for the kind of sportsman who likes to go after fish and game himself, rather than the more effete spectator sport. For the former, this program details reports from Midwestern State conservation officers, reels off the weather outlook in various localities and tosses in assorted sundry information such as census of game in Midwestern States (Kansas is the only State in the Union without big game, sez this show), temperature and level of fishing waters, etc. Program also has guests, in this case two local businessmen who are experts in fly-tying, and who proceeded to prove it with their remarks. It also has a weekly letter-writing contest, with hunting or fishing gear awarded as prizes. For the he-man sport, this is a busy little 15-minute show, crammed full of what appeared to be vital and interesting information.

SPORTS PROGRAMS 250-1,000 Watts

Football Flashbacks First Place—WCOM, Parkersburg, W. Va.

Producer: Carl Loose
Writer: Richard S. Cotterman
Cast: Joe Handlan (Sportscaster), Carl Loose (Narrator).
Sponsor: Ohio Valley Sales & Service
One of the most imaginative of all local sports shows submitted was *Football Flashbacks*, of WCOM, Parkersburg, W. Va. The station, which began operations only last September, aired this show last season under sponsorship of Ohio Valley Sales and Service Corporation, distributors of appliances and radios. The show featured recreated broadcasts of thrilling football plays made by the local high school team in other years. In many other cases, such a broadcast would have little meaning or audience; but in Parkersburg, the local school team has real community backing and draws crowds of better than

10,000 to its games. The 30-minute program was extraordinarily well produced, too, with the narrator setting the stage thru a description of an imaginary walk into deserted Stadium Field, home of the Big Red Team. He described walking into the stadium, then strolling onto the field, and as he figuratively walked over different portions of the field, they evoked memories of great plays by teams of other days. A play-by-play sportscaster was faded in behind his musings describing those plays. It was most effective and, according to the sponsor, lucrative broadcasting, which resulted in a "tremendous increase" in gross sales as a result.

Chuck Whittier's Sports Second Place—WILK, Wilkes-Barre, Pa.

Producer: Hal Berg
Writer-Announcer: Chuck Whittier
Sponsor: Pittsburgh Paints
Whittier is a sportscaster with a brittle, rapid-fire delivery who knows his field and is able to express an intelligent opinion about its goings-on. This is not just a straight sports news show, but also something of a commentary. Whittier minced no words, for example, in his criticism of Avery Brundage, boss of the U. S. Olympic team, for permitting tremendous free advertising to be given the Phillips Oil Company, which fields an "amateur" basketball team in the company name, from which all five starters were taken for the U. S. squad. Whittier also blasted the whole system of play-offs in various sports which come at the end of the season as a "moneygrabbing" scheme. Besides this editorializing, Whittier also does a good job on filling in the listeners on national and local developments in sports. He winds up the show with a yarn, the story on the show submitted being how Bucky Harris, manager of the New York Yankees, broke into baseball—because Hugh Jennings of the Detroit team liked the way Harris played basketball as a youth in the Wilkes-Barre area. It was a good human-interest twist.

Byron Townsend's Sports Pictorial Third Place—KECK, Odessa, Tex.

Producer: Bill Chambers
Writer: Tom Magowan & Byron Townsend
Cast: Byron Townsend, Jan King & Jack Stevens.

An excellent sports show taking in the local as well as national picture is this one, in which the leading light is Byron Townsend, chosen in 1947 as the greatest athlete in the State. Townsend has a Dixie accent thick enough to spread on bread, and he sports a pleasing personality to go with it. Sharing the spotlight with him is Jan King, who also delivers some of the dope. Townsend ran over the contract situation for the Louis-Walcott return match, and spoke of Louis' possible plans for entering politics. He also went into local dope in some detail, speaking of the neighboring high school basketball league and its games, the Southwestern College conference race and the status of the junior college race. Townsend also talked of other sports plans of the local high school. King confined his gab to baseball, leading off with an item on Babe Ruth's condition, following with the story of Jackie Robinson's new contract and winding up with the prospects in the reorganization of the pro league in the vicinity of Odessa. All of this was well organized and well delivered, altho Townsend's thick Dixie brogue might be brought under more control.

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TV SCRAPES DRAMA BARREL

Condon Club Ork Remote on WPIX

NEW YORK, Aug. 21. — World Video, Inc., this week sold a hot jazz music package, to air remote from the Eddie Condon night club, over WPIX. The series will feature the tootling of the Dixieland ensemble which holds down the stand at Condon's. This includes George Brunis, trombone; Peanuts Hucko, clarinet; Morey Feld, drums; Lack Lesberg, bass; Gene Schrader, piano; Wild Bill Davison, trumpet, and Condon on guitar.

Show will kick off August 31, and air Tuesday, 9:30-10.

TALK OF THE TRADE

New York:

LEON PEARSON, NBC correspondent, en route to Amsterdam to cover the abdication ceremonies of Queen Wilhelmina on September 4 and the coronation of Princess Juliana on September 6. . . . Peg Lynch, writer and co-star of *Ethel and Albert*, ABC co-op, was married recently to O. Knut Ronning, of Oslo, Norway. . . . Linda Casazza, secretary to George Crandall, CBS press chief, married Alfred A. Moran, associate professor of psychology at Rider College, Trenton, N. J., Sunday (22).

WOV program director Arnold Hartley left last week via Air-France to arrange radio coverage of the dedication of a hospital near the Italian city of Foggia in memory of the late Fiorello LaGuardia. Ceremonies slated for September 1. . . . National Council of Protestant and Episcopal Churches has lined up top talent for its *Great Scenes From Great Plays* series debuting October 1 over Mutual. Included are Brian Aherne, Basil Rathbone, Beatrice Straight, Jane Cowl, Boris Karloff and Henry Fonda. Walter Hampden will host.

AFTER several years in its Sunday, 2:30 p.m. NBC slot, RCA Victor has decided to move its show to 5:30 p.m. in the fall. . . . Bob Smith's Triple B Ranch on WNBC, Saturdays at 9 a.m., will be sponsored by D. C. Heath & Company, publishers of children's books, starting September 11. Starting October 2, the Maltex Company sponsors the *Frank Luther* show on the same station, 8:30-9 p.m.

Hollywood:

FIRST OPTION on *Suspense* picked up last week by Auto-Lite, carrying show over until January. . . . Anita Ellis, ex-Red Skelton thrush, left for France last week-end. While in Europe gal will cut a series of pop sides for Standard Transcriptions. . . . Sudden passing of Bert Prager, long associated with Jimmy Saphier, was a blow to his many friends. Prager was one of the best-liked guys in radio. . . . KFMV, Unity Broadcasting Corporation's local FM outlet, currently testing new equipment from atop Mount Wilson. . . . Sid Strotz, NBC tele topper, back in Hollywood after quick trip to New York. . . . NBC Veepee Ken Dyke has forsaken New York for vacation at swank Ocean House Club in Santa Monica.

Film star Ann Miller and Ralph Blane will team up for a new musical radio show, with audition record ready for waxing shortly. . . . *Nature Boy* eden abbez being groomed for a local radio show this fall. . . . Ted Steele, Benton & Bowles veepee, took over as active head of Coast office last week. . . . NBC Coast press chief Les Raddatz on his annual trek to web affiliates thruout Northwest.

Chicago:

ED KOBAK in town Friday (20) for All-Star football game and headed party of 40 agency and MBS staffers at game. . . . Jack Ryan, NBC central division press chief, on four-week vacation and business trip visiting radio editors in West and Northwest. . . . Jim Campbell, radio announcer and actor, and other radioites have formed Radio Talent, Inc., to offer radio and television packages for commercial and sustaining use. . . . Dave Atchison has resigned from NBC press department to become associate editor of *Nowadays*, new Sunday supplement.

Skee Wolf, WBBM writer-producer, is helping organize a seminar for playwrights which will hold meetings at Actors' Company headquarters. . . . Spot radio being used extensively by Merritt Schoenfeld, president of Schoenfeld, Huber & Green Agency in Louisiana, for Dolly Madison Wine.

Second N. Y.-to-Boston Relay To Be Opened in September

BOSTON, Aug. 21. — Additional television network productions are virtually assured for this area as the result of a decision by American Telephone & Telegraph Company (AT&T) to permit use of the protection circuit in the New York-to-Boston microwave relay system for relaying two different video programs at the same time.

In effect, the agreement reached between AT&T and WBZ-TV and WNAC-TV officials enables both stations to take eight hours of network relays a day instead of the present arrangement of sharing eight hours between them. The project is expected to go into effect sometime in September and continue thru November and will be operated on an unprotected basis.

Up until now one of the two circuits north to Boston has been utilized as a spare, over which television programs have been automatically switched when trouble developed in

the overland relay system. While telephone and video engineers are inclined to discount the possibility of any serious break in the service, disruption of either circuit might wreck a telecast until engineers at any one of the seven intermediate radio relay stations between the two cities could restore normal service.

The move to turn over the protection circuit for added relays was deemed necessary to avoid an impending wrangle over the allotment of the facilities. WBZ-TV, tied in with the National Broadcasting Company, was obliged to struggle along with about one-quarter of the eight hours a day, while WNAC-TV, still operating on an informal schedule, had title to the remaining time by virtue of their interim affiliation with DuMont, the American Broadcasting Company and Columbia Broadcasting System television networks.

Telephone officials intimated that a new protection circuit should be in operation around November 1.

Plays Already Running Low; Needs Writers

High Royalties a Headache

(Continued from page 3)

had been concentrating on using adaptations of top legit hits, recently has been turning more and more to plays which never saw the footlights of a Broadway production. For September, at least two more such plays are on tap—*Poor Little Me*, for September 8, and *Husband's Wife*, September 22. Another new dramatic series, *Actors' Studio*, which bows in on American Broadcasting Company (ABC) September 19, has decided against using legit material at all. Instead, it will concentrate on adaptations of short stories.

Five Good Reasons

At least five reasons can be pointed to as responsible for this situation. First is the regularity with which the owners of video rights to dramatic vehicles are demanding performance other costs or with the potential circulation of the medium. Second, many legit rights have passed into the hands of motion picture companies, which film versions of the plays. In some cases these companies have been willing to release video rights for little or nothing. But in most

(See Video Scrapes Drama, page 14)

RCA Installation Contract Fetches Anti-Trust Suit

PHILADELPHIA, Aug. 21.—A suit asking \$210,000 damages and an injunction against the Radio Corporation of America and the RCA Service Company, Inc., was filed in U. S. District Court here Monday (16) on charges that the television manufacturer and its subsidiary service company violated the Clayton, Sherman Anti-Trust and Robinson-Patman acts.

Plaintiffs in the suit were the Philadelphia Radiomen's Service Association, listing 10 radio service dealers as participants. Melvin Alan Bank, attorney filing the suit, said that RCA, when it sells a television set to a consumer, requires the purchaser to enter into a contract giving the RCA Service Company, a wholly owned subsidiary here, exclusive maintenance and repair rights.

This is "restraint of trade," Bank declared, and "causes economic hardship to our 300 members in the association." Other video manufacturers, he said, permit any qualified repair man to service the television set. The purpose of the injunction against RCA, he said, is to break up this "monopolistic practice" of compelling purchasers to enter into an exclusive service contract with the company.

TPI, Cascade Pix In Coast Merger

HOLLYWOOD, Aug. 21. — Merger of Television Programs, Inc. (TPI) with Cascade Pictures of California was announced this week. New set-up will be headed by Bernard Carr, vet indie film producer, with Charles B. Brown, prexy of TPI taking over the veepee berth. Outfit will produce films for video as well as handle tele distribution for free-lance producers.

Associated with the new firm are Russ Furse, former Telefilms, Inc., producer; Roy W. Searight, motion picture special effects expert; Richard H. Cahoon, former head of editorial department for Columbia and Hal Roach studios, and Raymond M. Fahringer, ex-Disney animation expert.



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Singing

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(for the Green Hills of Erin)
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Mother Never Told Me

By John Murdock and Jane Clark

Shake The Hand

(That Shook the Hand of Callahan)
By Fred Hildebrand

A Nickel for a Memory

By Parry Alexander, Bob Hilliard and Ann Beardley

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JOHN QUINLAN

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U. S. May Lose Some Shortwavers

Sept. 13 Talks In Mexico Due To Raise Issue

Reds, Latins Demand Outlets

WASHINGTON, Aug. 21. — The United States faces changes in frequency and possible loss of some of its two-score international short-wave broadcast stations at the forthcoming Mexico City 78-nation parley (*The Billboard*, August 21) starting September 13, State Department officials told *The Billboard* this week.

"There are about half as many frequencies available as are necessary," a spokesman said, "and it is possible that some U. S. channels will be deleted as a result of the conference." He added that it was virtually certain that some of the Yank stations would be forced to change their frequency in view of probable changes in international allocations.

Most vociferous of the nations requesting additional channels are Russia and those Latin American countries depending on the short-wave band for their domestic broadcasts. However, nearly all of the nations to participate are expected to ask for more frequencies.

The U. S. delegation is ready to fight to keep all of its frequencies but may be outvoted by the other nations. Included in this country's delegation to the conference are representatives of networks operating international stations, and technical experts from the State Department and the Federal Communications Commission.

Any deletions from the U. S. AM spectrum would presumably be at either end of the dial.

W6XAO in 13-Week Deal With Ward Co.

HOLLYWOOD, Aug. 21.—Don Lee's tele outlet, W6XAO, closed its first important sale this week, tying up L. K. Ward Company, appliance chain, to a 13-week pact. Bankroller bought two 20-minute shows to begin next week. Package will net the station \$3,700 in time revenue. Shows are *Philco Players*, co-sponsored by Ward and Philco, and *Prime Ribbing*, quiz show bankrolled by Ward and Gibson refrigerators. Both are live studio originations, produced by Stokey-Ebert Television Productions.

Net also received confirmation of a deal with Old Gold to carry a local kinescope version of *Major Bowes Original Amateur Hour*, beginning October 3. Contracts will be signed next week for the one-hour show.

SHORT SCANNINGS

JACK AND JILL PLAYERS, of Chicago, formerly engaged in legit work, branching out into tele packaging, . . . Ohio Advertising Agency, Cleveland, is conducting a survey to determine public reaction to video in the city. . . . Representatives of Chi video stations met last week to plan participation in Television and Electrical Show in the Coliseum September 18-26. Stations will originate daily programs from the Coliseum. Top radio and video talent will be used.

JOHN TILLMAN has joined WPIX's *Drawing Game* show, which features Rube Goldberg. Tillman will be emcee. . . . WPIX will air boxing and wrestling from Ridgewood Grove every Thursday and Saturday, respectively, starting September 16. . . . Donald Davis has signed with World Video as executive producer for the television production unit. Davis formerly was script writer and dialog director for Paramount Pictures. . . . Van Diver & Carlyle, Inc., New York ad agency, has set up a department for the development of tele packages under Wayne Wirth. . . . Charles Stark Productions, package agency, has filmed a series of video spots plugging *Pocket Pro*, a golf instruction book, with Dennis James handling the narration.

Robert Gould has been named chief producer at WBAP-TV, Fort Worth, Tex. Gould formerly was a director at WRGB, Schenectady. . . . WPTZ, Philadelphia, claims that its 55 commercial accounts are tops for any video station. It also says that the three Philly stations, with fewer sets around, have more commercial accounts than all the New York stations combined. . . . WPTZ will install a new \$87,040 transmitter next month. . . . KTLA, Hollywood, has signed with WPIX for that station's 10-minute daily tele-pix newscast. Other subscribers are WGN-TV, Chicago, and WSB-TV, Atlanta.

PAUL MOWREY, national video director for ABC, returned to New York August 21, following a flying trip to Chicago and Detroit. . . . WENR-TV, ABC's Chicago video outlet, began transmitting its test pattern August 19 from 10 a.m. to 10 p.m. Station begins programing September 17. . . . Disney Hats has signed to sponsor the NBC Sunday night film summary over Paramount stations WBKB, Chicago, and KTLA, Hollywood, beginning September 5. Placed thru Grey Advertising.

Colleges To Fight Sept. 20 For Upstairs Video Permits

WASHINGTON, Aug. 21.—Last chance for educational institutions to get into television broadcasting is seen now resting with the Federal Communications Commission's (FCC) September 20 hearing on upstairs video. All but crowded out of the television field, educational institutions are expected then to push vigorously for reservation of channels in the upper band. With present channels approaching the saturation point, it appears certain that saturation of spectrum space in the low band will find universities holding no more than six stations.

Both FCC and the National Association of Educational Broadcasters (NAEB) are worried over failure of educational institutions to get abroad the TV bandwagon. NAEB has cited the high cost of initiating and operating a TV station as the chief reason for the lag of the educators in this important new field. Chairman Wayne Coy, of FCC has issued two separate invitations for educators to appear at next month's hearing and request the commission to set aside channels for educational outfits as has been done in FM.

Only One Permit So Far

Iowa State is now the only college to hold a video construction permit. It is set for Channel 4 in Ames. Five other universities have bids in, with three of them facing stiff competition in hearings with commercial applicants.

One uncontested bidder, Iowa State University, has to get FCC approval to switch Channel 11 to Iowa City. The only other uncontested college bidder, Cornell University, however, faces difficulty because of probable interference of the Ithaca frequency with WBen-TV, operating in Buffalo on the same channel, and with WTTE, which holds a CP for Channel 5 in Syracuse. Under both present and proposed allocations, Ithaca is

left without a TV channel.

In New Orleans, the bid of Loyola University has been set for hearing, with two other applicants for the two remaining frequencies. St. Louis University is in a scrap with four other bidders for four open frequencies in St. Louis, while Georgia Tech is in a three-way scramble for the lone open channel in Atlanta.

Aussies To Buy U. S. Equipment

WASHINGTON, Aug. 21.—Australia is planning to buy TV equipment in the United States in order to install two to six transmitters in Sydney and Melbourne, the Commerce Department reported this week.

Bids on transmitting equipment as well as a number of receiving sets are to be requested in about three months, according to the department. The purchasing is to be handled by the Postmaster General's Department, which is in charge of all Australian communications.

Brewery To Sponsor Ranger Ice Games

NEW YORK, Aug. 21.—Schaeffer Beer this week signed to sponsor the televising of the New York Rangers' home hockey games from Madison Square Garden this fall and winter over WPIX. This marks Schaeffer's biggest move in video to date, its previous efforts being mainly five-minute sports shows. The beer firm last season bankrolled AM airing of the ice games over WHN, and had not decided at the week's end whether this would be repeated this year.

The agency is Batten, Barton, Durstine & Osborn.

Video Scrapes Drama Barrel

(Continued from page 13)

cases, particularly if a film was successful or may be refilmed, the fees demanded have been regarded as way out of line.

A third problem is one of taste, for many legit shows are built around themes which make them unusable for tele. Fourth, the increasing number of dramatic shows now taking to the cameras has intensified the competition for such scripts as are available. Finally, and among the most important reasons, is the reluctance of playwrights to sign over tele rights to their properties until the status of royalties for kinescope versions, now in negotiation, is settled. There exists a wholesale, the possibly unwarranted fear among the dramatists, that once the video productions of their shows are filmed, future royalties, particularly as video becomes a more profitable field, may somehow be avoided.

Must Develop Scripters

The outlook for tele's dramatic shows is for greater use of material in the public domain, and for increasing development of writers who can turn out original material. Such writers, to date, have been hard to come by. But the exigencies of the situation are such as to encourage scripters with ability to write visually. A top web official noted this week that the long-predicted importation of Hollywood writing talent finally is in the offing for television. The reason is that even after all the experimentation of the past few years, television has yet to develop its school of writers with the necessary qualifications.

If the situation is tough now, it will become increasingly so comes fall. Elbowing each other for rights will be such shows as the Kraft program, Theater Guild, American National Theater and Academy (ANTA), the new Chevrolet series on NBC, Philco's *Equity Theater* on NBC and the *New Stages* show.

20th Century Sets Tele in L. A. Show

HOLLYWOOD, Aug. 21.—Twentieth Century-Fox Film Company will crack the Coast video picture with installation of large-screen tele equipment in its swank Carthay Circle Theater in Los Angeles, it was learned this week. Altho no starting date was disclosed, the flickery and its subsid, Fox-West Coast Theaters, Inc., have approved plans for remodeling Carthay Circle to house necessary tele equipment.

The type of equipment to be used, as well as the policy which will govern tele showings, are still to be decided by the firm's New York tele toppers, a spokesman told *The Billboard*. It was stressed, however, that the idea is to convert the theater into a combination tele-film house, and that installations will be permanent. Carthay Circle will be the first Fox-West Coast theater to switch to video.

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Low-Watters Lead in Sport

(Continued from page 7)

smaller stations thus were in an admirable position to seek a long-awaited formula which would make sports programming the audience catcher for radio which it long has been for newspapers.

Sports shows have had notoriously difficult sledding, particularly on the networks. Successful air features built around a single facet of sports, and even all-sports shows, have proved few and inconsistent. Even the most successful of play-by-play sportscasters, when they have turned to a sports news or comment show, have found it difficult to build and maintain audiences over extended periods.

No 50,000-Watt Award

Thus, the judges in *The Billboard's* competition listened with great interest to the efforts of stations to come up with winning sports shows on the local level. In the 50,000-watt group, the judges concluded that none of the airers submitted was worthy of an award. But in the other two power categories, several strong contenders battled it out for the prizes.

Top show in the 250 to 1,000-watt group was *Football Flashbacks*, an impressive 30-minute show turned out by WCOM, a new station in Parkersburg, W. Va. This show evidenced perhaps the most ambitious research and production of any program entered in the sports category, and the execution proved worthy of the effort involved. Second place went to *Chuck Whittier's Sports*, of WILK., Wilkes-Barre, Pa., in which sportscaster Whittier proved himself not merely an excellent reporter but an alert and intelligent commentator as well. Third place, taken by KECK, Odessa, Tex., was for *Sports Pictorial*, which features Byron Townsend, who last year was chosen the outstanding athlete in the State.

In the 5,000 to 20,000-watt division, Abe Andrews, a philosophizing "fisherman, hunter, naturalist and all-around good sport," won the top award for WOWO, Ft. Wayne, Ind., based on his unusual and highly enjoyable discourses. The material and delivery of sportscaster Paul Johnson, in his *Sports News and Views*, earned second place for WTAG, Worcester, Mass. Third honors went to KCMO, Kansas City, Mo., for *Reel and Gun Club*, a lively and informative program featuring a three-man team and guests.

"LUM" ON TELE

(Continued from page 4)

be kinescoped here and flown to CBS tele outlets then on the air for showing no later than 48 hours after local airing.

Only simultaneous AM-TV telecasts heretofore carried locally on a regular basis have been *Queen for a Day* and *Heart's Desire*, two Mutual shows previously aired sustaining over Don Lee's W6XAO. Both were recently dropped when AM bankrollers balked at taking on the tariff for TV duplication.

FCC Into the Open On Canadian Deals

WASHINGTON, Aug. 21.—Embarrassed by the commotion raised over the secret TV allocations deal with Canada (*The Billboard*, July 17), the Federal Communications Commission (FCC) appears likely to conduct international negotiations more openly hereafter. First evidence of the new policy is seen in this week's announcement that the FCC has worked out an arrangement with Canada to correlate FM assignments within 250 miles of the border.

Under the agreement, either country making an assignment within the maximum distance from the border is to notify the other in order to avoid interference.

DRESS REHEARSAL

(Continued from page 11)

sic publisher's bookkeeper, a gal from the Paramount publicity department) to extol the virtues of items about which they knew basically nothing. There were more laughs in some of the "customer" reactions, many of which showed such wit, timing, and aplomb as to raise the suspicion they were professional actress plants, rather than random audience selections.

Burt Bacharach, emceeding the show, was obviously nervous and didn't add to the program's pace. It's entirely likely, however, that he could improve with more experience.

Basic weaknesses in the show are: (1) Since each salesman is given a different item to sell, the customer is more swayed by the merchandise prize than the quality of the selling job done.

(2) The salesman making second pitch has the advantage of judging the customer, and planning strategy to appeal most strongly to the customer.

Too Repetitious

But what leads to the belief that the show won't do as a weekly repeater is that practically all people have the same preconceived notions of how to sell: Flatter the customer, stress bargain aspects of the offer, etc. All four selling tries on this initial stanza demonstrated that.

Salesman, of course, has the important virtue of being inexpensive. Outside of merchandise, which can undoubtedly be promoted, the only talent cost is represented by Bacharach. The set consists of a "counter," really a home bar, and a stool.

If solutions can be found to the weaknesses stressed here, the show might have a chance. It certainly offers a natural opportunity to work in the commercials, if a sponsor should ever be found. Just have the guy doing the commercial, illustrating a perfect sales talk, or a how-not-to-do-it pitch.

Joe Csida.

CONGESTION DEATH

(Continued from page 3)

around looking for seats.

Chaos reigned for the major part of the performance, with more cops being added to the scene as the hours went by.

Since then, letters have been flooding the newspapers in protest over conditions at the open-air affairs.

Artistically, the show was a huge success.

PROPOSED BAN

(Continued from page 10)

ville woman pounded out the following stanza:

The radio sizzles with schemes for your money,

From God-save-the-children to folksure-are-funny,

For this country is filled with suckers galore,

Who choke on the bait, then come back for more.

Film Cuts Hit Air Dramas; Thrift Wave Trims Supply

(Continued from page 5)

to all radio buyers, have spent the summer on missionary work, selling agencies and bankrollers on the value of revivals. They say that only *Lux Radio Theater* and *Screen Guild* will get a sufficient number of new stories to keep going. Others will have to rely on old properties or repeats of previous shows.

20-30 Per Year

Major studios are producing at the rate of 20 features a year each. This week, 32 films were in production as compared to 59 pix being made two years ago this month and 45 films the same period last year. Of this number, no more than 40 per cent will be eventually offered to radio. Percentage is narrowed down further when a healthy portion of available stories containing incidents of suicide, incest and sex are taboo. Airers shun most musicals be-

cause of extra production costs. Psychological dramas have been overdone and are a drug on the market. These and other factors decrease the number of desirable scripts to about 25 per cent of total industry output.

In TV, Too

Radio's situation insofar as dramatic material is concerned has a parallel in television. For details see Television Department in this issue.

Bidding for radio rights are *Lux* and *Screen Guild* as well as newer airers. The new *Ford Theater* will also go in for film stories this year. *Hallmark Playhouse*, having dropped its *Reader's Digest* format is also in the market. *Theater Guild of the Air* uses film adaptations from time to time, while *Prudential's Family of Stars* is reported shifting more to film sources.

Ford's Chances

Long standing gentlemen's agreement gives *Lux* first crack at all stories. Reason is that film industry considers the *Lux* airer as radio's best unofficial spokesman for film biz as well as the top Hooper dramatic show. *Screen Guild*, because of its tie-up with the Motion Picture Relief Home, is given special consideration. Of the newcomers, *Ford Theater* will probably fare best because of the terrific public relations job accomplished by Henry Ford II in Hollywood. Auto magnate numbers film moguls among his closest friends and should therefore be well supplied with film properties. As for the others, including the lesser-known live and transcribed shows, pic firms pointedly suggest—revivals. Sales pitch is that good stories are perennial faves, regardless of vintage. A sock pic of five or six years ago, film men said, often makes better radio than a fair-to-middlin' quickie fresh from the film labs.

Another angle behind the trend to oldies is that flicker execs are mindful of theater film requirements especially with the double feature headache. Some producers are sold on radio to the extent that they may use film dramatic airers as a trial balloon to determine popularity of old pix. If radio stirs up interest, filmers can exhume prints from storage quickly for resale to theaters, possibly tying in exploitation-wise with radio releases.

Exhibits have long beefed over too quick radio release of current films, hence pic studios now wait at least six months before putting current films on radio market. Exceptions at Universal-International and United Artists who last year tried simultaneous radio-theater release on several films, reporting success. Generally, studios feel they can appease both theater exhibitors and radio if the "revival" policy caught on and became the accepted practice.

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CBS INVESTS 300G

(Continued from page 3)

Studios lot. Series will be tagged *The Cases of Eddie Drake*, scripted by Jason James, who penned the original *Eddie Ace* yarns.

According to Herb Strock, one of the IMPPRO execs, deal with CBS calls for production company to share on a 50-50 basis with the net once series is sold, in addition to the 300G deal. Reason for the additional 50 per cent split, Strock said, is that IMPPRO is selling pix at production cost and is gambling on tele's future to make its dough. Budget per half-hour film was given at \$7,500.

Plan is to shoot four films simultaneously in a 10-day period. This allows some saving in production costs as well as keeps pix rolling at top speed. Films will be lensed on 35mm. and will be delivered to CBS in the non-reduced form. Strock did not know whether CBS will prefer to use them in their 35mm. form or will reduce them to the more conventional 16mm. gauge. IMPPRO's participation in the films profits is for a period of 25 years, it was stated.

CBS RUSTIC SEG

(Continued from page 10)

travel to cities which get live talent radio shows infrequently.

Package was set by Monogram Radio Programs (MRP), operated by Bill and Charlie Brown, Nashville, who will act as producers, while Cliff Thomas, free-lancer, will do scripting and direction.

Inking of the pact resulted in Arnold and Ford submitting resignations to Harry Stone, general manager of WSM, where both are featured on the four-and-a-half hour regional *Grand Ole Opry*. Ford returned last month to WSM, following a year off the air, and had just signed to do a special show, *The Cowboy and the Duke*, with Cowboy Copas, currently considered second to Arnold as a record peddler.

It was also learned that MRP has concluded a deal with the Mutual web calling for an as-yet-untitled one-hour folk music show to begin shortly after September 1. The sustaining package will air over the network at noon Saturdays. Roy Acuff was originally considered for the top spot, but his current campaigning for governor in Tennessee made it impossible to make a definite commitment.

THE PAUSE

(Continued from page 11)

about each number, and delivered them unostentatiously, as was proper. Altogether, it's pleasant to report that there isn't a demerit to be charged up to any segment of the program.

Sam Chase.

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TV INFANT SPURS MUSIC

Music To Play Major Role In Development of Video; Bizmen, Talent Optimistic

New Scope Seen for Writers, Pubbers, Diskers, Bands

Third in a series of "takes" depicting the music industry's reaction and approach to the new television colossus, this represents the East Coast TV-Music story as seen by The Billboard's staffers.

NEW YORK, Aug. 21.—Pending the solution of technical problems (copyright, licensing, union scales—see other story this issue), it remains a universal certainty that the music biz will play a major role in the development of the video industry. And, realizing the rapid and favorable reception to tele, music bizmen and talent agencies are looking ahead to the new entertainment medium as a fresh impetus for greater volume and new promotion for the sharps-and-flats industry.

Unquestionably, the tele medium will become:

(1) A fresh source for new songs and publisher material.

(2) A new outlet for music talent—bands and recording artists.

(3) A means of increasing music publisher and record company business.

Delay Seen

The prophetic warning, however, is that these music biz benefits may not materialize for some time. They hinge on the outcome of video's dealings with Petrillo, involving both live and film presentation scales. They hinge on the eventual resolution of licensing and synchronization fees with both ASCAP and BMI. And they hinge on the video industry's own ability to enlarge its scope, its profits and its payroll for the musical artist.

Still other problems confronting the video departments of various music biz talent agencies include that of figuring out an answer to the difficult requirement of proper one-shot visual presentation on video and another involves the simple drawback of budget economy. The latter is a major detriment to preparation of musical shows primarily, since sponsors and video stations are still economically wary in these early and experimental stages of the medium.

Still, the no-retakes presentation problem confronting live music on video is being met with many varied ideas and experiments in video and talent quarters. With only a handful of current tele airers spotting live music presentation, tradesmen are generally agreed that for visual attention music must be presented as part of either a story line or in conjunction with a gimmick. Presentations of both types currently are exemplified by the experimental "audition" film strips now being produced under the aegis of General Artists Corporation (GAC), a talent agency whose heaviest revenue stems from bands and musical talent.

Story Format

GAC already has filmed a 15-minute program idea centering around Peggy Lee's vocals and hubby Dave Barbour's accompanying small ork. This strip employs the story-line method of presentation, cramming dialog and four songs into the 15-minute film, which employs a college campus ice cream emporium as the story center.

The same agency, September 8, will film an "audition" strip with Sammy Kaye's ork. This tele-pic presentation will employ the Kaye So You Want to Lead a Band gimmick as its visual attraction. Other ideas in the works at the agency include a Frankie

(See MUSIC TO PLAY on page 21)

Anderson Forms Publicity, P. M. Co.

HOLLYWOOD, Aug. 21.—Daniel E. Anderson, for two years director of Capitol Records' public relations department, this week resigned to form a company specializing in public relations and personal management. Articles of incorporation filed Friday (20) gave the firm name as PR, Inc., and listed Anderson as prexy and Charles H. Newton as veepee. Newton was formerly associated with Anderson at Capitol and recently served as Stan Kenton's advance man. PR will bow September 1.

According to Anderson, PR's activities will be divided into three divisions: Commercial (firms dealing directly with the public), industrial (manufacturing concerns) and career (individual clients). Personal management phase will not start immediately, Anderson said.

PR also plans to offer editorial services for such activities as house organs, special reports, general interest publications and industrial newspapers.

backing. Distribution will begin in 10 days. The Apex label will preem late in September.

Bihari said he would begin waxing a capella or harmonica versions of pop faves for Colonial shortly. Race tunes will be culled from a heavy backlog of masters waxed pre-ban. Plattery has heretofore specialized in race disks almost exclusively.

Modern Starts 2 Subsid Labels

HOLLYWOOD, Aug. 21.—Modern Records will launch two subsid labels within a month, diskery topper Jules Bihari disclosed this week. Firm will press pop tunes for a new Colonial label, with race ditties to be distributed under an Apex banner. Special distribution set-ups are being organized to handle the new products.

First Colonial releases will be California Waltz and Cucomonga, waxed by the Meltones vocal group with ork

Cap Gets Canadian Market; Marconi To Cut, Distribute U. S. Firm's Wax in Montreal

Pressing Plant Ready, Production Due in Six Months

By Charles Lazarus

MONTREAL, Aug. 21.—The Canadian Marconi Company and Capitol Records, the U. S. firm, have concluded a deal whereby the local outfit will press and distribute the U. S. firm's products.

M. M. Elliott, assistant general manager of production for Marconi, admitted to The Billboard Wednesday (18) that the deal, for all practical purposes, was set tho not finalized, and his company was already preparing plans to go into production of copies of Capitol masters. Last week, prodding from the Montreal newspapers on the proposed deal merely evoked a "no comment" from Elliott.

Confirmation of the negotiations now brings Capitol into direct competition with the Decca (no affiliation with U. S. Decca), Victor and Columbia diskeries. Toppers of these firms were generally noncommittal on what the effect would be on the distributing end of the record biz.

Processing Plant Tunes Up

Elliott stated that the disks would be processed right in Montreal. The plant is already set up, he said, and facilities for the pressing are being tuned up.

Elliott declined to reveal what financial figures were involved in the

deal, reiterating that the pact had not yet been finalized. Main reason for the transaction, as stated officially, was the fact that Capitol was anxious to get in the Canadian market on a stronger footing. Until now, there have not been any definite Canadian outlets for distributing Capitol products.

Retailers handling Capitol disks have imported the product on their own, Elliott said, buying the records from "known and unknown sources in U. S." The dealers also have to pay an approximate 20 per cent duty on the imports, bringing Capitol disk prices up to \$1.25 compared to a 75-cent product made by the other Canadian firms.

Under the new set-up, it will be possible to bring down the overall cost, since there will be no duty to pay, no freight charges, etc. Elliott also reported that the entire Marconi sales department would be placed at the disposal of the new venture. It is expected production will be started within six months.

An interesting angle to the Marconi-Capitol alliance is that it is another example of U. S. firms investing their Canadian profits in Canada. With the shortage of U. S. dollars still a big problem to Canada, more

Aussie Union Firm on Its Radio-Wax Ban

SYDNEY, Aug. 21.—The recording dispute between the Australian Musicians' Union (AMU) and the Australian Federation of Commercial Broadcasting Stations (AFCBS) appears to have reached a deadlock.

AMU has refused to cut any wax for broadcast purposes except under a guarantee that the record will be played only once or that the musicians will receive an additional performance payment for replays. The AFCBS contends that this will make big musical shows far too expensive. In consequence, recordings are just not being made. AMU Secretary Frank Kitson parallels the arguments of America's James C. Petrillo with the conjecture that in the long run recordings could put musicians out of business.

Kitson also says that the AMU aims eventually to have a complete ban placed on the import of overseas disks except in the case of those which the AMU did consider of cultural value. Representations had been and would continue to be made to the government to obtain action in this direction. He would give evidence before the Parliamentary standing committee on broadcasting on these lines on behalf of AMU, which also desired to see introduced a scheme whereby all radio stations must use live music for certain definite periods every day. There was too much canned tripe and not enough good live music, he claimed, and the rubbishy canned music was putting musicians out of jobs.

Capitol Adds Two Distributors

NEW YORK, Aug. 21.—Capitol Records this week added two new distrib outlets in keeping with its policy of embellishing self-owned distrib offices with independent jobbers. Diskery appointed an independent, Radio Distributing Company, to operate out of South Bend, Ind. This outlet will be headed by Lynne Jenks, who formerly was the Capitol salesman covering the territory.

The diskery will open a self-owned jobber branch in Houston, Tex., on September 1. Another former Capitol salesman, Carl Hutchings, will top the new branch.

Under the recently inaugurated Capitol distrib policy, which introduced independent distributors into the diskery for the first time, 18 outside jobber sources have been added.

and more U. S. firms doing business here are being encouraged to reinvest their loot right here, instead of shipping it back across the border.

Canadian manufacturers may not like this too much, since it means that much more competition, but the government is backing the policy to the fullest; being anxious to hang on to as many U. S. bucks as possible.

The film industry already has a large production program on tap and in operation whereby more and more shooting will be done right here, and paid for by profits from other flickers.

BIZ CODDLE AND CONCERN

Local 47 Frames Resolutions After Petrillo Nixes Demands For Voice in Film Contracts

HOLLYWOOD, Aug. 21.—Altho American Federation of Musicians' (AFM) prexy, James C. Petrillo, firmly turned down recent demands of Local 47 membership for a voice in film contract negotiations (*The Billboard*, August 21), members of Hollywood local met here Wednesday (18) and passed a flock of resolutions to be forwarded to the national office. Over 700 local orksters showed up at the confab, presided over by Local 47 topper J. K. (Spike) Wallace, marking almost a record turnout of Coast unioners. Meeting did not meet with blessings of Local 47 officials, who felt that pressure confab was ill-timed and embarrassing in view of negotiations now being carried on with film execs in New York.

Following recommendations were voted on and approved by membership to be submitted to Petrillo:

1. Pay increase to be garnered as a result of current New York negotiations be made retroactive to April 1. Musicians claimed the promised cost of living increases in recently expired contracts were never dished out.
2. The use of musical sounds tracks on theater trailers be stopped. Machinery should be set up by Petrillo for joint control of film libraries to prevent inclusion of music in trailers without extra compensation.
3. Negotiating committee now meeting with film men were asked to pitch for a 25 per cent hike in studio musicians' pay and a 20 per cent increase in ork size. Union spokesmen pointed out that such recommendations are contrary to Taft-Hartley Act, but motion was carried.
4. Establish a royalty payment system on film sound tracks, including reissues, trailers or other types of film. This royalty provision, union officials pointed out, was also contrary to T-H Law.
5. Practice of pooling musicians or

De Luxe's Plan To Reorganize Gets Court Nod

NEWARK, N. J., Aug. 21.—De Luxe diskery's reorganization plan has been submitted to and approved by Federal Judge Smith, subject to confirmation by the firm's creditors next week. The waxery, which filed petition for reorganization in April, stated in its petition that it disputed the government's claim of some \$18,000 in excise taxes, with the provision that this should be litigated after De Luxe completes reorging.

The plan, submitted by attorney Morris M. Schnitzer, provides for full payment of secured and preferred claims and 25 per cent of general claims upon consumation of the plan. The diskery also states it will pay administration costs and allowances and issue new common stock. Stockholders will be allowed to elect directors who will then elect the officers.

Current assets of De Luxe were listed at \$85,000, with general claims amounting to \$80,000 and secured and preferred claims total \$200,000.

orchestras in indie film studios should be abolished. Segment of studio orksters contended this practice restricted work for the many and gave the gravy to the few.

6. Executive board of AFM was asked to sponsor an election in Local 47 to elect a local representative who would work with international studio representative J. W. Gillette. Gillette now has two Local 47 men as his aides, Oliver Alberti and J. T. Ferguson, both appointees. Membership wants an elected officer instead.

Meeting ended with a standing vote of confidence for Petrillo and the negotiating committee. Complete transcript of the confab is to be sent to Petrillo this week-end.

Juke Ops, Jocks Lined Up for a New Pub Firm

CLEVELAND, Aug. 21.—A new undertaking in the music publishing field which will attempt to enlist juke box associations, individual operators and disk jockeys as stockholders is being formed here. The proposed pubbery anticipates using a staff of professional men to contact all other sources of performance.

Intended sparkplug of the firm is Jack Cohen, president of the Ohio State Automatic Phonograph Owners' Association (OSAPOA), who has been working on the idea for several months. At present, lawyers are preparing papers which would incorporate the undertaking, and would allow for the sale of stock in the firm. Cohen reportedly has contacted association heads and operators thruout the country, as well as disk jockeys in this area, in efforts to drum up interest. A meeting with those contacted, as well as other trade reps, is planned for late September or early October either here or in Chicago. At that time it is expected the pubbery will be formed and steps can be taken to start actual operation.

Ban Is a Hurdle

One of the major factors which has held up final formation of the firm is the record ban, but it was indicated that if necessary, the firm will try to set background recordings in England, with vocals dubbed in in this country. It was stressed that the new firm is not in the recording business, but when a Hit Tune of the Month is selected, disks will have to be available for insertion on juke boxes in time for the national promotion. The pubbery plans to work as far in advance as possible to make sure that numbers selected as Hit Tunes will be recorded. Presumably outside mechanical firms will be asked to make the recordings.

A method to select the monthly hits has also been tentatively set up. This would include a reviewing committee which would select potential Monthly Hits from manuscripts submitted. Then dubs of those possibilities would be cut and sent to representative stockholders, who could vote on the numbers, thus bringing about the final winner. Every attempt will be made to get top artists to record the final selections.

Copyright, Other Problems Cloud Musical TV Horizon; Performance Fees Big Issue

High Cost of Live Music Poses Serious Difficulties

NEW YORK, Aug. 21.—While television grows in production and talent aspects, the problems of copyright clearance, music use, synchronization and performance licensing are getting denser every passing day. The big question is: "How much will music cost and who's going to pay?" But simple as the bare-boned posing of the issue may sound, the play-backs are numerous, devious and amorphous. The big stopper in the tele-music complex bids fair to be the question of synchro and performance fees, with Judge Vincent E. Leibell's recent decision that the American Society of Composers, Authors and Publishers (ASCAP) was collecting double in getting synchro fees from movie producers and per-seat payments from exhibitors, looming large as an "if" problem for the future.

Because of the terrific expense of using live music in quantity on one-shot videocasts, prospect for the foreseeable future appears to be that most music for tele will be canned—either on phonograph records or on sound tracks. The latter will be of two types—motion picture films produced in movie studios and filmed television broadcasts of kinescopes.

Playing Without Paying

Currently, many films of the first type, the majority of them musical shorts, are being used as makeshift time-killers, and in most cases without performance payment to the copyright holders. These films were made from 5 to 10 years ago, under licenses permitting exhibition in theaters, homes and special juke boxes—but with no provision for television broadcast. One prominent pubber has said that he could "make a gorgeous living just by sitting at his television set and logging the shorts all day and reporting unsanctioned music uses to the copyright holders."

Some of the major networks do clear this video music use, usually by dealing direct with the pubber. The market rate appears to be in the vicinity of \$300 a reel, or \$100 per short film, which usually run three to a reel. Some ASCAP affiliates have turned over their video bargaining rights to the society for a limited period and ASCAP is understood to be negotiating rates for these pubbers on a one-deal-at-a-time basis. Most ASCAP firms have reserved all television rights, however, and either deal for themselves or thru the services of Harry Fox, collecting agent for mechanical royalties for the Music Publishers' Protective Association (MPPA).

BMI Watching ASCAP

Broadcast Music, Inc. (BMI), whose standard publisher contracts contain a clause assigning all television rights, is understood to be watching ASCAP's negotiations, preparatory to setting a price for synchronization of BMI copyrights for tele-films. Switch here is that until recently BMI's position was that synchro rights were under performance rights, and asked only a token mechanical charge of BMI-licensed tele stations using films with BMI music. Now, it would appear, the stand is, "If ASCAP can collect for synchro, then why shouldn't we?"

In the case of films produced in movie studios for use on video, publishers may ultimately have to decide on a set scale of synchro payment, more than likely on a percentage basis. This, because in a theoretical attempt to assess the stations using the (See Copyright, Other on page 21)

Lang-Worth V.P. Europe - Bound On Scouting Trip

NEW YORK, Aug. 21.—Altho claiming the current recording ban still hasn't affected or curtailed the regular output of Lang-Worth transcriptions, the firm's prexy, C. O. Langlois Sr., is dispatching veepee Winifred O'Keefe to Europe to look over the talent and waxing availabilities there. Miss O'Keefe, who leaves Tuesday (24), will visit England and France, contacting artists, pubbers, recording studios, radio and television stations.

The European trip reportedly represents a continuation of the firm's policy to look over foreign countries as possible places to cut platters in the event of future uncertainties in the disk biz. Lang-Worth already has scouted the South American countries.

Meanwhile, it is understood here that Decca has been cutting some wax for the Ziv company which recently purchased Decca's World Broadcasting subsid. Whether sides were union or non-union, vocal or instrumental, etc., could not be determined at press time.

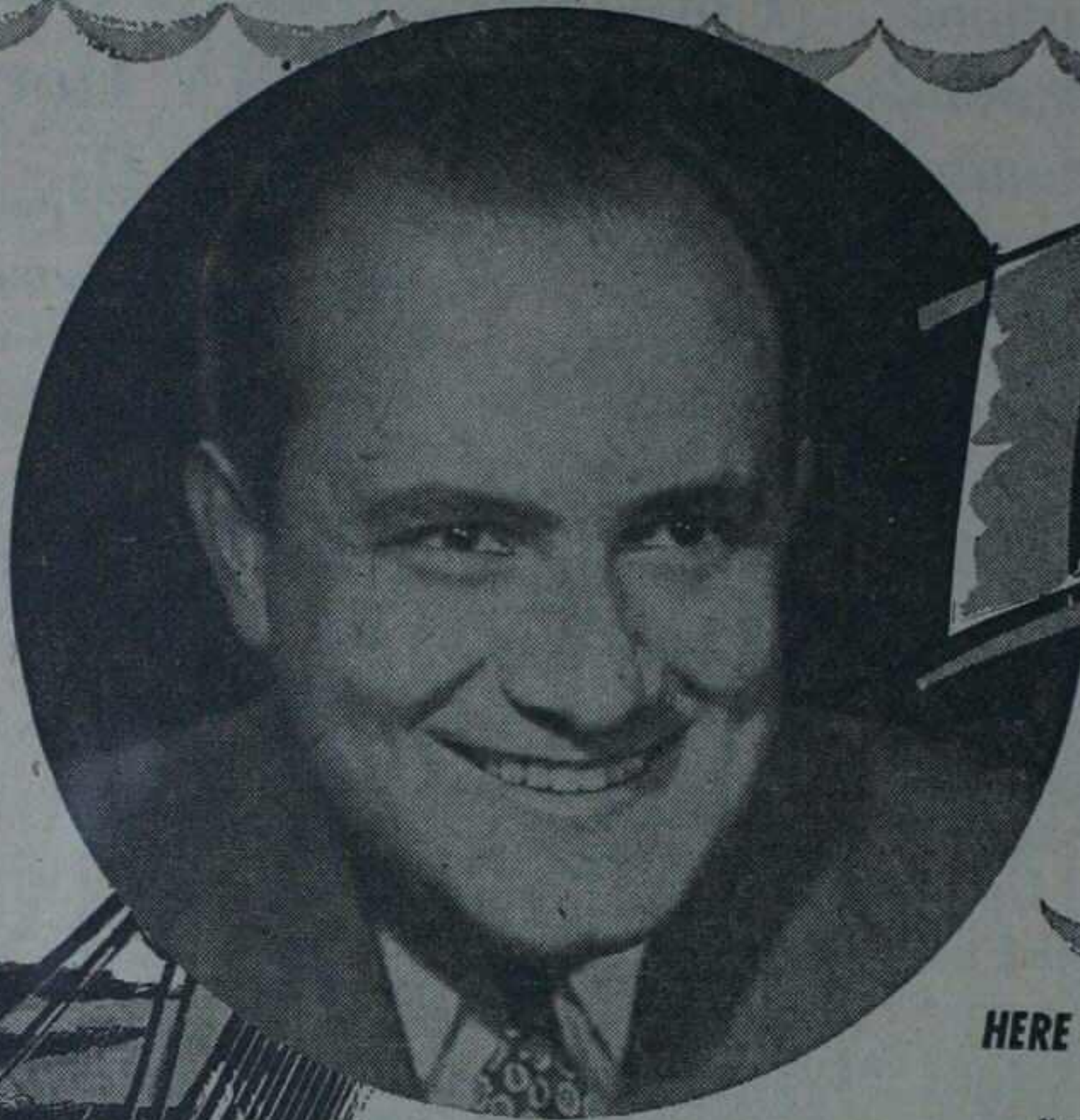
H. B., Western Diskeries Debut

CHICAGO, August 21.—Another hillbilly and a Western record label made their bows this week, with ops reporting a solid backlog of pre-ban cut masters. The Country Music pubbery here bowed with its Dome platters and a 100-master backlog that includes cuttings by Blaine Smith and the Log Cabin Boys, Sheriff Tom Owens's Cowboys, the Saddle Mates, Woody Woodell and His Ridin' Rangers, Jimmy Gunter and the Tennessee Valley Ramblers, Clyde and Slim Copeland, Famous Lashua and the Frontiersman, and Don Sebastian's Musette Orchestra, international, and Johnny Gardner's Quintet, race artists.

Jordan Stokes, head of International platters, Nashville, is expanding into hillbilly with World, a specialty label, which will have Red Gilliam and His Texas Pals, Buck Buchanan and His Rhythm Rogues and race artist Don Q. Other artists will be named shortly, Stokes said. Both labels will retail for 79 cents. Distributors are being lined up.

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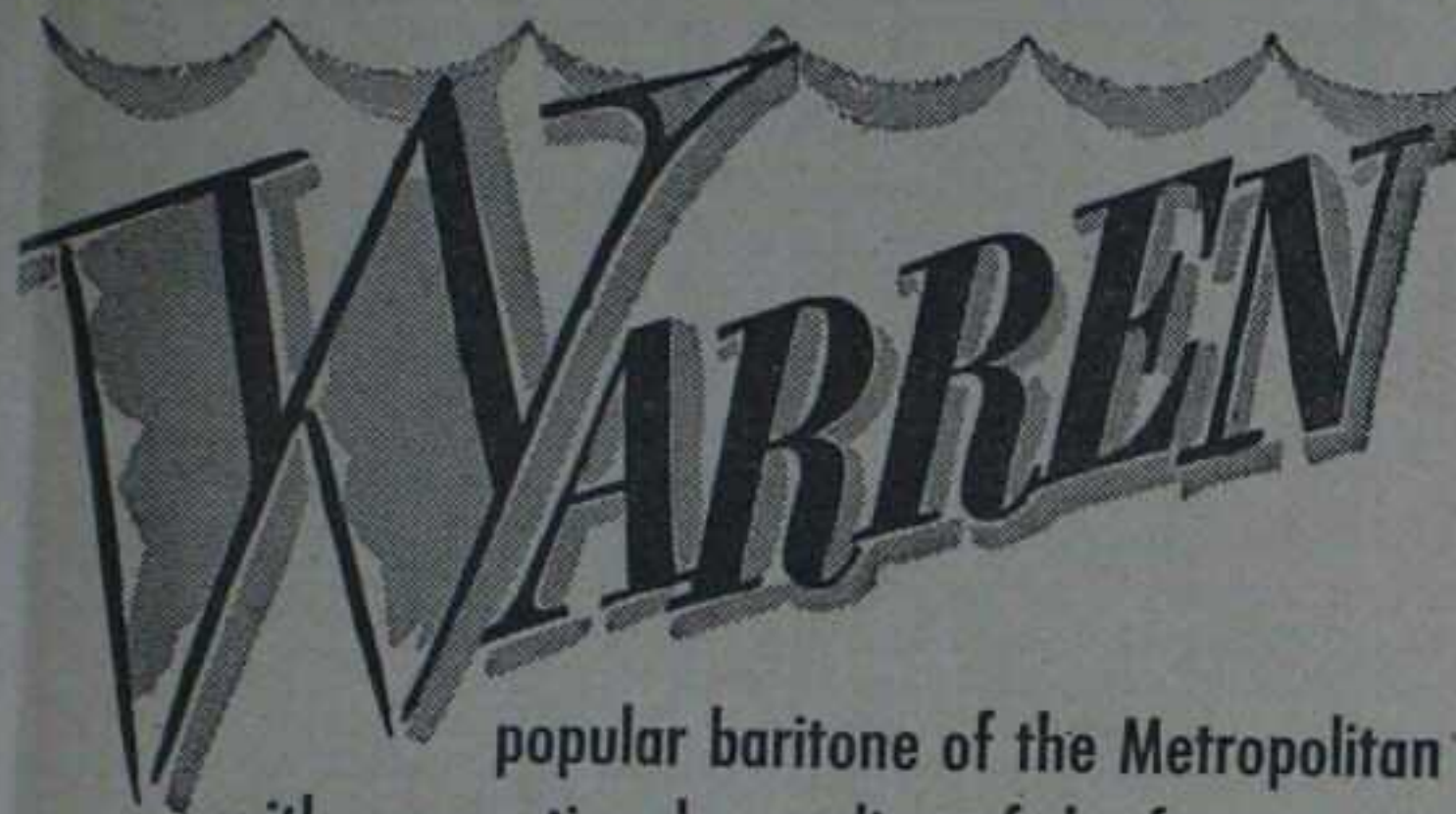
HERE ARE THE DISK JOCKS WHO WILL SPIN

- | | | | | | | | | | | | | | | | |
|---|---|--|---|--|--|---|--|---|--|--|---|--|--|--|---|
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Birmingham WBRC Wm. Barthnick
Huntsville WBHP Bill Harris
Mobile WALA R. Smitherman
Mobile WALA Jim McNamara | ARKANSAS
Hot Springs KWFC Larry Trout
Jonesboro KBTM Ted Harding | CALIFORNIA
Oakland KLX Ralph Kinney
San Francisco KYA Foreman Bill's
Bar Nothin' Ranch | COLORADO
Denver KMYR Dick Schmidt
Pueblo KOZA Al Perry | CONNECTICUT
Bridgeport WLIZ Wally Dunlap
New Britain WKNB Lou Dumont
New Haven WNHC James Morgan
Waterbury WATR Chas. Bengtson
Waterbury FATR Wally King | DISTRICT OF COLUMBIA
Washington WINX Sam Brown | FLORIDA
Belle Glade WSWN Tom Lloyd
Belle Glade WSWN George Peters
Jacksonville WMBR Joe Mullarkey
Orlando WHOO Bill Berry
Pensacola WEAR B. Russell Hirsch
Sanford WTRR Gil Brooks
Tallahassee WRHP Jim Miller
Tallahassee WRHP Glenn Weber
W. Palm Beach WIRK Jim Anderson | GEORGIA
Atlanta WATL Gene Blaine
Atlanta WATL Zenas Sears
Atlanta WGST Howard Turner
Atlanta WSB Bob Van Camp
Augusta WRDW G. A. Chalton
Augusta WRDW Dick Fennel
Columbus WDAK Ed Snyder
Columbus WRBL George Davis
Gainesville WGGG J. A. Hartley
Macon WBML Frank Proctor
Rome WRGA Cecil Kerce
Savannah WCCP Charles Ford
Savannah WDAR Victor Bellolio
Savannah WFRP C. Van Calligan | IDAHO
Boise KDSH Shirley Silvers
Boise KDSH Bill Graham
Boise KDSH Earl Glade
Boise KDSH Dan Fredericks
Boise KDSH Dar Dodds
Boise KDSH Joe Bywater
Idaho Falls
KID Jimmy Lawrence | ILLINOIS
Carthage WCAZ Gene Frankel
Evanston WEAW Alan Harvey
Macomb WKAI Howie Wilson
Moline WQUA Jack Davis
Peoria WEEK Bob Burton
Peoria WMBD Gene Pierce
Peoria WMMJ Berne Entarline
Peoria WWXL Myles Faland
Quincy WTAD Hol Barton
Rock Island WHBF J. G. O'Dannell | INDIANA
Bloomington WTDN Paul Buchanan
Bloomington WTCM Marc Williams
Vincennes WAOV John Fraim
Vincennes WAOV Vernon Paule | IOWA
Des Moines KCBC Ralph Zarrow
Des Moines KRNT Don Bell
Waterloo KAYX Victor Ferris
Waterloo KAYX Erling Jorgensen
Waterloo KAYX Ray Starr | KANSAS
Garden City KIUL Max Bicknell
Garden City KIUL Tony Jewell
Garden City KIUL Bob Wells
Wichita KANS Bob Hicks | KENTUCKY
Bowling Green WKCT Jim Topmiller
Danville WHIR Ray L. Ramsey
Henderson WSON Bryan Davidson
Hopkinsville WHOP J. Noble Hall
Lexington WRLX Arty Kay
Lexington WVLK Gordon Brown
Lexington WVLK Mimi Chandler
Louisville WAVE Bob Kay
Louisville WGRC Jerry Erwin
Louisville WHAS Bud Abbott
Louisville WHAS Jimmy Finegan
Louisville WHAS Jim Walton
Louisville WINN Claude Fraul
Louisville WINN Alan Stephens
Louisville WKYW Dave Wilburn
Owensboro WQMI Norman Hall
Paducah WKYB Jim English
Paducah WKYB Phil Magruder
Paducah WPAD Ray Mcfield
Paducah WPAD Linn Wolf | LOUISIANA
Alexandria KSYL Bill Fox
Alexandria KSYL Sylvan Fox
New Orleans WJBW Harry Nigocia
Shreveport KWKH Bill Cudabac | MAINE
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popular baritone of the Metropolitan comes up with a sensational recording of the famous sea shanty...

The Man Down" RCA Victor 10-1500

DISK JOCKEYS: Get in the big contest that starts August 29 and runs to September 5! All you do is to play the platter and ask your listeners to write 25 words or less on "Why I like the way Warren sings 'Blow the Man Down.'" The national prize is an RCA Victor radio-phono worth over \$250! Your RCA Victor distributor has all the details, and will supply you with local prizes. Besides the contest, the Dee Jays listed below will play "Blow the Man Down" during the contest period to give it an added boost!

RETAILERS: Look at the tie-in possibilities! Your distributor has promotion kits for you too! Yes, this big hit will be ringing up BIG SALES! What's more, Warren himself will sing "Blow the Man Down" on the coast-to-coast RCA Victor show, Sunday, September 5... Your customers will also hear a hard-selling commercial for RCA Victor 10-1500 on the same program. Don't miss the boat... make your tie-in plans today!

COIN OPERATORS: With all this excitement on the air and at the record shops, you can expect a heavy play on your machines. Line up your locs now—get "Blow the Man Down" in there where the nickels are dropping!

"BLOW THE MAN DOWN" DURING THE NATION-WIDE PROMOTION — AUGUST 29 TO SEPTEMBER 5!*

MARYLAND Annapolis WASL Betty Drew Baltimore WCAO Roy Moffett Baltimore WCBM Jerry Mares Baltimore WCBM Newell Warner Baltimore WFBR LeVane Myers Baltimore WFBR Ralph Powers Baltimore WSDI Raymond Kay Bethesda WBCC Harry Clarkson Bethesda WBCC P. L. Davison, Jr. Bethesda WBCC M. A. Higdon Frederick WFMD Dan Bruckey Hagerstown WARK Jim Simpson	MASSACHUSETTS Boston WMEX Jay McMaster Boston WNAC Verne Williams Chicopee WACE Kris Martin Fall River WSAR Ed Burke Framingham WKOX Lee Emmerich Holyoke WHYH Dick Straut New Bedford WFMR George Gowen New Bedford WNBH Jim Lanagan Quincy WJDA Bill Edwards Salem WESX Lennie Powers Worcester WNEB Paul W. Larson Worcester WNEB Bill Pierce	MICHIGAN Ann Arbor WHRV Clare Linn Ann Arbor WPAG Ken MacDonald Dearborn WKMH Robin Seymour Detroit CKLW Joseph Gentile Detroit CKLW Don Sharon Detroit WKMH Bob Seymore Flint WFDF W. E. Wagner Flint WWOK Pat Chambers Flint WWOK Art Malnecht Grand Rapids WLAY H. Sloatmaker Grand Rapids WOOD Eddie Chase Kalamazoo WFGG Charles Lynch Mt. Clemens WMLN Cliff Gordon Pontiac WCAR Peter Tripp Royal Oak WEXL John Harrison Saginaw WSAM Fred Krall Traverse City WTCM Kenn Haven	MINNESOTA Minneapolis KSTP Ben Leighton Minneapolis WTCN Jim Boyson Minneapolis WTCN John Ford St. Cloud KFAM Dudley C. Dana	MISSISSIPPI Meridian WMOX Eddie Holladay	MISSOURI Hannibal KHMO Wm. A. Vaughn Joplin WMBH L. R. Brown Paplar Bluff KWOC Tom Hunnicutt St. Joseph KFEQ R. Thompson Mable	LIVINGSTON Livingston KPRK James H. Duncan Missoula KGVO Bill Strothman	NEBRASKA Hastings KHAS Eddie Meyer Lincoln KFOR Lee Knight, Jr. Omaha KFAB Ernie Allan	NEW HAMPSHIRE Claremont WTSV Bob Duffy Claremont WTSV Harold E. Kehoe Claremont WTSV Jim Stevens Laconia WLNH Dave Mann Manchester WKBR N. E. Bailey Manchester WKBR Paul Barnett Manchester WKBR Dick Hill Nashua WOTW Bob Huse Nashua WOTW Jay Serwin	NEW JERSEY Asbury Park WJLK Dick Karnow Atlantic City WMID Alan Owen Newark WNJR Paul Monroe Newark WVNJ Fred R. Rawlings Newark WVNJ Hal Tunis New Brunswick WCTC Nat Shoehalter Paterson WPAT Bill Bottack Paterson WPAT Jay Seymour Paterson WPAT Lou Steele Trenton WTTM Tom Durand Trenton WTTM Wes Hopkins Vineland WWBZ Fred Wood	NEW YORK Albany WROW R. Hartigan Auburn WMBO Bob Morgan Binghamton WBNF E. Henton Buffalo WEBR Collin G. Male Buffalo WKBW Ervin Victor Canton KSLU Dave Blakiston Corning WKNP Bill Bellman Corning WKNP George Droelle Elmira WELM Preston Taplin Elmira WENY B. Hargraves Elmira WENY Harry Springer Elmira WENE Frank G. Valenti Glens Falls WGLN Hank Benac Glens Falls WGLN Earl Sharland Malone WICY Donald J. Page New York WEVD David Niles New York WEVD Dick Sugar New York WGHP Elizabeth Maysilles John New York WGYN MacDougall New York WLIB Art Green New York WLIB Mike Rich New York WLIB Shelly Rothman New York WNEW Johnny Dale New York WNYC Frank Rosa, Jr. New York WWRL Fred Barr	MONTANA Niagara Falls WJLL Mr. and Mrs. Budd Huflick Niagara Falls WJLL Jimmy Thompson Rochester WHAM A. Murrellwright Rochester WHEC Joe Deane Rochester WSAJ Borden E. Smith Rome-Utica WKAL Dan Fusco Rome-Utica WKAL Chuck King Saranac Lake WNBZ Roger G. Moore Schenectady WPTR Martin Ross Syracuse WNDR Kal Ross Syracuse WOLF Fay Santell Utica WIBX Louis A. Barile	NORTH CAROLINA Durham WTIK Ken Corbitt Durham WTIK Carlton Fleming New Bern WHIT Jackie Melton	NORTH DAKOTA Bismarck KFJR Jim Shiraky Grand Forks KILO Garry Fox Grand Forks KILO Jack French Grand Forks KILO Ralph D. Herbert	OHIO Akron WHKK Bruce Blake Akron WHKK Jack Morrissey Cincinnati WICA V. J. Callister Cincinnati WLW Bill Nimmo Cleveland WHK Tom Fletcher Cleveland WHK Johnny Ross Cleveland WJW Burt Dison Cleveland WJW Walter Kay Columbus WCOL Phil Bradford Springfield WIZE John McEaney Springfield WIZE Rudi Tokar Springfield WJEL (Symphony Sid) Gorris	OKLAHOMA Muskogee KBIX Joe Hasler Oklahoma City KTOW Ted Cramer Shawnee KGFF Rudolph of the Records	OREGON Portland KXL Jackson Fleming Portland KXL Bill Mason	PENNSYLVANIA Alltoona WRTA Bob Michael Bethlehem WGPA Bernie Black Bethlehem WGPA Jack Perry Bloomsburg WGPA Joe Prentice Chester WCNR Rick Thomas Erie WPWA Ray Mulderic Erie WERC John Michael Greensburg WHJB Bob Johnson Hagerstown WJEJ Will Groff	NIAGARA FALLS Niagara Falls WJLL Mr. and Mrs. Budd Huflick Niagara Falls WJLL Jimmy Thompson Rochester WHAM A. Murrellwright Rochester WHEC Joe Deane Rochester WSAJ Borden E. Smith Rome-Utica WKAL Dan Fusco Rome-Utica WKAL Chuck King Saranac Lake WNBZ Roger G. Moore Schenectady WPTR Martin Ross Syracuse WNDR Kal Ross Syracuse WOLF Fay Santell Utica WIBX Louis A. Barile	HARRISBURG Harrisburg WKBO Pete Wambach Harrisburg WKBO Tom Weitzel Hazleton WAZL Paul Brown Homestead WHOD Raymond Scott Lancaster WGAL Ernest Stanziala Lancaster WLAN Johnny Lupton Lewistown WMRP George Hack Lock Haven WBPZ Harris Lipaz McKeesport WMCK Dick Jessen McKeesport WMCK M. McMenkin Philadelphia WPEN Larry Brown Philadelphia WPEN Ed. Hurst Pittsburgh WCAE J. G. Hurley Pittsburgh WPIT Dan Mallinger Pittsburgh WWSW W. W. Brown Pittsburgh WWSW Rege Cordic Pittsburgh WWSW Art Dallon Pottsville WPPA Jerry Gaines Reading WEEU George Carroll Reading WHUM Alan Lane Scranton WSCR Al Roberts Stroudsburg WHAB Joe Webster Wilkes-Barre WBAW John H. Stenger 3rd York WBSA Bob Bacon York WBSA Mel Richards	RHODE ISLAND Pawtucket WFCI Scott Douglass Providence WHIM Bob LaChance Providence WHIM Jack Ellsworth Providence WJAR Ted Metcalf Providence WPRO Walter Brine Woonsocket WWON J. F. De Gralde Woonsocket WWON Jack Miller	SOUTH CAROLINA Columbia WKIX Allen Fulmer Greenville WFBC Johnny Wright Spartanburg WSPA A. Rickenbacker	SOUTH DAKOTA Sioux Falls KSOD Ray Loftness	TENNESSEE Bristol WOPJ Sid Tear Clarkesville WJZM Clay Clive, Jr. Cookeville WHUB Stacey Mott Johnson City WJHL Stan Barron Knoxville WBIR Sleepy Time Gal Knoxville WNOX L. Blanchard Memphis WDIA Ken Berryhill	TEXAS Austin KVET Fred M. Caldwell Brenham KWHI Tommie Blake Dallas KLIF Bill Wells Denton KDNT E. F. Duffel Denton KDNT W. Richardson Galveston KGBC Harry Martin Galveston KGBC Melvin Schrelbet Houston KATL Bill Frey	HOUATON Houston KTHT Gene Lewis Langview KFRO James R. Curtis Lufkin KTRE Ed Henry Orange KOGT Jack Foster San Antonio KMAC Bud Whaley Tyler KGKB S. T. Matthews Waco KWTX Gerry Lansing Waco KWTX Lucille Navich Wichita Falls KFDX Sid Grayson	UTAH Logan KVNU Mel Standage Richfield KSNV Bill King Salt Lake City KNAK Al Collins Salt Lake City KNAK Pat O'Brien Salt Lake City KSL Paul Alexander	VERMONT Burlington WJOY Bill Brennan Burlington WJOY Val Carter Burlington WJOY Tim Crow	VIRGINIA Alexandria WPIK H. DeBerry Arlington WVAR R. L. Hutchinson Bristol WOPI Sid Tear Crewe WSVS Bill Stell Lynchburg WLVA Bill Loren Portsmouth WSPW Stan Warren Richmond WXGI Jas. McLoughlin Roanoke WROV Lee Garrett Roanoke WROV Jim Shell Roanoke WROV Coleman Austin Roanoke WROV Don Bowman Roanoke WROV Bob Gayle	WASHINGTON Seattle KING Harry Jordan Seattle KXA Jim Neidigh	WEST VIRGINIA Bluefield WHIS Barnes H. Nash Bluefield WHIS O. C. Young Huntington WPLH Larry Lansing Huntington WSAZ Howard White Parkersburg WPAR Bill Sherman	WISCONSIN Janesville WCLO Dick Crowley Milwaukee WEMP Tom Shanahan Milwaukee WISN Milt Brandl Milwaukee WMLO Ken Vogt Neshan WNAM Fred Eastman Racine WRJN Lyman Merens	WYOMING Casper KVOC Edward L. Rock Sheridan KWYO N. Manjularo Sheridan KWYO Bob Graham Sheridan KWYO Helen Erickson Sheridan KWYO Don Huffaker
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*and thanks to the many more Dee Jays whose names were not received in time for publication!

VICTOR RECORDS



"YOU CAN'T BEAT PETRILLO"

H'w'd Dansant Non-AFM Try Complete Bust

Says Scabs Incompetent

(Continued from page 3)

fees on behalf of Barnett and assist in settling the Majestic Ballroom (Long Beach) dispute with the Long Beach local.

(Majestic Ballroom, along with Culver City's Mardi Gras and the Hermosa Beach Biltmore, were danceries using non-union men and were to have served as nucleus for a 12-house Coast non-AFM circuit.)

In the meantime, Harry Schooler, former partner in the Mardi Gras and father of the non-AFM brainchild, admitted to *The Billboard* that the anti-union move was "ill-advised and a complete failure." Non-AFM musicians were found to be incompetent and unreliable, according to Schooler. Efforts to launch the Mardi Gras label, platters using non-union men, met with a like fate. They were refused by the area's disk jockeys who found them beneath professional standards. Mardi Gras wanted to buy the air time, but even this was refused. Schooler is no longer a partner in the Mardi Gras set-up, but is still associated with the operation as promotion head.

Stillman Pond, whose U. S. Booking Corporation was to have handled non-union bands, had a similar tale. Pond (See "YA CAN'T BEAT" on page 36)

100 Pluggers Tee Off at Bethpage; Si Manus Winner

NEW YORK, Aug. 21.—More than 100 golf enthusiasts turned out for the annual Music Publishers' Contact Employees (MPCE) tournament Wednesday (18) at Bethpage State Park on Long Island.

Si Manus, plugger in the Dreyer-Words & Music firms, copped the over-all prize (tele set) with a 69 coupled on a 23 handicap. Winning score and handicap exactly duplicated last year's champ mark set by Julie Stern, of Broadcast Music, Inc.

For low gross honors, Harry Link's 84 brought him a set of golf clubs, with similar prizes going to Norman Foley, Herb Lutz and Irv Siegel, who won laurels in their respective classes. In the guest division, Charlie Yates stood out as undisputed champ with a professional 76.

Cute wrinkle of the Manus victory came when at about the same time on the West Coast another Dave Dreyer employee, Mike Succin, walked away with the California trophy.

The day at Bethpage wasn't all to the golfers, the plugger union supplying a full round of steak, beverages and gin rummy for a day-long festival which raised much praise and no complaints. Matters were presided over by Harry Weinstein, chairman of the tournament, with assists rendered by Bob Miller, prexy of MPCE, and Charlie Lang, union board member.

Gabor Drops 39-Cent Pops; Label Snafu?

NEW YORK, Aug. 21.—Remington Records shelved plans for its Broadway label 39-cent pop disks this week when it was notified by the Appliances Company of this city that the latter firm had issued some records in 1946 under the same label name. Bill Simon, general manager of Remington, company owned by Continental Records mentor Don Gabor, told *The Billboard* that altho his investigation in Washington showed no Broadway registered as a trade name for a disk label, he has decided to defer his plans for a low-price pop platter rather than face possible litigation. In the meantime, he is proceeding with the two other Remington labels, Junior (kiddie, and Lenox (race), with initial releases set for September.

Abandonment of the Broadway label, Simon said, necessitates the scrapping of 25,000 records he was about to release. Rather than manufacture a new label, he said, it would be more economical to grind up the disks for reuse. Platters were made of a plastic formula developed by Gabor, and involved four sides: *Underneath the Arches* backed by *Side by Side*, and *Hair of Gold* backed by *The Mocking Bird*. Sides, according to Simon, were cut in Switzerland with vocals dubbed here.

That FM Band

NEW YORK, Aug. 21.—Because bandleader Freddie Martin's name has the initials it does, the maestro soon will be handed a scroll naming him boss of "The FM Band." This promotion is the brain-child of WGYN, indie FM outlet here. During his current Gotham run, Martin will make but one disk jockey appearance, and that over WGYN on August 23. The scroll will be presented to Martin either during his run at the Waldorf or in October when he plays the Strand.

Two results are likely to ensue: Martin expects to wax a number (Petrillo willing, eventually), written by his bandsmen, titled *The FM Band*. And it is considered a strong bet that he will urge listeners to "listen to *The FM Band* on the FM band."

Putnam Elected G. M. for Vita

CHICAGO, Aug. 21.—Milton T. (Bill) Putnam, prexy of Universal Records, this week added the post of general manager of Vitacoustic records to his schedule, following a meeting of Vita's creditor committee and referee in bankruptcy, James Hall, who was subbing for Nathan McChesney, regular Vita referee, while the latter was on vacation. After reviewing Vitacoustic financial statements for June and July, which showed that the operation had been running into the red since Vita switched into Chapter 12 of the Chandler Act in April, the creditors' committee recommended that Putnam (See PUTNAM ELECTED on page 37)



Famous Original

"MY HAPPINESS"

Team

JON and SONDR A STEELE

Announce their NEXT

DAMON Record

Another Natural SMASH!

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ORDER DAMON D-11130 NOW

From Your Distributor

IT'S New AND Original

TITLES temporarily withheld to assure distribution before ukulele, milk bottle and mouth organ imitations come out

DAMON RECORDING STUDIOS, Inc.

1221 BALTIMORE AVENUE KANSAS CITY, MISSOURI



Copyright, Other Problems Cloud Musical TV Horizon

(Continued from page 17)

film for performance payment, stations conceivably point to the Leibell decision and claim that double payment is being exacted. On the other hand, final adjudication may overthrow the Leibell verdict and alter all the thinking. Should the Leibell opinion hold fast, pubbers possibly could be forced to collect both synchro and performance fees from a film producer under the guise of a single tax. But this eventually raises a new difficulty—the rights of the song writer! Should the pubbers collect their synchro plus performance charge under the single name of synchro, then how shall they apportion performance payments to the tunesmiths? Or, in the alternative case, should the collection be made in the name of performance, what of the writer's synchro royalties? The tangle becomes even more snarled in the case of ASCAP pubbers and writers, for whom the society now collects performance payments.

Writer Situation

The writer situation poses a delicate hypothesis for BMI tunesmiths, as follows: BMI contends that it has all television rights by agreement with affiliate publishers. But have all writers agreed that their publishers have the television rights to grant? Suppose, for example, a complete Lecuona suite is performed on video, either live or canned, okayed by BMI by virtue of their contract with the E. B. Marks firm. Could Lecuona ask for dramatic or grand rights royalties—which could be heavy, heavy sugar? Could Lecuona maintain he never surrendered television rights at all?

The kinescope, as opposed to the orthodox movie film, also suggests some interesting speculations. Kinescoping may be done by the tele producers themselves, for repeat sale or lease to other stations. The synchro vs. performance question again appears here, and pubbers may again be compelled to accept payment in a single form. However, a powerful rebuttal is available to those pubbers

(and highly important ones are those with strong catalogs) who are owned or controlled by Hollywood pic interests. Trade already is aware that a battle between the movies and radio for the ultimate control of television is in the making. Use of music bids to be a strong card in the movie industry's hands, and they may well be able to get their price for their music, whether reproduced on kinescope or conventional movie films.

One important publisher, who owns a reported quarter of a million feet of sound track, is in the enviable position of being able to get film rental plus music performance fees from stations using his material.

How Much Revenue?

In addition to the Leibell double-payment threat and the writers' rights question, the simple question of how much revenue music is going to bring to television in the future is acting as a deterrent to individual publishers as well as the Performing Rights Societies, who must figure out opening rates. This consideration also is breaking rate-offers by the television people, who feel they cannot be so rash as to agree to long-term percentage agreements.

Still another development is under close surveillance by the pubbers—the current negotiations between James C. Petrillo and the movie magnates to establish a rate of payment for tootlers who record for films to be used on video. The price eventually set may have an important bearing on the fee that producers feel they can afford to pay pubbers for music.

Finally, there's the demand by the American Federation of Radio Artists (AFRA) that kinescopes be burnt after a single usage. The union would prefer this destruction to repeat payments for performances on the thesis that additional productions would spread video work. It would also spread music use, of course, and tend toward preference for flat performance synchro fees by pubbers rather than percentage fees based on number of performances.

Music To Play Major Role In Development of Video

(Continued from page 16)

Carle ork show which would focus attention upon the pianist's "girl friend salutes" as well as telespotting the keyboarder's 88-ing prowess.

GAC and the other agencies commonly have conceived a disk jockey gimmick for the presentation of live name band segs via video. This idea, similar to Columbia Pictures' Thrills of Music shorts, which spot disk jockey Fred Robbins in a whirling-disk chamber with the chatter and platter spinning seguing into a live ork performance of the announced tunes. Some tradesmen contend that this type of presentation, in addition to promoting good will for the dance band biz, could readily prove an invaluable source of additional diskery sales for ork wax. This in direct contravention to those diskers who fret that tele may detract from wax sales.

Low Budget Handicap

Currently stymied mainly by low budgets, video production men have only been toying with music presentations in the guise of capsule musical comedies—both original and condensations of past Broadway and Hollywood hits. Such presentations involve high talent, production and other costs. And the major problem would still be to turn out plausible

script ideas and music on a one-a-week basis.

But in the event the problems surrounding the presentation of original musicals can be satisfactorily resolved—the agents generally feel they will be—such shows may represent a vast new source of material for music pubbers. In addition it will open up a new harvest of opportunities for budding songwriters and scripters. At least one 13-week half-hour video original musical series is in preparation, altho it has not been sold to date primarily because of the high production costs involved. The series, written by Norman Zeno, has been in rehearsal with a cast which includes Imogene Coca, Gene Barry, Jane Harvey, Shelia Bond, Kenneth Spalding and hooper Dan Daley.

Symphonic Spur

Video also is opening up new acceptances for specialized and symphonic grades of music. Initial music presentations, soon after the temporary tootler contract was inked with Petrillo, included live airings of the NBC Symphony and New York Philharmonic Symphony orks. Reportedly, WCBS-TV will carry the regular Sunday afternoon concerts of the New York Philharmonic when they resume in the fall. WNBT is believed likely (See MUSIC IN VIDEO on page 30)



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

SPECIAL RELEASE!

HAIR OF GOLD (EYES OF BLUE)

RENDEZVOUS WITH A ROSE

BOB EBERLY with THE SUNSHINE SERENADERS
Decca 24491

BEST SELLERS

- 1 MAYBE YOU'LL BE THERE *GORDON JENKINS*
Dark Eyes Decca 24403
- 2 IT'S MAGIC *DICK HAYMES*
It's You Or No One Decca 23826
- 3 UNDERNEATH THE ARCHES *ANDREWS SISTERS*
YOU CALL EVERYBODY DARLING Decca 24490
- 4 DON'T BURN THE CANDLE AT BOTH ENDS *LOUIS JORDAN*
WE CAN'T AGREE Decca 24483
- 5 MY HAPPINESS *ELLA FITZGERALD*
TEA LEAVES Decca 24446
- 6 RUN JOE *LOUIS JORDAN*
All For The Love Of Lil Decca 24448
- 7 LITTLE WHITE LIES *DICK HAYMES*
I'll Never Smile Again Decca 24480
- 8 BLUE TAIL FLY *ANDREWS SISTERS and BURL IVES*
I'm Goin' Down The Road Decca 24463
- 9 DON'T BURN THE CANDLE AT BOTH ENDS *LOUIS JORDAN*
WE CAN'T AGREE Decca 24483
- 10 I'D LOVE TO LIVE IN LOVELAND (With a Girl Like You) *BING CROSBY*
Love Thy Neighbor Decca 24471

COUNTRY SERIES

- COOL WATER *SONS OF THE PIONEERS*
TUMBLING TUMBLEWEEDS Decca 46027
- THAT WILD AND WICKED LOOK IN YOUR EYE *ERNEST TUBB*
FOREVER IS ENDING TODAY Decca 46134
- SEAMAN'S BLUES *ERNEST TUBB*
WAITING FOR A TRAIN Decca 46119
- DEAR OKIE *TEXAS JIM LEWIS*
YOU CALL EVERYBODY DARLING Decca 46138
- BLUES IN MY HEART *RED FOLEY*
TENNESSEE SATURDAY NIGHT Decca 46136

SEPIA SERIES

- WALKIN' WITH MY SHADOW *FOUR KNIGHTS*
FUNNY HOW YOU GET ALONG WITHOUT ME Decca 48014
- BEAMS OF HEAVEN *SISTER ROSETTA THARPE and MARIE KNIGHT*
PRECIOUS MEMORIES Decca 48070
- WHAT COULD I DO *MARIE KNIGHT and SAM PRICE TRIO*
I MUST SEE JESUS Decca 48072
- TEACH ME TO BE RIGHT *SISTER ROSETTA THARPE*
LAY DOWN YOUR SOUL and SAM PRICE TRIO, Decca 48083
- DIDN'T IT RAIN *SISTER ROSETTA THARPE and MARIE KNIGHT*
STRETCH OUT Decca 48054

All Records Listed \$1.75 Each, Exclusive of Taxes

QUEEN OF THE COIN CATCHERS!



DINAH SHORE SINGS

"THIS IS THE MOMENT"

(from "That Lady In Ermine")

Orchestra under the direction of Harry Zimmerman

COLUMBIA 38260

2 SMASH PLATTERS OF "UNDERNEATH THE ARCHES"

CONNIE BOSWELL

GROWING BIGGER DAILY

"UNDERNEATH THE ARCHES"
COLUMBIA 39298

THE SERENADERS

A JUKE BOX CLICK

"UNDERNEATH THE ARCHES"
COLUMBIA 38274

TWIN HITS!

FROM M-G-M's "A DATE WITH JUDY"

RAY NOBLE'S

"IT'S A MOST UNUSUAL DAY"

Vocal Chorus by Anita Gordon

"JUDALINE"

Vocal Chorus by Al Hendrickson

COLUMBIA 38206

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The Billboard MUSIC POPULARITY CHARTS

PART I

The Nation's Top Tunes

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

Week Ending August 26

HONOR ROLL OF HITS

(Trade Mark Reg.)

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

This Week

Last Week

1. MY HAPPINESS

By Betty Peterson and Borney Bergentine

Published by Blasco (ASCAP)

Records available: E. Deauville-Novelle Harmonica Trio, Bullet 1032; the Martin Sisters, Columbia 38127; the Pied Pipers, Capitol 15094; P. Sheridan, Fada 1004V; J. & S. Steele, Damon D-1133; E. Fitzgerald, Decca 34446; A. Dale, Signature 15204; J. Laurenz, Mercury 5144; The McKay Trio, Continental C-1241; A. and J. Nelson, Bandwagon 804; Anne Vincent, Dana 20-17; Dorothy Morrow Ensemble, Victor 20-2965; Tyler Duo and Ork, Varsity 101; Bill Case with His Melody Boys, Royal-Tone 1001.

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

2. YOU CALL EVERYBODY DARLIN'

By Sam Martin, Ben Trace and Clem Watts

Published by Mayfair (ASCAP)

Records available: B. Hayes, De Luxe 1178; A. Trace, Starling 3023; A. Trace, Regent 117; A. Vincent, Mercury 5155; Tennessee (Bill) King, Apollo 101; Jack Smith-The Clark Sisters, Capitol 15155; J. Wayne, Columbia 30206; Frank and the Boys Ork, Varsity 103; Art Lund-Crew Chiefs & the Harmonica Gentlemen, MGM 10258; Jack Lathrop and the Drugstore Cowboys, Victor 20-2189; Andrews Sisters, Decca 24490; Texas Jim Lewis & His Lone Star Cowboys, Decca 46138.

Electrical transcription libraries: Al Trace, Lang-Worth.

3. IT'S MAGIC

By Sammy Cahn and Jule Styne

Published by Witmark (ASCAP)

From Warner Bros. "Romance on the High Seas." Records available: Vic Damone, Mercury 5138; Doris Day, Columbia 36188; Dick Haymes, Decca 23626; Buddy Kaye Quartet, MGM 10187; Gordon MacRae, Capitol 15072; Tony Martin, Victor 20-2863; Sarah Vaughan, Musicraft 557; Johnny Frank with Ork, Varsity 110.

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

4. A TREE IN THE MEADOW

By Billy Reid

Published by Shapiro-Bernstein (ASCAP)

Records available: S. Browne, London 123; P. Kennedy Ork, MGM 10211; J. Laurenz, Mercury 5148; Monica Lewis-Ames Brothers, Decca 24411; J. Loss Ork, Victor 20-2965; Margaret Whiting, Capitol 15122; B. Johnson, Columbia 36279; B. Lester, Rainbow 70015; Varsity 108.

Electrical transcription libraries: Cyril Stapleton Ork, London.

5. YOU CAN'T BE TRUE, DEAR

Based on a composition by Hans Otten and Gerhard Ebeler

Published by Biltmore (ASCAP)

Records available: Ken Griffin, Broadcast G-4008; Ken Griffin, Rondo R-129; Ziggy Lane, De Luxe 1171; V. Lynn, London 202; Jerry Wayne-Ken Griffin, Rondo R-228; F. Wilson, Grand G-25004; R. Deauville-Novelle Harmonica Trio, Bullet 1032; Colonial Ork, Standard T-136; N. Emmett, Apollo 1121; The Sportsmen, Capitol 15077; Dick Haymes-The Song Spinners, Decca 24438; The Martin Sisters, Columbia 36211; R. Brooks, Musicraft 569; D. James, Victor 20-2944; L. Stewart, Bandwagon 501; W. Glahe, Victor 25-1117.

Electrical transcription libraries: Jack White Ork, London.

6. LOVE SOMEBODY

By Kramer and Whitney

Published by Kramer-Whitney (ASCAP)

Records available: Doris Day-Buddy Clark, Columbia 36174; Barbara and Frank with Ork, Varsity 102.

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

7. WOODY WOODPECKER

By Tibbles and Idriss

Published by Leeds (ASCAP)

Records available: Kay Kyster, Columbia 36197; the Honey Dreamers, Mercury 5154; M. Blanz-The Sportsmen, Capitol 15145; Gene Carroll, Animal 178; Danny Kay-Andrews Sisters, Decca 24462; G. Carroll's Originals, Animal 179; Phillip Green and Ork, MGM 10247; Varsity Ork-Barbara, Varsity 101; Dorothy Howe, Bandwagon 508.

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

8. TWELFTH STREET RAG

By Al Bowman and James S. Sumner

Published by Shapiro-Bernstein (ASCAP)

Records available: M. Herth Trio, Decca 24450; Pee Wee Hunt Ork, Capitol 15105; N. Simons, Rego 1018; Jack Pina & Ork, MGM 10251; Eddie (Glo) Miller, Rainbow 70633; Sidney Bechet, Victor 20-3120; Varsity 106.

Electrical transcription libraries: Airlane Trio, Lang-Worth; Frankie Carlo, Lang-Worth; the Four Polka Dots, Lang-Worth; Charles Macnaris, Associated; Manhattan Nighthawks, NBC Thesaurus; Music Hall Varieties Ork, NBC Thesaurus.

9. MAYBE YOU'LL BE THERE

By Sammy Gallop and Rube Bloom

Published by Triangle (ASCAP)

Records available: J. Pina Ork, Mercury 5160; G. Jenkins Ork, Decca 24403; Varsity Ork-Frank and Chorus, Varsity 102; Jack Carroll-David Rhodes Ork, National 9032; Betty Rhodes, Victor 20-2169.

Electrical transcription libraries: Louise Carlysle, NBC Thesaurus; Minday Carson-Hank D'Amico, Associated; Ziggy Elman, Lang-Worth.

10. LITTLE WHITE LIES

By Walter Donaldson

Published by Bregman-Vocco-Corn (ASCAP)

Records available: Dick Haymes-Gordon Jenkins Ork, Decca 24280; Dinah Shore, Columbia 38114; Mel Torme, Musicraft 858; M. Davis, Jewel ON-2002; B. Gibson, Mercury 8085; Tommy Dorsey, Victor 25521; Dick Haymes, Decca 24480.

Electrical transcription libraries: Les Brown, World; Hugh Wandell, Lang-Worth; Manhattan Nighthawks, NBC Thesaurus; Ike Carpenter, Standard.

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RCA VICTOR STARS

On The Billboard

HONOR ROLL OF HITS

- 1 MY HAPPINESS
DOROTHY MORROW ENSEMBLE
RCA Victor 20-2968
- 2 YOU CALL EVERYBODY DARLIN'
JACK LATHROP AND THE DRUGSTORE COWBOYS
RCA Victor 20-3109
- 3 IT'S MAGIC
TONY MARTIN
RCA Victor 20-2862
- 4 A TREE IN THE MEADOW
J. LOSS ORCHESTRA
RCA Victor 20-2965
- 5 YOU CAN'T BE TRUE, DEAR
DICK JAMES
W. CLAHE ORCHESTRA
RCA Victor 20-2944
RCA Victor 25-1117
- 6 TWELFTH STREET RAG
SIDNEY BECHET AND HIS NEW ORLEANS FEETWARMERS
RCA Victor 20-3120
- 7 MAYBE YOU'LL BE THERE
BETTY RHODES
RCA Victor 20-2189
- 8 LITTLE WHITE LIES
TOMMY DORSEY
RCA Victor 27521

This week's RCA VICTOR release!

POPULAR

- Bella Bella Marie Whistling In The Dark LARRY GREEN RCA Victor 20-3072
- Mutton Leg Symphony in Sid ILLINOIS JACQUET RCA Victor 20-3060
- I Kiss Your Hand Madame I'm Getting Sentimental Over You SPIKE JONES RCA Victor 20-2949
- Sam, You Made the Pants Too Long* Why Did I Teach My Girl To Drive VAUGHN MONROE RCA Victor 20-3071

FOLK

- There's Two Sides to Ev'ry Story Everyone Has Someone But Me DAVE DENNEY RCA Victor 20-3044
- Betsy Hasta La Vista ROY ROGERS RCA Victor 20-3059
- Mississippi Waltz Sweetheart Polka THE SKYTOPPERS RCA Victor 20-3056

BLUES

- Why Did She Leave Me Mr. Highway Man LITTLE EDDIE BOYD RCA Victor 20-3058

INTERNATIONAL NOVELTIES

-LATIN AMERICAN-

- Rumbita—Rumba Murmullo—Bolero ALBERTO SOCARRAS, his Magic Flute, his Orchestra RCA Victor 26-9040

NEW AL GOODMAN ALBUM

- "AMERICA'S FAVORITE WALTZES" Album CO-44
With vocals by The Mullen Sisters, Audrey Marsh, Jimmy Carroll, and The Guild Choristers
- Missouri Waltz and Let Me Call You Sweetheart RCA Victor 28-0428
- Three O'Clock in the Morning and Beautiful Ohio RCA Victor 28-0429
- That Naughty Waltz and On Miami Shore RCA Victor 28-0430

Riding High... Climbing Fast

- Until TOMMY DORSEY RCA Victor 20-3061
- Friendly Mountains SAMMY KAYE RCA Victor 20-2922
- Better Luck Next Time PERRY COMO RCA Victor 20-2888
- Rub A Dub SONNY BOY WILLIAMSON RCA Victor 20-3047
- He Taught Me How to Yodel ROSALIE ALLEN RCA Victor 20-3022

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List Price 75c plus tax

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Vocal Duet with Sam Browne, The Keynotes and Orchestral Accompaniment

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List price 75c plus tax

"WHERE FLAMINGOS FLY"

"THE NIGHT HAS A THOUSAND EYES"
Vocal with music by Camarata

NO. 210
List price 75c plus tax



The London Gramophone Corp., 14 W. 22 St., New York 10

The Billboard MUSIC POPULARITY CHART PART II Sheet Music

Week Ending August 20

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	Last Week	This Week	Title	Composer
17	1	1	MY HAPPINESS (R)	Shapiro-Bernstein
7	2	2	A TREE IN THE MEADOW (R)	Shapiro-Bernstein
11	4	3	IT'S MAGIC (F) (R)	Witmark
20	3	4	YOU CAN'T BE TRUE, DEAR (R)	Biltmore
8	5	5	YOU CALL EVERYBODY DARLIN' (R)	May
7	6	6	LOVE SOMEBODY (R)	Kramer-White
10	10	7	MAYBE YOU'LL BE THERE (R)	Triana
13	7	8	WOODY WOODPECKER (R)	Leeds
2	14	9	CONFESS (R)	Santley
8	9	10	PUT 'EM IN A BOX, TIE 'EM WITH A RIBBON (R)	Romp
4	12	11	BLUEBIRD OF HAPPINESS (R)	T. B. Har
5	11	12	IT ONLY HAPPENS WHEN I DANCE WITH YOU (F) (R)	E.
18	8	12	LITTLE WHITE LIES (R)	Bregman-Vocco
1	—	13	UNDERNEATH THE ARCHES (R)	Roh
1	—	14	HAIR OF GOLD (R)	Ho
2	15	15	RAMBLING ROSE (R)	L

ENGLAND'S TOP TWENTY

Weeks to date	Last Week	This Week	Title	Composer
17	1	1	GALWAY BAY	Box and Cox... Leeds
11	2	2	BALLERINA	Peter Maurice... Jefferson
4	3	3	WOODY WOODPECKER	Leeds... Leeds
12	4	4	HEARTBREAKER	Leeds... Leeds
15	5	5	TIME MAY CHANGE	Campbell-Connelly... Shapiro-Bernstein
2	9	6	YOU CAN'T BE TRUE	Chappell... Biltmore
9	6	7	I'M LOOKING OVER A FOUR LEAF CLOVER	Francis Day... Remick
15	8	8	DREAM OF OLWEN	Lawrence Wright... Mills
23	7	9	GOLDEN EARRINGS	Victoria... Paramount
5	11	10	I'D GIVE A MILLION TOMORROWS (For Just One Yesterday)	Campbell-Connelly... Oxford Mus Corp.
32	15	11	NEAR YOU	Bradbury Wood... Supreme
8	12	12	TOOLIE OOLIE DOOLIE (The Yodel Polka)	Southern... Charles K. Harris
12	13	13	AFTER ALL	Cinephonic... *
5	14	14	THERE OUGHT TO BE A SOCIETY	Kassner... Dreyer
11	10	15	NATURE BOY	Edwin Morris... Burke-Van Heusen
3	16	16	RAMBLING ROSE	Irwin Dash... Laurel Mus Co.
28	17	17	SERENADE OF THE BELLS	Edwin Morris... Melrose
34	18	18	A TREE IN THE MEADOW	Campbell-Connelly... Shapiro-Bernstein
13	19	19	LARGO, LARGO, LILLI BOLERO	Irwin Dash... Shapiro-Bernstein
28	20	20	CIVILIZATION	Edwin Morris... E. H. Morr

*Publisher not available as The Billboard goes to press.

CANADA'S TOP TUNES

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

Weeks to date	Last Week	This Week	Title
11	1	1	MY HAPPINESS
15	2	2	YOU CAN'T BE TRUE, DEAR
6	4	3	A TREE IN THE MEADOW
9	3	4	WOODY WOODPECKER
16	5	5	NOW IS THE HOUR
4	8	6	YOU CALL EVERYBODY DARLIN'
13	9	7	LITTLE WHITE LIES
5	6	8	LOVE SOMEBODY
8	10	9	IT'S MAGIC
19	7	10	TOOLIE OOLIE DOOLIE (THE YODEL POLKA)
2	—	11	IT ONLY HAPPENS WHEN I DANCE WITH YOU
16	11	12	YOU WERE MEANT FOR ME
1	—	13	TEA LEAVES
6	—	13	PUT 'EM IN A BOX, TIE 'EM WITH A RIBBON
4	15	14	BLUE SHADOWS ON THE TRAIL
2	—	15	WORRY, WORRY, WORRY

The Billboard

MUSIC POPULARITY CHARTS

PART III

Radio Popularity

Week Ending August 20



RECORDS MOST PLAYED BY DISK JOCKEYS

Records listed here in numerical order are those played over the greatest number of record shows. List is based on replies from weekly survey among 1,200 disk jockeys around 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	Last Week	This Week	Title	Artist	Lic. By
1	1	1	LOVE SOMEBODY	Doris Day-Buddy Clark	Columbia 38174-ASCAP
2	10	2	TWELFTH STREET RAG	Pee Wee King	Capitol 15105-ASCAP
3	8	3	A TREE IN THE MEADOW	Margaret Whiting	Capitol 15122-ASCAP
4	6	4	MY HAPPINESS	J. & S. Steele	Damon D-11133-ASCAP
5	3	5	YOU CALL EVERYBODY DARLIN'	Al Trace	Regent 117-ASCAP
6	4	6	MY HAPPINESS	Pied Pipers	Capitol 15094-ASCAP
7	8	7	YOU CALL EVERYBODY DARLIN'	A. Vincent	Mercury 5155-ASCAP
8	7	8	IT'S MAGIC	Doris Day	Columbia 38188-ASCAP
9	2	9	WOODY WOODPECKER	Mel Blanc-The Sportsmen	Capitol 15145-ASCAP
10	11	10	MY HAPPINESS	Ella Fitzgerald	Decca 24446-ASCAP
11	9	11	WOODY WOODPECKER	Kay Kyser	Columbia 38197-ASCAP
12	14	12	MAYBE YOU'LL BE THERE	Gordon MacRae	Decca 24403-ASCAP
13	13	13	IT'S MAGIC	Gordon MacRae	Capitol 15072-ASCAP
14	15	14	YOU CAN'T BE TRUE, DEAR	Ken Griffin	Rondo R-128-ASCAP
15	16	15	IT'S MAGIC	Sarah Vaughan	Musicraft 557-ASCAP

(Continued on page 37)

SONGS WITH GREATEST RADIO AUDIENCES

(Beginning Friday, August 13, 8 a.m., and ending Friday, August 20, 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 Average Index. The index is projected upon radio logs made available to Peatman's by the Accurate Reporting Service in New York, Radio Checking Service in Chicago, and 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 80 per cent) airtel. (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	Publisher	Lic. By
Fella With An Umbrella (F) (R)	Felat-ASCAP
Tree in the Meadow (R)	Shapiro-Bernstein-ASCAP
The Bird of Happiness (R)	T. B. Harms-ASCAP
Shadows on the Trail (F) (R)	Santley-Joy-ASCAP
Heaven's Sake (R)	Oxford-ASCAP
Into Le Gusta (R)	Peer-BMI
Everybody Loves Somebody (R)	Famous-ASCAP
Try Day I Love You (R)	Sinatra Songs-ASCAP
Heaven's Sake (R)	Harms, Inc.-ASCAP
It's a Wonderful Life (R)	Duchess-BMI
It's a Wonderful Life (R)	Robert-ASCAP
Love to Live in Loveland (With a Girl Like You) (R)	Williamson-ASCAP
Only Happens When I Dance With You (F) (R)	Bregman - Vocco - Conn-ASCAP
A Most Unusual Day (R)	Berlin-ASCAP
It's Magic (F) (R)	Robbins-ASCAP
It's Magic (F) (R)	Witmark-ASCAP

(Continued on page 29)

Songs With the Most Vocal and Instrumental Plugs in Key Areas

Tunes listed received the greatest number of key radio plugs according to information supplied by the Richard Himber (RH) rating system. Numerical point totals are computed as follows: 1 point per sustaining instrumental; 2 points per sustaining vocal; 3 points for commercial instrumental; 4 points per commercial vocal. Tunes, commercial vocal carried in New York, Chicago and California could receive 12 points, etc.

Week of August 13-19

Song	Publisher	Heard in N.Y.				Heard in Chi.				Heard in Calif.				Tot. Pts.
		SI	SV	CI	CV	SI	SV	CI	CV	SI	SV	CI	CV	
From Texas	Shapiro	0	7	0	2	2	10	0	2	1	8	0	1	73
Unusual Day	Robbins	5	15	1	7	8	10	4	7	10	13	0	6	184
In the Meadow	Shapiro	3	16	2	10	3	16	6	10	12	10	2	10	252
It's Magic	T. B. Harms	4	7	1	5	6	10	2	6	5	7	1	4	135
Shadows on the Trail (Body Time)	Santley	1	8	0	3	0	2	1	3	0	10	0	3	85
It's the Samba	Martin	1	3	0	5	1	2	1	4	2	2	0	4	73
Into Le Gusta (With Judy)	Peer	4	11	0	3	4	1	0	3	0	2	0	2	68

(Continued on page 37)

Thanks, Disk Jockeys,
for helping to make-

MGM 10207

A DOUBLE WINNER

Bluebird of Happiness

Vocal by Bud Brees
and The Galli Sisters
Poem Recitation by Art Mooney
backed by

SUNSET TO SUNRISE

(ART MOONEY'S THEME)

The Most Played Theme Song In America

ART MOONEY

and his ORCHESTRA

M-G-M RECORDS

THE GREATEST NAME IN ENTERTAINMENT

HIT RECORD DIST. CO.

Brings You ...

10 TOP RECORDS

HAIR OF GOLD

The Original - METROTONE RECORD #2018

2. You Call Everybody Darling

(THE ORIGINAL) AL TRACE
STERLING #3023

3. My Happiness

(THE ORIGINAL) JON & SONDRÁ STEELE
DAMON #11133

4. You Can't Be True, Dear

(THE ORIGINAL) KEN GRIFFIN, RONDO #128
JERRY WAYNE, RONDO #228

5. Underneath the Arches

FERKO STRING BAND — PALDA #117

6. You, You Live in My Heart

FITZ HERBERT AT THE ORGAN
WALTER SCHEFF VOCAL—SPIRO #9511
INSTRUMENTAL #9501

7. You Darlin'

(THE ORIGINAL) BY LANG THOMPSON,
RONDO #143

8. Cornbelt Symphony

JACK EMMERSON—METROTONE #3014
(Picked by Billboard and Shoots to #8 Place in One Week)

9. If I Had You

KEN GRIFFIN—RONDO #137

10. Dark of Midnight

FITZ HERBERT AT THE ORGAN—SPIRO #9502

HAIR OF GOLD picked as
The Record Of The Month
Sept By the Cincinnati auto-
matic Phonograph Owner Assn

— ORDER TODAY —
Write or Wire for Complete
Catalogue on Race, Pops,
Hillbilly, etc.

— OTHER BEST SELLERS —

- IT'S TOO SOON TO KNOW
"The Orioles" NATURAL #5000
- SEND FOR ME IF YOU NEED ME
The Ravens NATIONAL #9045
- SOPHISTICATED LADY
Billy Eckstine NATIONAL #9049
- BOSTON BOB
Pinky Williams & Orch.
BANDWAGON #511
- TORNADO
By "Poison" Gardner
IMPERIAL #5027

HIT RECORD DIST. CO.
425 PLUM ST. TELE: DUNBAR 6271 CINCINNATI, OHIO

The Billboard

MUSIC POPULARITY CHART

PART IV

Retail Record Sales

Week Ending August 29

BEST-SELLING POPULAR RETAIL RECORDS

Records listed are those selling best in the nation's retail record stores (see 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 record is listed in Italic.

Weeks to date	POSITION		Record	Label
	Last Week	This Week		
10	2	1	TWELFTH STREET RAG... Pee Wee Hunt.....	Capitol 1
10	1	2	<i>Somebody Else, Not Me</i> YOU CALL EVERYBODY DARLIN'.....	Al Trace..... Regent
8	6	3	A TREE IN THE MEADOW... Margaret Whiting....	Capitol
7	3	4	<i>I'm Sorry But I'm Glad</i> IT'S MAGIC.....	Doris Day..... Columbia
13	4	5	<i>Put 'Em in a Box</i> MY HAPPINESS.....	Pied Pipers..... Capitol
16	5	6	<i>Highway to Love</i> MY HAPPINESS.....	J. & S. Steele..... Damon D-1
13	2	7	<i>They All Recorded to Beat the Ban</i> LOVE SOMEBODY.....	Doris Day-Buddy Clark..... Columbia
8	7	8	<i>Confess</i> YOU CAN'T BE TRUE, DEAR.....	Ken Griffin..... Rondo R-3
11	12	9	<i>The Cuckoo Waltz</i> MAYBE YOU'LL BE THERE.....	Gordon Jenkins..... Decca 2
11	11	10	<i>Dark Eyes</i> MY HAPPINESS.....	Ella Fitzgerald..... Decca 2
7	9	11	<i>Tea Leaves</i> WOODY WOODPECKER... The Sportsmen-Mel Blanc....	I'd Love to Live in Love-land..... Capitol 15
13	10	12	WOODY WOODPECKER... Kay Kyser.....	Columbia 36
2	20	13	UNDERNEATH THE ARCHES.....	P. Scala's Banjo and Accordion Side by Side Ork-The Keynotes... London (Andrews Sisters, Decca 24490; B. Green-A. Paul String Band; Rainbow 70077; Al Hummer & His Mummies, Mercury 8173; Andy Russell-The Pied Pipers, Capitol 15183; The Serenaders, Columbia 38274; Varsity 107)
9	17	14	BLUEBIRD OF HAPPINESS.....	Art Mooney..... MGM 10
6	18	15	<i>Sunset to Sunrise</i> IT'S MAGIC.....	Dick Haymes-Gordon Jenkins... Decca 23
5	24	16	<i>Jan Peerce, Victor 11-9007, Victor 10-1454, Victor 18-0174; Varsity 108</i> YOU CALL EVERYBODY DARLIN'.....	A. Vincent..... Mercury 8
4	28	17	<i>Bluebird Polka</i> IT'S MAGIC.....	Tony Martin..... Victor 20-2
14	13	17	<i>It's You or No One</i> WILLIAM TELL OVERTURE.....	Spike Jones..... Victor 20-2
2	19	19	<i>The Man on the Flying Trapeze</i> YOU CALL EVERYBODY DARLIN'.....	J. Smith..... Capitol 18
21	15	20	<i>Cuckoo Waltz</i> LITTLE WHITE LIES.....	Dick Haymes..... Decca 24
8	27	20	<i>The Treasure of Sierra Madre</i> I'll Never Smile Again.....	Perry Como-The Satisfiers... Victor 20-28 (P. Brito, Muscraft 560; B. Eberly-R. Morgan, Decca 24449; J. Frank & Ork, Varsity 105; G. MacRae and The Starlighters, Capitol 15178; T. Pastor, Columbia 38207; G. Paxton Ork, MGM 10192)
21	13	22	<i>I'll Never Smile Again</i> YOU CAN'T BE TRUE, DEAR.....	Ken Griffin-Jerry Wayne..... Rondo R-3
9	16	23	<i>Doodle Doo Doo</i> CONFESS.....	Doris Day-Buddy Clark..... Columbia 380
3	23	24	<i>Love Somebody</i> COOL WATER.....	Vaughn Monroe-Sons of the Pioneers... Victor 20-28 (The Eastman Trio, Trilon 189; Derry Falligan, MGM 10235; N. Lutchter, Capitol 15148; Tex Ritter-Dinning Sisters, Capitol 48026; Sons of the Pioneers, Victor 20-1724, Decca 26037; Varsity 109)
3	30	25	HAIR OF GOLD.....	The Harmonicats... Universal U-1
13	29	26	<i>Harmonical Blues</i> YOU CAN'T BE TRUE, DEAR.....	Dick Haymes-Sung Spinners... Decca 244
2	—	27	<i>Nature Boy</i> YOU CAME A LONG WAY... Ray McKinley.....	Victor 20-29
3	26	28	<i>For Heaven's Sake</i> IT'S MAGIC.....	Gordon MacRae..... Capitol 150
13	25	29	<i>Spring in December</i> YOU CAN'T BE TRUE, DEAR.....	The Sportsman..... Capitol 150
1	—	30	<i>Toolie Oalie Doalie</i> HAIR OF GOLD.....	Gordon MacRae..... Capitol 151



IT'S NEW! IT'S ROLLING!

Andy and the Pipers

CAPITOL RECORD 15183

'UNDERNEATH THE ARCHES'

and

'JUST FOR ME'

ANDY RUSSELL and the PIED PIPERS



Capitol
REG. U.S. PAT. OFF.
HOT HITS

POPULAR

- 'YOU CAN'T BE TRUE, DEAR'
'Toolie Oolie Doolie (The Yodel Polka)'
The Sportsmen Capitol 15077
- 'PUT 'EM IN A BOX, TIE 'EM WITH A RIBBON'
(And Throw 'Em in the Deep Blue Sea)'
'It's the Sentimental Thing to Do'
The King Cole Trio Capitol 15080
- 'CARAMBA! IT'S THE SAMBA'
'Baby, Don't Be Mad At Me'
Peggy Lee Capitol 15090
- 'HOW HIGH THE MOON'
'Interlude'
Stan Kenton Capitol 15117
- 'THIS IS THE MOMENT'
'Ev'ry Day I Love You (Just a Little Bit More)'
Jo Stafford Capitol 15130

SEPIA

- 'TELL ME, DADDY'
'(It Will Have To Do) Until the Real Thing Comes Along'
Julia Lee Capitol 15144
- 'COOL WATER'
'Lake Charles Boogie'
Nellie Lutcher Capitol 15148
- 'FINE BROWN FRAME'
'The Pig Latin Song'
Nellie Lutcher Capitol 15032
- 'KING SIZE PAPA'
'When You're Smiling (The Whole World Smiles With You)'
Julia Lee Capitol 40082

WESTERN

- 'ROCK AND RYE'
'My Heart's As Cold As An Empty Jug'
Tex Ritter Capitol 15110
- 'ONE HAS MY NAME (THE OTHER HAS MY HEART)'
'You're the Sweetest Rose in Texas'
Jimmy Wakely Capitol 15162
- 'DEAR OAKIE'
'A Million Memories'
Jack Rivers Capitol 15169
- 'HE'S A REAL GONE OAKIE'
'So Long to the Red River Valley'
Cliff Stone Capitol 15157

COMING UP FAST

- 'DON'T BE SO MEAN TO BABY'
'Just a Shade on the Blue Side'
Peggy Lee Capitol 15150
- 'WHO? ME?'
'Foolish Tears'
Tex Williams Capitol 15113
- 'CLAIR de LUNE,' Part I
'Clair de Lune,' Part II
Paul Weston Capitol 15153
- 'SPANISH BOOGIE'
'I Wish I Had a Girl'
Alvino Rey Capitol 15167
- 'AT THE FLYING "W"'
'SISSY'
Hal Derwin Capitol 15160

1

'TWELFTH STREET RAG'

PEE WEE HUNT And His Orchestra

'SOMEBODY ELSE, NOT ME'

CAPITOL RECORD 15103

2

'YOU CALL EVERYBODY DARLING'

JACK SMITH With The Clark Sisters

'CUCKOO WALTZ'

CAPITOL RECORD 15136

3

'A TREE IN THE MEADOW'

MARGARET WHITING With Orchestra

'I'M SORRY BUT I'M GLAD'

With Frank DeVol And His Orchestra

CAPITOL RECORD 15122

4

'HAIR OF GOLD, EYES OF BLUE'

From The Columbia Picture "Singin' Spurs"

GORDON MacRAE And The Starlighters

'RAMBLING ROSE'

CAPITOL RECORD 15176

5

'IT'S MAGIC'

From The Warner Bros. Picture "Romance On The High Seas"

GORDON MacRAE With Orchestra Conducted By Carlyle Hall

'SPRING IN DECEMBER'

CAPITOL RECORD 15072

6

'MY HAPPINESS'

THE PIED PIPERS

'HIGHWAY TO LOVE'

With Paul Weston And His Orchestra

CAPITOL RECORD 15024

Capitol RECORDS
REG. U.S. PAT. OFF. HOLLYWOOD

PHONE OR WIRE YOUR ORDER TODAY FOR PROMPT DELIVERY.

Capitol Records, Inc. 1735 Broadway, New York 19, N.Y.

ST. LOUIS
SPINNER
RUSH HUGHES

One of the biggest radio names in the Mid-west is Rush Hughes. He operates out of St. Louis over KXOK but his brilliant chatter is heard via E.T. over many syndicate stations in the West and Southwest.



Signatures

HIT PARADE SHEET
FOR DEALERS AND OPERATORS

THE DARKTOWN STRUTTERS' BALL



CONNIE HAINES and ALAN DALE
LITTLE BOY BLUES
CONNIE HAINES
With RAY BLOCH'S Swing Eight
on Sig 15197

How High The Moon

ANITA O'DAY with Ralph Burns' Orch.
KEY LARGO
ANITA O'DAY with Benny Carter's Orch.
on Sig 15185



Meadowland

Vocal by Choir
LIMEHOUSE BLUES inst.
RAY BLOCH and his Orch.
on Sig 15005



Just Like That

Vocal by The Ensemble
IF I CAN'T HAVE THE ONE I LOVE
Vocal by Francey Lane
JOHNNY LONG and his Orch.
on Sig 15205



My Happiness

TEA LEAVES
ALAN DALE with The Moonlighters
Alan Schackner, Harmonica solo
on Sig 15206



Signature records

Signature Records, 601 W. 26th St., New York

SIGNATURE
RECORDS
WEAR
LONGER
TOO!!



The Billboard

MUSIC POPULARITY CHART

Retail Record Sales

Week Ending
August 29

BEST-SELLING CHILDREN'S RECORDS

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

POSITION	Weeks Last	This Week	Record	Label
11	1	1	LITTLE TOOT (One Record) Don Wilson-The Starlighters	Capitol
11	3	2	BOZO AT THE CIRCUS (Two Records) Billy May with Ork-Vance "Pinto" Colvig	Capitol
11	2	3	BUGS BUNNY (Three Records) Mel Blanc	Capitol
1	-	4	PECOS BILL (Three Records) Roy Rogers-Sons of the Pioneers	Victor
6	4	5	BOZO SINGS (Two Records) Billy May with Ork-Vance "Pinto" Colvig	Capitol
9	7	6	UNCLE REMUS (Three Records) Johnny Mercer and Original Cast	Capitol
2	11	7	KING COLE FOR KIDS ALBUM (Three Records) King Cole Trio	Capitol
2	6	8	JOHNNY APPLESEED (Three Records) Dennis Day	Victor
8	-	9	BOZO AND HIS ROCKET SHIP (Two Records) Billy May with Ork-Vance "Pinto" Colvig	Capitol
8	9	10	NURSERY RHYMES (Two Records) Frank Luther	Decca
6	8	11	RUSTY IN ORCHESTRVILLE (Three Records) Billy May-Alan Livingston-Henry Blair	Capitol
8	13	12	TUBBY THE TUBA (One Record) Danny Kaye	Decca
7	-	12	GENIE, THE MAGIC RECORD (One Record) Peter Lind Hayes	Decca
2	13	14	MELODY TIME (Two Records) Roy Rogers-Sons of the Pioneers-Sammy Kaye-Freddy Martin	Victor
3	-	15	MANNERS CAN BE FUN (One Record) Frank Luther	Decca

BEST-SELLING RECORDS BY CLASSICAL ARTIST

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 dealer survey. Records are listed according to greatest sales.

POSITION	Weeks Last	This Week	Record	Label
148	1	1	Clair de Lune Jose Iturbi	Victor 11-
30	4	2	Bluebird of Happiness Jan Peerce-RCA Victor Ork; S. Levin, director	Victor 11- Victor 18-
116	2	3	Jalousie Boston Pops; Arthur Fiedler, conductor	Victor 10-
145	-	3	Chopin's Polonaise Jose Iturbi	Victor 11-
118	-	5	Warsaw Concerto Boston Pops, Arthur Fiedler, conductor; Lee Litwin, pianist	Victor 11-

BEST-SELLING RECORD ALBUMS BY CLASSICAL ARTIST

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 dealer survey. Albums are listed according to greatest sales.

POSITION	Weeks Last	This Week	Album	Label
3	2	1	Ravel; Bolero (Two Records) Koussevitzky-Boston Symphony Ork	Victor DV
1	-	2	Chopin's Favorites First Piano Quartet	Victor MD-1
17	-	2	Strauss Waltzes (Three Records) Andre Kostelanetz and His Ork	Columbia
1	-	4	Piano Music of Chopin and Liszt (Three Records) Vladimir Horowitz	Victor DM-1
85	1	4	Rachmaninoff Concerto No. 2 in C Minor (Five Records) Arthur Rubinstein, pianist; NBC Ork; Vladimir Golschmann	Victor 10-

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.

POSITION	Weeks Last	This Week	Album	Label
8	1	1	Al Jolson Volume III Album (Four Records) Al Jolson	Decca A-6
7	4	2	Emperor's Waltz (Two Records) Bing Crosby	Decca A-6
15	2	3	Stan Kenton—A Presentation of Progressive Jazz Album (Four Records) Stan Kenton	Capitol CD-
18	3	4	Songs of Our Times (1932) Album (Four Records) Carmen Cavallaro	Decca 19-
15	5	5	Buy Fingers (Four Records) Three Suns	Victor P-2
1	-	6	Andre Previn at the Piano (Four Records) Andre Previn	Victor P-2
1	-	7	Songs of Our Times (1922) Album (Four Records) B. Grant Ork	Decca A-19
1	-	7	Songs of Our Times (1929) Album (Four Records) M. Fingerle-A. Schutt	Decca A-19
3	8	7	Songs of Our Times (1935) Album (Four Records) N. Brandwynne Ork	Decca A-19

The Billboard

MUSIC POPULARITY CHARTS

PART V

Juke Box Record Plays

Week Ending August 20



MOST-PLAYED JUKE BOX RECORDS

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

Weeks to date	Last Week	This Week	Record Title	Artist	Label
11	1	1	YOU CALL EVERYBODY DARLIN'	Al Trace	Regent 117
5	2	2	YOU CAN'T BE TRUE, DEAR	Ken Griffin	Rondo R-128
6	3	3	MY HAPPINESS	J. & S. Steele	Damon D-11133
7	10	4	TWELFTH STREET RAG	Pee Wee Hunt	Capitol 15105
12	5	5	MY HAPPINESS	Pied Pipers	Capitol 15094
5	6	6	A TREE IN THE MEADOW	Margaret Whiting	Capitol 15122
10	9	7	MY HAPPINESS	Ella Fitzgerald	Decca 24446
12	4	8	WOODY WOODPECKER	Kay Kyser	Columbia 38197
5	8	9	IT'S MAGIC	Doris Day	Columbia 38188
9	7	10	LOVE SOMEBODY	Doris Day-Buddy Clark	Columbia 38174
7	11	11	WOODY WOODPECKER	Mel Blanc-The Sportsmen	Capitol 15145
5	16	12	IT'S MAGIC	Dick Haymes-Gordon Jenkins	Decca 23826
20	15	13	YOU CAN'T BE TRUE, DEAR	Ken Griffin-Jerry Wayne	Rondo R-228
16	12	14	LITTLE WHITE LIES	Dick Haymes	Decca 24280
5	13	15	YOU CALL EVERYBODY DARLIN'	A. Vincent	Mercury 5155
10	16	16	BOUQUET OF ROSES	Eddy Arnold and His Tennessee Plowboys	Victor 20-2806
3	19	17	IT'S MAGIC	Gordon MacRae	Capitol 15072
6	—	17	MAYBE YOU'LL BE THERE	Gordon Jenkins	Decca 24403
4	23	19	RAMBLING ROSE	Perry Como-The Satisfiers	Victor 20-2947
2	27	20	HAIR OF GOLD	J. Emerson	Metrotone 2018
6	14	21	COOL WATER	Vaughn Monroe-Sons of the Pioneers	Victor 20-2923
2	23	22	UNDERNEATH THE ARCHES	P. Scala's Banjo and Accordion Ork-The Keynotes	London 235
4	22	23	BLUEBIRD OF HAPPINESS	Art Mooney	MGM 10207
3	—	23	RUN, JOE	Louis Jordan	Decca 24448
4	30	25	YOU WERE ONLY FOOLIN'	Blue Barron	MGM 10185
1	—	26	IT'S MAGIC	Tony Martin	Victor 20-2862
10	19	26	WILLIAM TELL OVERTURE	Spike Jones	Victor 20-2861
2	23	26	YOU CALL EVERYBODY DARLIN'	Jack Smith	Capitol 15156
1	—	29	DARKTOWN STRUTTERS' BALL	Allan Dale-Connie Haines	Signature 15197
1	—	30	CONFESS	Patti Page	Mercury 5129
6	18	30	YOU CALL EVERYBODY DARLIN'	B. Hayes	De Luxe 1178

SONGS WITH GREATEST RADIO AUDIENCES

(Continued from page 25)

Madeline (R)	Robbins-ASCAP
Not for Now (R)	Advanced-ASCAP
Little Girl (R)	Leeds-ASCAP
Little White Lies (R)	Bregman-Vocco-Conn-ASCAP
Love Somebody (R)	Kramer-Whitney-ASCAP
Maybe You'll Be There (R)	Triangle-ASCAP
My Happiness (R)	Blasco-ASCAP
Oh, I Love You (R)	La Salle-ASCAP
Put 'Em in a Box, Tie 'Em With a Ribbon (R)	Remick-ASCAP
Rambling Rose (R)	Laurel-ASCAP
Whippin' Out With My Baby (F) (R)	Berlin-ASCAP
When a Leaf Falls (R)	E. H. Morris-ASCAP
When Are the Things I Love (R)	Campbell-BMI
Woody Woodpecker (R)	Leeds-ASCAP
You Call Everybody Darlin' (R)	Mayfair-ASCAP
You Can't Be True, Dear (R)	Billmore-ASCAP
You Walk By (R)	Cavaller-BMI

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JOHNNY BOND

"BARTENDER'S BLUES"
"I CAN'T HIDE THE TEARS"

Columbia 20467

COLUMBIA'S TUNE TIPSTER

BEST BETS

Andy Reynolds
and The 101 Ranch Boys

SURE FIRE
"Sweeter Than The Flowers"
"One Little Kiss"
Columbia 20474

Gene Autry

WATCH THIS ONE
"Buttons and Bows"
(from "Paloface")
"Can't Shake The Sands Of Texas From My Shoes"
Columbia 20469

Al Dexter

COMING UP FAST
"It's Just Because Of You"
(The Frog Song)
"I Cry When I'm Blue"
Columbia 20461



HEAR THE GREAT ARTISTS AT THEIR BEST ON

COLUMBIA RECORDS

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DOUG ARTHUR

of WIBG, Phila., Pa.

DOES IT AGAIN!

NEAR TO YOU

BY THE BASIN STREET BOYS
EXCLUSIVE #21X

IS A SMASH HIT
HE HAS MADE IT ONE!
RIGHT ON TOP OF HIS MAKING
I SOLD MY HEART TO THE JUNKMAN

ALSO BY THE BASIN STREET BOYS
EXCLUSIVE #39X

THE SMASH HIT THAT IT IS THROUGHOUT THE NATION
THE BASIN STREET BOYS AND EXCLUSIVE RECORDS
SAY: "THANKS, DOUG"



"THANKS"

YES--YES--MANY THANKS TO YOU--

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FOR MAKING

"SAN ANTONIO POLKA"

A SMASH HIT!

EXCLUSIVE RECORDING

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MIDTOWN SALES

378 GENESEE

BUFFALO 4, N. Y.

The Billboard

MUSIC POPULARITY CHARTS

Race Records

Week Ending August 20

PART VI

TRADE SERVICE FEATURE

BEST SELLING RETAIL RACE RECORDS

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

Weeks to date	Last Week	This Week	Record	Artist	Label
7	1	1	I CAN'T GO ON WITH- OUT YOU	Bull Moose Jackson	King 4230
12	2	2	PRETTY MAMA BLUES	Ivory Joe Hunter	4 Star 1254
15	3	3	TOMORROW NIGHT	Lonnie Johnson	King 4201
15	4	4	LONG GONE	Sonny Thompson	Miracle M-126
15	5	5	GOOD ROCKIN' TONIGHT	Wynonie Harris	King 4210
11	6	6	MY HEART BELONGS TO YOU	A. Stidham	Victor 20-2572
10	7	7	RUN, JOE	Louis Jordan	Decca 24448
15	8	8	MESSIN' AROUND	Memphis Slim	Miracle 125
9	9	9	SEND FOR ME IF YOU NEED ME	The Ravens	National 9045
6	13	10	LOLLYPOP MAMA	Wynonie Harris	King 4226
15	14	11	KING SIZE PAPA	Julia Lee and Her Boy Friends	Capitol Americana 40082
14	—	12	ALL MY LOVE BELONGS TO YOU	Bull Moose Jackson	King 4189
2	—	13	YOU DON'T LOVE ME ANYMORE	Camille Howard	Specialty SP-307
1	—	14	TEARDROP BLUES	Joe Liggins-Drops of Joy	Specialty SP-521
3	—	15	TELL ME DADDY	Julia Lee and Her Boy Friends	Capitol 15144

MOST-PLAYED JUKE BOX RACE RECORDS

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

Weeks to date	Last Week	This Week	Record	Artist	Label
6	1	1	I CAN'T GO ON WITHOUT YOU	Bull Moose Jackson	King 4230
9	6	2	MY HEART BELONGS TO YOU	Arbee Stidham	Victor 20-2572
10	4	3	RUN, JOE	Louis Jordan	Decca 24448
12	3	4	PRETTY MAMA BLUES	Ivory Joe Hunter	4 Star 1254
15	5	5	LONG GONE	Sonny Thompson	Miracle M-126
12	7	6	MESSIN' AROUND	Memphis Slim	Miracle 125
26	7	6	TOMORROW NIGHT	Lonnie Johnson	King 4201
4	15	8	MY HAPPINESS	Ella Fitzgerald	Decca 24448
3	15	9	LOLLYPOP MAMA	Wynonie Harris	King 4226
8	9	9	SEND FOR ME IF YOU NEED ME	The Ravens	National 9045
1	—	11	MIDNIGHT BLUES	T-Bone Walker	Black & White 127
1	—	11	JILTED BLUES	Johnny Moore	Exclusive 40X
25	—	11	KING SIZE PAPA	Julia Lee and Her Boy Friends	Capitol Americana 40082
15	2	14	GOOD ROCKIN' TONIGHT	Wynonie Harris	King 4210
1	—	14	LATE FREIGHT	Sonny Thompson	Miracle 125
1	—	14	SWEET AND LOVELY	Joe Liggins	Exclusive 41X

ADVANCE RACE RECORD RELEASES

Barbara Lee The Orioles (It's Too) Natural 5000	It's Too Soon To Know The Orioles (Barbara Lee) Natural 5000
Cabbage Head, Parts I and II "Doc" Jo Jo Adams-Tom Archia's All Stars . . . Aristocrat 803	Lonesome Bedroom Blues, Parts I and II Curtis Jones . . . Columbia 30137
Hey, Tom Archia Tom Archia and His All Stars (Macomba Jump) Aristocrat 604	Macomba Jump Tom Archia and His All Stars (Hey, Tom Archia) Aristocrat 604
I Want To Woogie Some More Yas Yas Girl (I'll Try) Columbia 30138	Margie Brother Bones and His Shadows (Sweet Georgia) Tempo TR 652
I'll Try To Forget Yas Yas Girl (Want To) Columbia 30138	Nightfall Prince Cooper Trio (It's a) Aristocrat 1201
It's a Hit, Baby Prince Cooper Trio (Nightfall) Aristocrat 1201	Sweet Georgia Brown Brother Bones and His Shadows (Margie) TR 652

MUSIC IN VIDEO

(Continued from page 21)

to carry the NBC Symphony airs as a regular video feature.

Jazz music found its way into the tele picture this week when the Daily News station, WPIX, completed a contract with jazz impresario Eddie Condon for a weekly Tuesday evening jam session, showing directly from his Greenwich Village nitery, the Club Condon. Show was sold by the World Video firm. Hot music, until the Condon show was inked, had been confined to jazz tootler and group guest shots on such shows as Ed

Sullivan's WCBA-TV Toast of the Town, which has had Illinois Jacquet's band one Sunday and will shortly have Count Basie for a single appearance.

Altho strictly speculative, the envisioned possibilities for the future use of music in video surely will influence current commercial bargaining between industries. The likelihood that accompanying or background music will play a bigger role in tele than in radio may signal a whole new accent in the music biz, but meanwhile, the major three twisters still sum up as video's limited economy, tootler scales and copyright restrictions.

The **Billboard** MUSIC POPULARITY CHARTS

Folk Record Section

PART VII

Week Ending August 30



MOST PLAYED JUKE BOX FOLK RECORDS

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

Weeks to date	Last Week	This Week	Record	Artist	Label
14	1	1	BOUQUET OF ROSES	Eddy Arnold and His Tennessee Plowboys	Victor 20-2806
24	2	2	ANYTIME	Eddy Arnold and His Tennessee Plowboys	Victor 20-2700
16	3	3	TEXARKANA BABY	Eddy Arnold and His Tennessee Plowboys	Victor 20-2806
31	4	4	HUMPTY DUMPTY HEART	H. Thompson and His Brazos Valley Boys	Capitol Americana 40065
12	6	5	SWEETER THAN THE FLOWERS	Moon Mullican	King 673
18	4	6	TENNESSEE WALTZ	Pee Wee King and His Golden West Cowboys	Victor 20-2680
21	—	7	WHAT A FOOL I WAS	Eddy Arnold and His Tennessee Plowboys	Victor 20-2700
13	—	8	TENNESSEE WALTZ	Cowboy Copas	King 696
1	—	9	JUST A LITTLE LOVIN'	Eddy Arnold and His Tennessee Plowboys	Victor 20-3013
12	9	10	SEAMAN BLUES	Ernest Tubb	Decca 46119
1	—	11	MOLLY, DARLING	Eddy Arnold	Victor 20-2489
5	11	12	WHO? ME?	Tex Williams Western Caravan	Capitol 15113
1	—	13	I LOVE YOU SO MUCH IT HURTS	Floyd Tillman	Columbia 20430
1	—	14	CRAZY BOOGIE	Merle Travis	Capitol 15143
2	—	14	LIFE GETS TEE-JUS, DON'T IT?	C. Robison	MGM 10224
1	—	14	WHEN MY BLUE MOON TURNS TO GOLD	C. Stone Ork	Capitol 15108

ADVANCE FOLK RECORD RELEASES

- A Sinner's Death**
Roy Acuff and His Smoky Mountain Boys (The Midnight) Columbia 20475
- Dreams of Yesterday**
Rusty Wellington's Radio Roundup (Ridin' High) Down Home W-103
- Green Light**
Hank Thompson and His Brazos Valley Boys (You Remembered) Capitol 15187
- I Saw You in My Dream, Darlin'**
Rusty Wellington's Radio Roundup (When We) Down Home W-104
- I'm a Beggin', Dear**
Hank Green and His Riders of the Rainbow Trail (Won'tcha, Darlin') Down Home G-200
- I'm A-Brandin' My Darlin' With My Heart**
Rusty Wellington's Radio Roundup (Sioux City) Down Home W-100
- Just a Little More Loving**
Bill Case and His Melody Boys (My Happiness) Royal-Tone 1001
- Maiden's Prayer**
B. Willis and His Texas Playboys (Never No) Columbia 20473
- My Happiness**
Bill Case With His Melody Boys (Just a) Royal-Tone 1001
- My Sweetheart of Kentucky**
Don Testers (Now You) Numelody 100
- Never No More Hard Times Blues**
B. Willis and His Texas Playboys (Maiden's Prayer) Columbia 20473
- Now You Say We're Through**
Don Testers (My Sweetheart) Numelody 100
- One Little Kiss**
Andy Reynolds and the 101 Ranch Boys (Sweeter Than) Columbia 20474
- Pinebluff Arkansas**
Bukka White (Shake 'Em) Columbia 30139
- Ridin' High**
Rusty Wellington's Radio Roundup (Dreams of) Down Home W-103
- Tex Ritter and the Dining Sisters Album (4-10")**
Capitol AD-96
Cattle Call . . . Capitol 48027
Cool Water . . . Capitol 48026
Down in the Diving Bell . . . Capitol 48028
Down in the Valley . . . Capitol 48029
The Prisoner's Song . . . Capitol 48027
Trouble in Mind . . . Capitol 48026
When the White Azaleas Start Blooming . . . Capitol 48028
You Are My Sunshine . . . Capitol 48029
- Shake 'Em on Down**
Bukka White (Pinebluff Arkansas) Columbia 30139
- Sioux City Sue**
Rusty Wellington's Radio Roundup (I'm A-Brandin') Down Home W-100
- Sweeter Than the Flowers**
Andy Reynolds and the 101 Ranch Boys (One Little) Columbia 20474
- The Midnight Train**
Roy Acuff and His Smoky Mountain Boys (A Sinner's) Columbia 20475
- When We Spin the Pan at the Party**
Rusty Wellington's Radio Roundup (I Saw) Down Home W-104
- Won'tcha, Darlin'**
Hank Greene and His Riders of the Rainbow Trail (I'm a) Down Home G-200
- You Remembered Me**
Hank Thompson and His Brazos Valley Boys (Green Light) Capitol 15187

81st Congress Not To Monkey With T-H Law

(Continued from page 3)

Industry and labor work out a solution thru negotiation rather than make swift legislative changes.

Taft Stands Pat

With Sen. Robert A. Taft (R., O.) known to have given an unofficial blessing to the Institute for Music plan as workable under the T-H law, the senator was described by his aides this week as unchanged in his desire

to avoid drastic changes in the law which he coauthored with Rep. Fred A. Hartley Jr. (R., N. J.), chairman of the House Education and Labor Committee. Taft is chief GOP policy maker on Capitol Hill. Hartley is not returning to Congress next year.

It is generally agreed that Congress at the opening of the next session might be in a mood to seek a legislative remedy for the disk situation if the issue is not settled before that time. But, even so, the wheels of Congress are considered likely to grind slowly. Sole possibility for accelerated action next session would come from a stiffly-worded recommendation from a congressional labor fact-finding group, but currently the attitude of this group is one of watchful waiting.

There will be imitations but smart merchandising demands the ORIGINAL **BABE RUTH**

'Safe at Home'

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TEX FLETCHER

backed by

"Let's Be Sweethearts Again"



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| Klayman Dist. Co. Cincinnati, Ohio | Slater Dist. Co. Wheeling, W. Va. | | |
| F & M Dist. Co. Cleveland, Ohio | David Rosen Philadelphia, Pa. | | |

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"You Call Everybody Darling"
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*"I'd Love To Live
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Owen Bradley and His Orchestra

Backed by—

*"Baby, Don't Be Mean,
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Vocal by—

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The Billboard
MUSIC POPULARITY CHART

PART
VII

Folk Record Section

Week Ending
August 29

BEST SELLING RETAIL FOLK RECORDS

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

Weeks to date	POSITION		Record	Artist	Label
	Last Week	This Week			
16	1	1	BOUQUET OF ROSES	Eddy Arnold and His Tennessee Plowboys	Victor 20-28
8	2	2	ANYTIME	Eddy Arnold and His Tennessee Plowboys	Victor 20-27
2	13	3	LIFE GETS TEE-JUS, DON'T IT?	C. Robison	MGM 103
16	3	4	HUMPTY DUMPTY HEART	Hank Thompson and His Brazos Valley Boys	Capitol Americana 400
1	—	5	JUST A LITTLE LOVIN'	Eddy Arnold and His Tennessee Plowboys	Victor 20-30
16	9	6	SWEETER THAN THE FLOWERS	Moon Mullican	King C
3	13	7	FOREVER IS ENDING TODAY	Ernest Tubb	Decca 461
16	3	8	TENNESSEE WALTZ	Pee Wee King and His Golden West Cowboys	Victor 20-26
1	—	9	MY DADDY IS ONLY A PICTURE	Eddy Arnold and His Tennessee Plowboys	Victor 20-30
16	5	10	TEXARKANA BABY	Eddy Arnold and His Tennessee Plowboys	Victor 20-28
6	—	10	WHO? ME?	Tex Williams Western Caravan	Capitol 15
10	6	12	BLUE SHADOWS ON THE TRAIL	Roy Rogers-Sons of the Pioneer	Victor 20-21
7	10	12	ROCK AND RYE RAG	T. Ritter	Capitol 15
11	—	14	I'LL HOLD YOU IN MY HEART	Eddy Arnold and His Tennessee Plowboys	Victor 20-23
6	12	15	DECK OF CARDS	Tex Ritter	Capitol Americana 401

FOLK-TALENT AND TUNES

By Johnny Sippel

Eddy Arnold and Whitey Ford, The Duke of Paducah, this week resigned from WSM, Nashville, to head the cast of a Columbia Broadcasting System (CBS) network show, starting September 18. (See details on page 10.)

Fred Edwards, KRLD, Dallas, d.j., reports that he soon will open his own folk music record shop in that city. The Roundup Club, Dallas, has been using name folk talent such as Al Dexter, Hank Thompson and Texas Jim Lewis to good results. . . . Ed Dodel, Victor folk music sales manager, will marry Anna Mae McDonald, Philadelphia September 18. . . . Tex Grooms, of the Smile Time Trio, KFEQ, St. Joe, Mo., has placed 10 songs with Country Music Chicago. . . . Julian Aberbach, of Hill & Range Songs, Hollywood, advises that Bud Hobbs, MGM recording artist, once with Duke Martin, has organized his own group and is touring Northern California.

Moore and the Sandy Valley Gang are heard on WSVA, Harrisonburg, Va., doing their shows from Moore's home, Hillbilly Mansion, one mile south of Harrisonburg. Lee and gang are heard four times daily, for a total of two hours. Personnel is Juanita Moore, Joe Parish, Zag Pennel and the leader. . . . Smiley Burnette shattered all attendance records at Hillbilly Park, Eddie Roton's Newark, O., spot August 1. He left for the Coast for several weeks and returned August 19 for a series of one-nighters being set up by Earl Kurtz, of the WLS Talent Bureau. Earl's son, Dick, has joined the Chi radio station talent bureau.

Big Slim, Lone Cowboy, and His Radio Horse Troupe close their outdoor season August 29, going into a four-month theater tour in New England, starting in Boston September 6. The Dixie recording artist will feature Smilie and Sue. Slim recently married Bebe Benard, trick and stunt rider, who had been working Trigger Gold Slim's Palmino, at Gene Johnson's Golden Oaks Park, before an audience of 5,800. . . . Toby Stroud has returned to WWVA, Wheeling, W. Va., along with Reed Dunn. . . . Kasoag Lakes Park, between Pulaski and Williamstown, N. Y., is in its first year of folk music park operation. Run by Bob Mason, of the Western Swingbillies, WAGE, Syracuse, N. Y., and Lloyd Cornell and Mr. and Mrs. Harvey Cornell, park has an 8,000-seat capacity. Park has a pony circle and concessions thus far and Sunday show sked includes "T" Tex Tyler, Pie Plant Pete, Bashful Harmonica Joe, Elton Britt and Texas Jim Robertson.

Connie B. Cay, Washington folk music promoter, got his first video break several weeks ago when the East Coast NBC television web picked up a Radio Ranch show featuring Dick (Sioux City Sue) Thomas and Cecil Campbell and the Tennessee Ramblers. . . . Robert Ross, Nashville, formerly with Tom Parker, Eddy Arnold's p.m., has joined Victor as assistant to Steve Sholes, folk music cutting chief. . . . Chuck Roe, currently at the Village Barn, New York, writes that the rustic show there is being picked up Monday nights on NBC television. Texas Ruby and Curley Fox, King artists, were featured on the first show along with the Dixie Banjo Boys. . . . Hank Snow, Victor's Singing Ranger, is headed toward Vancouver, B. C., for a two-week tour.

Lee Gillette will head an expansion program in folk music by Capitol Records, now that Ken Nelson, ex-WJJD folk music director, is heading up Capitol's e.t. department. It's understood that Capitol is seeking additional strength, especially in the folk music field. . . . Shorty Warren and His Western Rangers have completed their first movie short for 20th Century-Fox. . . . Tommy Trent and His Dixie Fun Barn Gang are airing over WAGA, Atlanta. Personnel includes Little Dixie Lee, bass and vocals; Nat Richardson, steel guitar and vocals; Tex Anderson, vocals and fiddle; and Barton Henry, mandolin and comedy. They're doing two shots daily.

The Billboard MUSIC POPULARITY CHARTS

Record Reviews

PART VIII

Week Ending August 20



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

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

The Categories
 Point listings are maximums. Song lyrics, 15; interpretation, 15; arrangement, 15; "name" value, 15; record quality (surface, etc.), 5; music publisher's air performance potential, 10; exploitation (record adv'tg-promotion, film, legit and other "plug" aids), 10; manufacturer's distribution power, 10; manufacturer's production efficiency, 5.

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

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


POPULAR				
JERRY SELLERS- E. LIGHT ORK (MGM 10254)				
<i>Heart and Soul</i> "Okay warbling of the Carmichael-Loesser ballad.	66	66	65	68
<i>Let Me Love You As Long As I Want To</i> "Old-fashioned ballad here gets better performance than flip.	64	64	65	66
SY OLIVER & HIS ORK (MGM 10255)				
<i>If You Believed in Me</i> Strong Henry Wells vocal in this delicately scored and prettily orked slow ballad.	81	81	80	83
<i>Scotty</i> Shades of Basie here on an instrumental romper, with fine band intonation and well-spotted scream brass blowing.	76	76	74	78
DERRY FALLIGANT (MGM 10256)				
<i>Auf Wiedersehen, My Dear</i> West Coast youngster warbles the waltz standard with nice feeling.	70	70	70	70
<i>Cool Water</i> Derry shows versatility, switching here to an authentic-sounding Burl Ives folk style.	76	76	74	78
LIBERACE (Signature 15233)				
<i>Tico Tico</i> The popular Midwestern cocktail piano whiz races thru a clean and well-played version of the popular samba.	70	74	69	68
<i>I Don't Care</i> Liberace plays and sings his own tune in pleasant but unexciting fashion.	65	60	65	70
PHIL GREEN & HIS CONCERT ORK (Pat Dodd) (London B-10034)				
<i>Slaughter On Tenth Avenue (Part 1)</i> A neat and concise reading of the w.-k. Rodgers modern ballet score; disk jocks should like the technical recording.	72	74	70	NS
DINAH SHORE & BUDDY CLARK (Columbia 38253)				
<i>Let's Do It</i> Same power will have to sell this disk; tempo's a little too far up and ears the singer's interpretation.	78	79	77	78
<i>Wonderful</i> The duo come off better with the Gershwin's idie; polished performance—gaining in from a Clark-Shore album soon.	84	86	84	82

POPULAR				
LES BROWN & HIS ORK (Columbia 38292)				
<i>Floatin'</i> Depend on Brown for superior big band instrumental work; spots trumpet duel, alto solo and tasty ensemble blowing.	75	85	75	65
<i>A Woman Always Understands</i> Nice dance stuff; pleasant Eileen Wilson vocal on a tune that's just another pretty ballad.	68	70	66	68
KAY CARROLL- THE HOLLAND-AIRS (Miltone 1301)				
<i>Never Trust Your Heart With a Gypsy</i> Organ and choir render able assistance to Carroll gal chirping gypsy flavored ballad.	69	72	67	69
<i>Sleep My Child</i> Plaintive displaced persons' tune suitably framed by thrush and vocal aids.	72	75	71	71
BEN LIGHT-HERB KERN-LLOYD SLOOP (Temco TR-610)				
<i>Always</i> Piano, Hammond organ, novachord and harp combine to offer sweet display of the Irving Berlin standard.	69	71	67	68
<i>I'm Waiting for Ships That Never Come in</i> Format much the same here as reverse, tho Light's fingers at the 88 are featured a bit more, especially in up-tempo second chorus.	69	71	67	68
BEN LIGHT-HERB KERN-LLOYD SLOOP (Temco TR-608)				
<i>When Day is Done</i> Material here well suited to Light's fast flying piano gymnastics.	73	74	72	72
<i>Cocktails for Two</i> Another oldie is given same showy treatment by Light and cohorts, resorting again to slow first, then faster second, chorus.	68	70	66	68
RALPH FONT & HIS ORK (Apollo 3126)				
<i>Tea for Two</i> Font's styling of the pop in rumba rhythm is tasty and toe tapping, tho more Americanized than usual.	71	72	70	71
<i>Rumba Gallega</i> More in the typical Font groove than flip, a wild, exciting rumba excursion with "ricker's" piano showing the way.	75	75	75	75

(See RECORD REVIEWS, page 112)

EVERYBODY'S RIDING HIGH!
 WITH
BENNY STRONG AND HIS ORCHESTRA
 ON THE NEW TOWER SMASH HIT
"THAT CERTAIN PARTY"
 EVERYBODY'S TALKING ABOUT:
"THAT CERTAIN PARTY"
 EVERYBODY'S LISTENING TO:
"THAT CERTAIN PARTY"
 EVERYBODY'S BUYING:
"THAT CERTAIN PARTY"
 BILLBOARD-DISK JOCKEYS-OPERATORS
 PICK
BENNY STRONG'S
"THAT CERTAIN PARTY"
 ON TOWER RECORD No. 1271

Thanks, Elwood Stutz



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

Thornton's Pin-Up Girls



LOOK! NEW TALENT!

NEW PRINCE OF SONG

JERRY SELLERS

ORCHESTRA CONDUCTED BY ENOCH LIGHT



HEART AND SOUL
LET ME LOVE YOU AS LONG AS I WANT TO
M-G-M 10254

West Coast Singing Star

DERRY FALLIGANT

AUF WIEDERSEHEN, MY DEAR
with Orchestral Acc.

COOL WATER

M-G-M 10256



Something New in Music

NEV SIMONS

and his Ambassadors of Note

CORN BELT SYMPHONY
EVERY DAY IS JUST A HOLIDAY
M-G-M 10257

M-G-M RECORDS

THE GREATEST NAME  IN ENTERTAINMENT

The Billboard

MUSIC POPULARITY CHART

PART IX

Record Possibilities

Week Ending August 20

THE BILLBOARD PICKS:

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

BUTTONS AND BOWS.....Dinah Shore and Her Happy Valley Boys.....Columbia 38

The Shore gal wraps a bit of nasal twang around her pipes and comes up with a smooth, infectious effort on the pert tune from the new Bob Hope flicker, "Face." Ditty, tho obviously a production number, smacks of the ol' homespun app

AT THE FLYING "W".....Bing Crosby-Andrews Sisters...Decca 24

Der Bingle again cavorts with his platter gal friends, taking the new West ditty at a pleasingly relaxed pace. Tho there are quite a few other and ca platters on the song, the Crosby-Andrews disk line-up should prove to be winning combination.

THE DISK JOCKEYS PICK:

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

1. UNTILTommy Dorsey.....Victor 20-30
2. HAIR OF GOLD.....John Laurenz.....Mercury 51
3. CLAIRE DE LUNE.....Paul Weston.....Capitol 15
4. WHERE FLAMINGOS FLY.....Martha Tilton.....Capitol 15
5. LOUISVILLE LOU.....Johnny Mercer.....Capitol 15

THE RETAILERS PICK:

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

1. UNTILTommy Dorsey.....Victor 20-30
2. THAT CERTAIN PARTY.....Benny Strong Ork.....Tower 127
3. FOR YOU.....Gordon Jenkins Ork.....Decca 2447
4. HAIR OF GOLD.....Jack Lathrop and His Drugstore Cowboys.....Victor 20-316
5. EVERYDAY I LOVE YOU.....Vaughn Monroe.....Victor 20-295

THE OPERATORS PICK:

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

1. EVERYDAY I LOVE YOU.....Dick Haymes.....Decca 2445
2. DOLORES.....Bing Crosby-Merry Macs-Bob Crosby Bob Cats.....Decca 2447
3. I'D LOVE TO LIVE IN LOVELAND....Bing Crosby.....Decca 2447
4. LOVE THAT BOY.....Dinah Shore.....Columbia 3829
5. HAIR OF GOLD.....Jack Lathrop and His Drugstore Cowboys.....Victor 20-316

The Billboard

MUSIC POPULARITY CHARTS

PART X

Advance Information

Week Ending August 20



ADVANCE RECORD RELEASES

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

POPULAR

- Carnival in Venice
Jack Smith and the Clark Sisters (In the Market) Capitol 15185
- New Kind of Song
Frankie Carle and Ork (October Twilight) Columbia 38291
- Woman Always Understands
Lew Brown and Ork (Floatin') Columbia 38292
- Ah, But It Happens
C. Cavallaro Ork (I Go In) Decca 24488
- Always
Ben Light (I'm Waiting) Tempo TR-610
- Three Kings and a Queen (The Old) Life L-A 1000
- Buttons and Bows
The Dinning Sisters and Art Van Damme Quintet (San Antonio) Capitol 15184
- Buttons and Bows
E. Knight (I Know) Decca 24489
- By the Light of the Silvery Moon
Guy Lombardo Ork (Cuddle Up) Decca 24505
- Bye, Bye Blues
Ray Anthony and His Ork (London Bridge) Signature 15228
- Cocktails for Two
Ben Light (When Day) Tempo TR-608
- Cow-Cow Boogie
F. Slack and Ork-Ella Mae Morse (House of) Capitol 15188
- Cuddle Up a Little Closer, Lovey Mine
Guy Lombardo Ork (By the Light) Decca 24505
- Deanna Durbin Sings Souvenir Album (Vol. 1)—Deanna Durbin (4-10") Decca A 680
- Alleluja . . . Decca 25373
- Il Bachio . . . Decca 25375
- Kiss Me Again . . . Decca 23867
- La Boheme (Musetta's Waltz) Decca 25374
- La Traviata (Brindisi) Decca 25373
- Les Filles de Cadix . . . Decca 25374
- My Hero . . . Decca 23867
- The Last Rose of Summer . . . Decca 25375
- Let's Do It
Lew Brown and Ork (A Woman) Columbia 38292
- Love Me Back That Diamond Ring
Ace Pancoast Ork (Heaven Is) Rowland Crossdale 207
- Love Is Here
Ace Pancoast Ork (Give Me) Rowland Crossdale 207
- House of Blue Lights
F. Slack With Rhythm Section-Ella Mae Morse (Cow-Cow Boogie) Capitol 15188
- Ain't Gettin' Any Younger
Anita O'Day (It's Different) Signature 15217
- Go In When the Moon Comes Out
C. Cavallaro Ork (Ah, But) Decca 24488
- Know Where I'm Going
E. Knight (Buttons and) Decca 24480
- In the Mood for Love
B. Eckstine (Long, Long) National 9016
- Waiting for Ships That Never Come In
Ben Light (Always) Tempo TR-610
- the Market Place of Old Monterey
Jack Smith and the Clark Sisters (A Carnival) Capitol 15185
- It's Different When It Happens To You
Anita O'Day (I Ain't) Signature 15217

- Jalousie
Billy Butterfield and His Ork (Stardust) Capitol 75189
- Let's Do It
D. Shore and B. Clark ('S Wonderful) Columbia 38253
- London Bridge Is Falling Down
Ray Anthony and His Ork (Bye, Bye) Signature 15228
- Long, Long Journey
B. Eckstine (I'm In) National 9016
- Never Trust Your Heart With a Gypsy
Kay Carroll-the Holland-Airs (Sleep My) Miltone 1301
- Night and Day Album—Carmen Cavallaro (4-10") Decca A 693
- Body and Soul . . . Decca 25401
- Day Dreaming . . . Decca 25402
- I Kiss Your Hand, Madame . . . Decca 25403
- If I Could Be With You (One Hour Tonight) Decca 25404
- Night and Day . . . Decca 25401
- Temptation . . . Decca 25402
- The Most Beautiful Girl in the World . . . Decca 25404
- You're Just a Flower From an Old Bouquet . . . Decca 25403
- October Twilight
Frankie Carle and Ork (A New) Columbia 38291
- 'S Wonderful—Dinah Shore and Buddy Clark (4-10") Columbia C-166
- Easy To Love—D. Shore and Buddy Clark . . . Columbia 38255
- Just One of Those Things—D. Shore . . . Columbia 38252
- Let's Do It (Let's Fall in Love)—D. Shore and B. Clark . . . Columbia 38253
- Mad About the Boy—D. Shore . . . Columbia 38252
- Rosalie—B. Clark . . . Columbia 38254
- 'S Wonderful—D. Shore and B. Clark . . . Columbia 38253
- Summertime—D. Shore and B. Clark . . . Columbia 38255
- You'd Be So Nice To Come Home To—B. Clark . . . Columbia 38254
- 'S Wonderful
D. Shore and B. Clark (Let's Do) Columbia 38253
- San Antonio Rose
The Dinning Sisters (Buttons and) Capitol 15184
- Sleep My Child
Kay Carroll-the Holland-Airs (Never Trust) Miltone 1301
- Stardust
Billy Butterfield and His Ork (Jalousie) Capitol 15189
- The Old Rendezvous
Three Kings and a Queen (Baby) Life L-A 1000
- What's New
Billy Butterfield and His Ork (Wild Oats) Capitol 15186
- When Day Is Done
Ben Light (Cocktails for) Tempo TR-608
- Wild Oats
Billy Butterfield and His Ork (What's New) Capitol 15186

INTERNATIONAL

- De Sa Ninny Imieniny (Nina's Birthday Party) Polart 304
- Heczlaw Fogg (Trolley Bus) Polart 304
- Polka
Milton G. Olekson and His Amuke Recording Ork (Surefire Polka) Amuke AM-524
- Polka
Heczlaw Fogg (Yoo Hoo) Polart 303
- Polka, Przebrzmiala (It's All Gone)
Heczlaw Fogg (Złote Tango) Polart 308
- Deszczu Jes Stence (Tole Gelle Doelle)
Heczlaw Fogg (Za Gruba) Polart 303
- Polka
Milton G. Olekson and His Amuke Recording Ork (Family Polka) Amuke AM-524
- Polka
Heczlaw Fogg (Dzi Sa) Polart 304
- Polka
Heczlaw Fogg (Helen) Polart 303
- Polka (Too Fat)
Heczlaw Fogg (Po Deszczu) Polart 303
- Polka (The Golden Tango)
Heczlaw Fogg (Mincio, Przebrzmialo) Polart 305

CHILDREN'S RECORDS

- The Gingerbread Boy and Chicken Licken Album — Frank Luther-Milt Herth (1-10") Decca CU 110
- Chicken Licken . . . Decca DU 88009
- The Gingerbread Boy . . . Decca DU 88009
- The Little Fiddle Album—Danny Kaye (1-10") Decca DU-11
- The Little Fiddle, Parts I & II . . . Capitol DU 88006

LATIN-AMERICAN

- Os Pintinhos No Terreiro
Phil Green and His Cuban Caballeros (Os Quindins) Pan American Pan 086
- Os Quindins De Yaya
Phil Green and His Cuban Caballeros (Os Pintinhos) Pan American Pan 086

HOT JAZZ

- Cake
The Flip Phillips-Howard McGhee Bop-let (Cool) Mercury 8104
- Cool
The Flip Phillips-Howard McGhee Bop-let (Cake) Mercury 8104



A Check List of Top-Selling M-G-M Records Hits

POPULAR

- BLUEBIRD OF HAPPINESS**
Sunset to Sunrise
Art Mooney and his Orchestra
M-G-M 10207
- UNDERNEATH THE ARCHES**
The Silver Wedding Waltz
Len Camber's Accordion Aces
M-G-M 10264
- P. S. I LOVE YOU**
I Wonder Where My Baby Is Tonight
Johnny Desmond
M-G-M 10225
- A TREE IN THE MEADOW**
Reflections On The Water
Paul Fannally and his Orchestra
M-G-M 10211
- I'D LOVE TO LIVE IN LOVELAND**
On The Waterfall
Bob Houston
M-G-M 10227
- EVERYDAY I LOVE YOU**
(Just A Little Bit More)
Somebody Else's Picture
Blue Barron and his Orchestra
M-G-M 10237
- 12th STREET RAG**
Mama's Gone, Goodbye
Jack Fina and his Orchestra
M-G-M 10251
- HAIR OF GOLD, EYES OF BLUE**
You Call Everybody Darling
Art Lund
M-G-M 10258
- HEART AND SOUL**
Let Me Love You As Long As I Want To
Jerry Sellers
M-G-M 10254
- CORN BELT SYMPHONY**
Every Day Is Just A Holiday
Nav Simons
M-G-M 10257
- COOL WATER**
Auf Wiedersehen, My Dear
Derry Falligant
M-G-M 10256
- I'M FALLING FOR YOU**
Mr. B's Blues
Billy Eckstine
M-G-M 10208

FOLK and WESTERN

- LIFE GITS TEE-JUS DON'T IT**
Wind In The Mountains
Carson Robison
M-G-M 10224
- SONG OF SAN ANTONE**
The Sun Won't Shine For Me
Jerry Irby
M-G-M 10253
- BLUES FOR DIXIE**
I Had A Little Mule
Bob Willis
M-G-M 10213
- LAZY MAZY**
You're Mine Tonight
Bud Hobbs
M-G-M 10206

EBONY SERIES

- PUERTO-VOOTIE**
Momma's In The Kitchen
But We've Got "Pop" On Ice
The Slim Gaillard Trio
M-G-M 10231
- NOW I KNOW** (What I Didn't Know Then)
I Wonder Why
Viola Watkins
M-G-M 10232
- MEMPHIS GAL**
Moose On The Loose
Bullmoose Jackson and his Orchestra
M-G-M 10234
- IF YOU BELIEVED IN ME**
Scotty
Sy Oliver and his Orchestra
M-G-M 10255

M-G-M RECORDS
THE GREATEST NAME IN ENTERTAINMENT

(Continued on page 114)



FROM THE Sensational MGM Technicolor Hit ...

"A Date With Judy"
You'll Always Remember That Novelty Samba

QUANTO LE GUSTIA

Lyrics by ROY GILBERT
Music by GABRIEL RUIZ

Recorded by
ANDREWS SISTERS AND CARMEN
MIRANDA Decca #24479
XAVIER CUGAT Columbia #38239
EVE YOUNG (THE GIRL FRIEND) Victor #20-3077

PEER INTERNATIONAL CORP.

SOLE SELLING AGENT
SOUTHERN MUSIC PUBLISHING
CO., INC.

1619 BROADWAY
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The Billboard MUSIC POPULARITY CHARTS

Album Reviews

PART XI

Week Ending August 20



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

THE RATINGS

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

THE CATEGORIES

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

WILLIAMS: CONCERTO FOR OBOE AND STRINGS (3-12") 79

Mitchell Miller and Saldenburg Little Symphony conducted by Daniel Saldenburg (Mercury Classics DM-7)
Mercury scores another longhair first with this waxing of Vaughn Williams' Oboe Concerto. It also marks the initial domestically produced classic package emanating in the Mercury line. And a commendable package it is, too. The work is one of the eminent English composer's very best. It is a beautifully scored concerto which is pastoral in nature possessing overtones of folk song and ecclesiastical music. Mitchell Miller is generally accepted by musicians as the top oboist in the biz and his performance here goes a long way toward preserving that acceptance. Recording is superb, coming as close to the FRR sound as any American etching has ever come. Album is in leatherette.

JUKES Not suitable.
JOCKS Longhair whizlers will like this off-the-beaten path item.

GYPSY DREAMS ALBUM—Jascha Datsko and His Gypsy Ensemble (3-10") (Capitol CC 100) 62

Roumanian Rhapsody, Parts I & II; Tachanka; At The Gate; "Yablochko (Little Apple)"; Causcasian Dances. Strictly a retailer stock item is this six-sided collection of familiar music with the gypsy flavor. Not so much on the pure and authentic side as it is on familiar (mainly from folk material which has been incorporated in longhair warhorses), the package makes for some fairly diverting listening if only for some of the sides where the little Datsko group perform with a glimmer of excitement. For gypsy music fanciers, retailers in areas where mid-European and Bohemian population is dominant—this may prove to be a valuable stock addition.

JUKES Only where they like the trigane stuff.
JOCKS Okay stuff for change of pace.

RHYTHM OF REEDS ALBUM—Phil Green & Ork (4-10") (London LA 26) 60

Fascinating Rhythm; Moonglow; Mood Indigo; Babette; Smoke Rings; Creole Love Song; Chekoe; Caravan. Unusual instrumentation blends handily to make for some intriguing music in the subdued vein. Wrapping up eight standards with a group composed of flute (Arthur Kleghorn), oboe (Leon Goussens, clarinet (Reginald Kell), accordion (Phil Green), guitar, bass and drums, leader Green creates some interesting sounds and

a few rather original union passages. But there really is a little that would create sock excitement in the package. Chief point in the package would be the tasteful performances lent the familiar melodies which make up the package.

JUKES For class locations.
JOCKS Take 'em or leave 'em.

JEAN SABLON SOUVENIR ALBUM (4-10") (Decca A-672) 73

Symphony; It Might as Well be Spring; J'Attendrai; La Chanson Des Rues; Passe; These Foolish Things; Porque; Quand L'Amour Meurt. The soft, bedroom type voice of Jean Sablon is on display in this package of romantic ballads released by Decca. The Frenchman in his dreamy baritone mixes in both English and French as he caresses some pretty standards of both this country and his own. Emerging as his top efforts are "Passe," "These Foolish Things," "It Might as Well be Spring" and "J'Attendrai." Whether warbling in French or English, the Sablon pipes manage to remain warm and appealing. Rating a bow also is the competent backing turned in thruout by the Irving Ross ork.

JUKES For the dimly lighted spots.
JOCKS All rate a whirl.

DAVID DIAMOND MUSIC FOR SHAKESPEARE'S "ROMEO AND JULIET" (1947)—THE LITTLE ORCHESTRA SOCIETY. THOMAS K. SCHERMAN, DIR. (Columbia MM-751) 69

David Diamond, at 33, has already entrenched himself as one of the forefront of the American school of composition. The score he has done for "Romeo and Juliet" is an impressive addition to his earlier cleffings. It was written under a commission from the Little Orchestra Society, a recently organized group whose aim is to present fresh and rarely heard works. Diamond's approach to the Shakespearean opus is that of writing background music for the play rather than in the symphonic poem vein which many earlier composers have adapted to "Romeo and Juliet." His conception is painted in somber tones but with light-handed strokes in neo-classic sounds. The Little Orchestra Society, under the baton of organizer Thomas K. Scherman, does an excellent job with the score. Recording is top grade.

JUKES Not suitable.
JOCKS Good representative opus for American composers for longhair and FM spinners.

Thanks, Ed Murphy



for helping to put over Jerry Cooper's recording of "Get Me a Pin-Up Girl" in Syracuse over WSYR.

Thornton's Pin-Up Girls

"Ya Can't Beat Little Caesar"

(Continued from page 20)

told *The Billboard* that experience taught the non-union ballroom ops that if a man is not in the union fold there's something wrong with him. Tootlers who promised to play dates often failed to show up. Pond stated that while he still holds stock in the Mardi Gras set-up, he disclaims responsibility for its non-union policy. He also said that at no time did his U. S. Booking Corporation sign a non-union band. Original plan was for the Pond outfit to handle non-AFM bands once the project got rolling, but since it didn't he feels his union skirts are clean.

HOLLYWOOD, August 21.—Culver City's Meadowbrook will go in for

another name change when it opens Friday (27) as Joe Zucca's Opera House. Spot (once the Plantation Club, later Casa Manana, then Meadowbrook, recently the Mardi Gras and now just plain Zucca's) will introduce a new talent policy with the Opera House tag, featuring *Olio's* of '48 along lines similar to the area's *The Drunkard*, etc. Once the home of name bands, spot being converted into a theater-tavern operation where beer and pretzels will be the specialty.

Shows will have a burly flavor with stripper Betty Rowland heading the cast. Others on the bill will include Gus Schilling, Jean Carter, Don Lynn, Reggie Dvorak, Two-Ton Tiny Kelly, Don Stone, Cathy Mann, Fred Nadau, Mary Virginia Conroy and Brookfield Armour Swift III.

MBOA's Chicago Confab Registrations Pouring In

By Johnny Sippel

CHICAGO, Aug. 21. — With 65 registrations (over half the total attendance for last year's convention) ready in, execs of the Midwest Ballroom Operators' Association (MBOA) completed the business and entertainment program for their confab September 21-22. Feeling is that the 1948 meeting will top any other held in the eight-year history of MBOA, both in number of delegates and business accomplished. Joe Weber, secretary of MBOA, this week completed plans for the "Dancers' Hour," a convention feature during which skedders from the major band booking agencies will address the convention and will then answer questions by the delegates. In addition, Frank Sinnott, New York General Artists Corporation one-night leader, will explain his National

Dance Week promotion, which he started last year, but which fell thru when industry-wide co-operation was lacking.

Ballroom ops attending will also hear several speakers on the subject of insurance needs of ballroom ops. This portion of the program is expected to draw heavily, as MBOA members have long pondered insurance problems and there's been talk of group insurance buying, as is the practice of the National Association of Amusement Parks, Pools and Beaches, which has several MBOA members in its ranks.

Arnold Kahn, prexy of the Ballroom Association of New England (BAONE), has signified that he will attend and address the convention. He will be accompanied by approximately 15 BAONE delegates and it's

expected that their advice will be sought regarding the proposal that MBOA change its name to the National Association of Ballroom Operators and go nationwide, as was suggested in a spring MBOA board meeting here. Tom Roberts, Des Moines legal counsel for the group, will definitely discuss tax problems and the legal aspects of the recent Leibell decision regarding ASCAP and theater ops.

PUTNAM ELECTED

(Continued from page 20)

be appointed general manager of the firm, with Hall okaying the switch. Under the new set-up, Jack Buckley and Lloyd Garrett, execs of Vita, will remain in the operation under Putnam's guidance.

Putnam said that deals are currently cooking for the sale of certain Vita masters and the leasing of others to other diskeries.

Songs With the Most Vocal and Instrumental Plugs in Key Areas

(Continued from page 25)

Songs	Publisher	Heard In										Tot. Pls.		
		SI	SV	CI	CV	SI	SV	CI	CV	SI	SV			
...lores	Famous	4	9	0	4	4	6	2	5	9	4	0	3	109
...ryday I Love You (Two Guys From Texas)	Harms	5	11	1	3	3	15	2	3	21	7	1	2	138
...ia With Umbrella (Easter Parade)	Felst	2	3	1	2	1	4	2	3	2	8	1	2	77
... Heaven's Sake	Leeds	8	5	1	1	8	7	1	3	12	16	1	2	115
...ir of Gold, Eyes of Blue	Robert	2	6	0	5	0	2	0	0	0	1	0	6	88
...nking (Two Guys From Texas)	Remick	2	5	0	2	1	1	1	2	13	6	0	2	67
...Only Happens When I Dance (With You (Easter Parade))	Berlin	3	10	1	3	4	7	2	4	5	7	1	1	104
... Magic (Romance on High Seas)	Wismark	0	13	2	9	7	6	5	9	14	6	3	9	269
...aline (Date With Judy)	Robbins	4	10	1	3	5	8	2	3	12	17	1	2	135
...s for Now	Advanced	2	10	0	6	2	9	0	6	15	7	1	6	146
...the Girl	Leeds	3	4	2	5	2	1	1	5	5	8	1	5	108
...the White Lies	B. V. C.	6	2	0	2	5	3	1	3	7	2	0	8	67
...r Somebody	Kramer-Whitney	0	12	0	8	0	5	0	7	1	6	0	8	139
...be You'll Be There	Triangle	5	5	1	7	4	3	1	3	7	7	1	6	155
... Happiness	Blasco	0	2	1	4	0	3	1	4	3	2	1	4	74
...: I Love You	La Salle	5	9	2	2	6	7	5	4	7	1	0	2	105
...Em in a Box (Romance on High Seas)	Remick	1	8	2	7	3	4	5	6	3	9	2	5	148
...bbling Rose	Laurel	0	10	2	8	0	0	2	8	0	6	2	7	148
...p'n' Out With Baby (Easter Parade)	Berlin	2	7	2	0	6	6	3	1	4	4	2	0	71
... Things I Love	Campbell	2	11	0	4	1	2	0	4	6	3	0	3	85
...dy Woodpecker	Leeds	1	2	2	6	2	1	4	6	1	2	2	6	110
...Call Everybody Darlin'	Mayfair	1	7	1	10	2	6	1	10	6	7	0	9	181
...Can't Be True, Dear	Blitmore	1	2	0	5	1	1	3	5	1	2	0	4	78

RECORDS MOST PLAYED BY DISK JOCKEYS

(Continued from page 25)

Weeks to date	POSITION		Title	Artist	Label	By
	Last Week	This Week				
17	12	16	LITTLE WHITE LIES	Dick Haymes	Decca 24280	ASCAP
3	17	17	IT'S MAGIC	Tony Martin	Decca 24480	
18	19	18	YOU CAN'T BE TRUE, DEAR	Ken Griffin-Jerry Wayne	Victor 20-2862	ASCAP
2	—	19	IT'S MAGIC	Dick Haymes-Gordon Jenkins	Decca 23926	ASCAP
11	18	20	YOU CAN'T BE TRUE, DEAR	Dick Haymes-Song Spinners	Decca 24439	ASCAP
1	—	21	UNDERNEATH THE ARCHES	P. Scala's Banjo and Accordion	Ork-The Keynotes	
2	23	21	YOU CALL EVERYBODY DARLIN'	J. Smith	Capitol 15156	ASCAP
8	25	23	BLUEBIRD OF HAPPINESS	Art Mooney	MGM 10207	ASCAP
1	—	24	HAIR OF GOLD	J. Emerson	Metrotone 2018	ASCAP
9	20	25	WILLIAM TELL OVERTURE	Spike Jones	Victor 20-2861	ASCAP
2	—	26	YOU CAME A LONG WAY	Ray McKinley	Victor 20-2913	ASCAP
1	—	27	MY HAPPINESS	J. Laurenz	Mercury 5144	ASCAP
13	21	28	YOU CAN'T BE TRUE, DEAR	The Sportsmen	Capitol 15077	ASCAP
1	—	29	AH, BUT IT HAPPENS	Frankie Laine	Mercury 5158	ASCAP
1	—	29	MY HAPPINESS	Marlin Sisters	Columbia 38127	ASCAP

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Savoy, Regent In Canada Deal

NEW YORK, Aug. 21.—The Savoy and Regent diskeries, both under the aegis of Herman Lubinsky, this week completed contracts with Regal Records, Ltd., of London, England, for pressing, distribution and sales of the American waxworks' lines in Canada. The Canadian-made wax will be marketed on the Regal label. Regal is a part of the Electric Musical Industries (EMI) in England.

First disks to be marketed in Canada will include the original Regent, *You Call Everybody Darlin'*, by Al Trace, and Savoy's *Waxie Marie*, by Paul Williams, *Corn Bread*, by Hal Singer, and *My Fault*, by Brownie McGhee.

Exclusive To Handle Rene Firm's Sales Under New Set-Up

NEW YORK, Aug. 21.—Exclusive Records' New York office has reorganized its sales set-up to include duties as New York representatives of Leon Rene's music publishing firms, according to J. Parker Prescott, head of the Exclusive office here. Prescott will direct publishing, exploitation and promotion for Rene's Recordo Music Publishers, a Broadcast Music, Inc. (BMI), affiliate, and Leon Rene Publications, an American Society of Composers, Authors and Publishers (ASCAP) house. First tune Prescott will work on will be Rene's current ASCAP plug number, *Gloria*.

Changes in sales method include hiring of new personnel and establishment of a store to be used as a pick-up depot for the convenience of juke ops. Store, located at 606 10th Avenue, will be run by Gloria Friedman, ex-sales manager for Runyon Sales and Modern Records. Hy Penzell, who has been with Exclusive for some time, will act as manager of the sales staff, and Cal Miller, formerly a disk jockey in Trenton, will co-ordinate promotional activities. George Arnold, ex-Portem salesman, will take care of retailers in Harlem. Flack Joey Sasso is taking over publicity duties on an account basis.

Name Bands To Play Bridgeport Armory

BRIDGEPORT, Conn., Aug. 21.—The Connecticut State Guard Armory here will house name bands on Sunday afternoons beginning September 26. Either Louis Prima or Tony Pastor will start the season. In addition to dancing, a talent contest is being considered.

Mickey Ferris, who operates a theater ticket agency on Broadway, will be the promoter, assisted by Mickey Brescia.

Six New Members Admitted to SPA

NEW YORK, Aug. 21.—Six new members were taken into the Songwriters' Protective Association (SPA) at the organization's last meeting. They were Barclay Allen, Jack Ellis, Gus Haenschen, Sid Kuller, Edward Lane and Harold Lawrence.

Massey Heads Jewel, Encore

HOLLYWOOD, Aug. 21.—Murray Massey was named general manager of Jewel and Encore music firms, taking over post vacated by Jack Osfeld. Massey will headquarter in Hollywood, with Dave Blum, Sara Wigler and Murray Sporn working out of New York. Rocky Carr will continue as local contact man under Massey. Plans for a Midwest office are in the works.

Quick-Time Ditty Ready To Cash on Ruth-Less World

NEW YORK, Aug. 21.—Safe Home, first of the expected group-tunes dedicated to the late Babe Ruth appears to have jumped off to a flying start, having garnered four small label diskings in the past week. The tune, out of Dubonnet Music, was penned by Perry Alexander and Jack Rollins a few months back when the Babe became permanently hospitalized and word of the seriousness of his illness leaked out.

Labels which cut *Home* are Paldo Flint, 20th Century and Keystone, the last named a diskery just launched by Ed Wilson, formerly of Tune-Disk.

According to Alexander, 25 per cent of the gross proceeds realized from the tune will be turned over to the Babe Ruth Foundation.

Aiding Alexander in exploiting the song is veteran song plugger Johnny Green.

Com'dore Quitting Huh-Uh! Union Pact

NEW YORK, Aug. 21.—Commodore diskery's Yonkers pressing plant which had been reported in some quarters as having shuttered, this week spiked such rumors by signing a pact with union officials representing its maintenance and production employees.

The firm, which had been conducting negotiations with the union for the past two weeks, was closed for a day but then resumed full-scale operations, which includes pressing of platters for other indie labels as well as the Commodore product.

Denver To Have Fourth Ballroom

CHICAGO, Aug. 21.—Denver gets its fourth ballroom around February 1 when a Texas oil syndicate plans to open Timberline Gardens. The Texas group applied for a permit this week to erect a building near the center of downtown Denver. Dancery will be of rustic construction. Other terperies in the city include Rainbow, a fall-to-spring operation, and two summer ballrooms, one at Elitch's Gardens and one at Lakeside, amusement parks.

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Music—As Written

New York:

Reports of Sid Kornheiser returning to the Buddy Morris fold may have given West Coasters wrong impression. Kornheiser will run affairs on the Coast for the Burke-Van Heusen adjunct only. Sammy Weiss will continue to head up the Mayfair-Morris operation out of Hollywood.

Irv Gwin returns to Arizona in November for 30 days. . . . Jose Curbelo's rumba ork goes into the new Monte Carlo story when spot opens in September. . . . Jack Emerson, warbler who has achieved prominence of late due to his Metrozone dishing of *Hair of Gold*, is now being handled by Jay Mayer, with General Artists Corporation (GAC) booking. . . . Ed Wilson, formerly with Tuna-Disk label, has launched his own waxery, Kayatona Records, in Pennsylvania. . . . Eli Oberstein back from the Coast this week. . . . Freddie D'Alonso's L-A crew moves into the Rio Cabana, Chicago, for indefinite run September 15.

Bill Klein, SPA counsel, mending fast from injuries incurred in an auto accident early this month. . . . First waxings of tunes from *Hold It* score (revised version set for fall) due for same season on London label. Sides are *Always You and You Took Possession of Me*, warbled by Dick James with Ambrose ork. . . . Joe Mooney Quartet skedded to open at Sandy's, Paterson, N. J., Friday (20), spot where he first attracted attention. . . . New Remington waxery now ensconced in offices at 234 W. 54th St. . . . Jezzie Boat, Polish-language hit on Dana, to be released with an English lyric. . . . Nellie Lutcher doing a week at Philadelphia's *Ciro's*, then into the Apollo Theatre here.

Local 802 doing a concert in honor of John Philip Sousa on the Central Park Mall Sunday afternoon (28). Concert will be paid for out of a. i. and recording fund. . . . Thrush Kay Starr held over for four more weeks at L. A.'s Club Cosbah. . . . Bobby Sherwood to lead ork in *Raise the Roof*, revue starring Jerry Lester. . . . Royal Roost gave away 600 disks last week donated by National Records to customers contributing \$1 or more to the Damon Runyon Cancer Fund. . . . Gene Krupa ork to one-nighter at Palace Amusement Park, Loan Lake, N. Y., Sunday (29). . . . Jimmy Wakely to guest star at the annual Texas State Fair, opening in Dallas October 8.

Mercury Records paid off its first-half-year artist royalties last week. Frankie Laine racked up in the vicinity of \$50,000 for the initial six months. . . . Shep Fields leaves the West Coast soon to one-night his way back into the Midwest and East. . . . Louis Jordan into the Apollo Theater here September 17 for two weeks, then takes off for half a dozen weeks of Southern one-nighters. . . . Stan Kenton's crew into the Click in Philadelphia for the week of November 1; ork's skedded for the Paramount Theater December 8. . . . Johnny Long's ork into the Strand Theater here for two weeks plus options beginning September 17.

Sammy Kaye due to play the Houston Industrial Convention for nine days, beginning October 2, at an undisclosed but hefty figure. . . . Cab Calloway apparently has given up completely on a big band and is booked up to December with his eight-man Cab-Jivens unit, mainly up and down the West Coast. . . . Billy Eckstine and Charlie Ventura's jazz crew, which just completed a highly successful four weeks at the Royal Roost here, already booked back into the spot beginning December 8 and running thru New Year's Eve. . . . Sonny Dunham's ork skedded for the Hotel Roosevelt in New Orleans, beginning September 28, for five weeks.

Larry Shayne, West Coast professional manager for the Famous-Paramount pubberies, proud pop of a daughter, Joanne, born in New York August 13. . . . Organist Ken (*You Can't Be True, Dear*) Griffin skedded for one week at the Olympic Theater in Miami beginning September 15. . . . Willard Alexander Agency mulling a late fall concert tour with two big ork packages, featuring Dizzy Gillespie's bopping crew and Boyd Raeburn's progressive ork; Raeburn skedded for the Howard Theater, Washington, October 8, and the Royal Theater, Baltimore, October 15, each for a week.

Chicago:

Paul Bannister, ex-GAC one-night skedder, has joined Frederick Bros. here in a similar capacity. Bill Frederick reports that several new bands will be added within the next two months. . . . Fred Rose, hillbilly music publisher, and Maury Murray, ex-Vita recording chief, have purchased their own *Sleepy Town* master from Vitacoustic, plus another Jack Carroll side. . . . The disk jockey package at the Chicago Theater is reported to have busted the Jack Benny all-time attendance figure, but didn't top the \$105,000 week set by Sinatra, because of cut prices now in force.

The Mary Kaye Trio makes its West Coast debut September 8 at the Saddle and Sirois Club, Bakersfield, Calif., with an October 8 tee-off at the Angel, Santa Barbara. . . . Tom Archer booking first dates for his new ballroom at Marton, Ia., for early in October. . . . Jack Russell, of Mutual Entertainment, back to his desk after six weeks in bed as a result of a golfing accident.

Philadelphia:

Musicians' union here, Local 77, and the Philadelphia Orchestra have resumed their stymied negotiations for a new contract for the season. . . . Morris Steinberg is a new investigator for the local music union, replacing Danny Shanker. . . . Jimmy Stallings left Charley Mohacay's band to form a unit of his own. . . . Grimes Music publishers have taken over eight songs by Louis Maur, retired operatic musician.

Ormonde Wilson and the Basin Street Boys, vocal-instrumental unit that won popularity with recording of *I Sold My Heart to the Junkman*, go under personal management wing of Jolly Jeps, local theatrical agency head here. For the first stand under the Joyce banner, Basin Street Boys go this week to China's Cocktail Lounge in Cleveland.

Ray McKinley, winding up at Frank Palumbo's Click, breaking up his band for a month's lay-off. . . . Leo Zollo takes over the dance chores on the Wilson Line moonlight boat rides. . . . Tenor man Hal Singer leaves Bull Moose's unit at Emerson's Cafe to rejoin Lucky Millinder, with Pat Patterson making the replacement. . . . Jimmy Shine replaces Mel Gill at the Club Zelman band stand.

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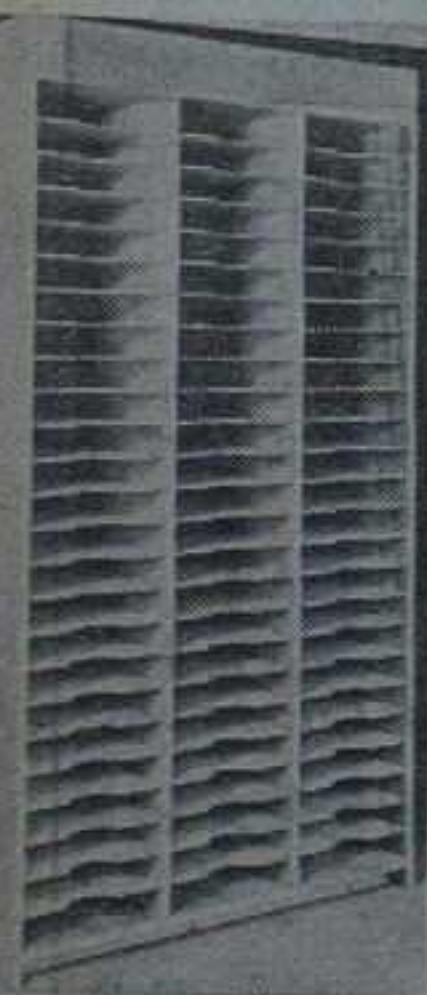
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Martin, Lewis Inked to 1-Year Pacts by Cap

HOLLYWOOD, Aug. 21.—Comics Dean Martin and Jerry Lewis were inked to a one-year recording deal by Capitol Records late Friday (20). Pact will guarantee lads eight sides first year, to be divided between straight ballads by Martin, plus comedy platters by the team. Lads are guaranteed 100,000 pressings per platter under the deal.

Currently working at Slapsy Maxie's nitery, comedy duo has been offered film deals by Paramount, Universal-International, MGM, and 20th Century Fox. Abby Greshler, manager for the lads, said he would probably ink a one or two-picture deal within the next week. Also in the works is a tele deal, with con-fabs slated this week-end with American Broadcasting Company (ABC) program topper Bud Barry.

Bid for a date at Miami's Copa in January was made this week, offering the team a straight guarantee of \$8,500 per week, according to Greshler. Currently on a four-week-with-options deal at Slapsy's, indications are that the duo will hold over at least three additional weeks.

Joe Hunter Joins Berle Adams Fold

HOLLYWOOD, Aug. 21.—Blues-singing Steinwayer Ivory Joe Hunter became the latest talent addition to the swelling Berle Adams personal management fold when he was inked to a long-term pact. Hunter, whose *Pretty Mama Blues* dinking for Four Star is currently riding the best-seller lists, normally worked the Northern California spots and was particularly favored in the Oakland area. He formerly recorded for Pacific Records, a Coast indie, and was found more recently in the King Records fold. His *Pretty Mama Blues* was originally cut for Pacific label, but was among a batch of masters bought by Four Star's prexy, Bill McCall.

Hunter is currently playing a two-week engagement at the Cricket Club (Los Angeles) and will move into Chicago's Regal Theater as an added attraction with Louis Jordan. Others in the Adams stable are Louis Jordan, Buzz Connie (formerly known as Connie Jordan), Kay Starr and David Bohme.

Major Distrib Opens Branch in Buffalo

NEW YORK, Aug. 21.—Major Distributing Company, which recently moved into new quarters here at 733 11th Avenue, has opened a branch in Buffalo. Firm, which has added 4-Star and Coleman labels in the last two weeks, also handles Signature, Aladdin, Miracle, Tower, Bullet, Rocking Horse, Regent and Metro-tone.

Associated Sets Two Orks

NEW YORK, Aug. 21.—Joe Glaser's Associated Booking office this week completed its first two booking deals around talent in the Continental Artists Corporation (CAC) stable which merged with Glaser's firm some three weeks ago. Glaser booked Esy Morales' rumba crew into the Club Ebony and the Sacassas L-A ork into the new Embassy nitery when both spots reopen in September.

Glaser planed to California on Friday (20) to look over his new office on the Coast, currently being set up by Deutsch.

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THANKS Al Stevens
W-I-T-H BALTIMORE
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Ivory Joe Hunter's
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"Talkin' to the River"
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THE LATEST SMASH HIT
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VOX JOX

A National Accounting of Disk Jockey Activities

GOTHAM GLEANINGS . . . Jack Lacey, WINS, now doing a 15-minute seg titled *Pluggers' Parade*, during which he has song pluggers discuss the virtues or faults of various tunes. Buddy Friedlander, of Mills Music, was skedded as Jack's first guest. . . Count Basie and Lester Young guested on Willie Bryant's and Ray Carroll's WHOM show last week and talked over early days when "Pres" was the band's featured soloist. . . Symphony Sid, WMCA, claims over 5,000 enrollments in his *Symphony Sid Jazz Club* in the month the club has been in existence, including a mass enrollment of the 250 members of Miami U's Hot Jazz Club. . . Bea Wain and Andre Baruch had a raft of showbiz celebs pinch-hitting on their WMCA turn during their one-week vacation. Bean and Andre sent recorded "postcards" from their summer place to give fans a day-by-day account of their vacation activities.

MIDWEST MAKEHAY . . . Warren Kelly, WJR, Detroit, emceed talent contests last week at two neighborhood community houses, sponsored by *The Detroit Times*. . . Bob Larsen, WKOW, Madison, Wis., conducting a safety campaign on his a.m. show as an early pre-school drive, endorsed by the National Safety Council and Gov. Oscar Rennebohm. Bob writes safety parodies to pop tunes, aimed especially at children. . . Franklin Brewing Company has made up special albums decorated with firm's trademark as a giveaway for its musical quiz show over WHKC, Columbus, O. Album contains selected Victor pop disks. . . Walt Kay, ranking kidisk jock, WJW, Cleveland, celebrates the third anniversary of his *Cousin Kay's Korner and Storybook Merry-Go-Round Friday* (24). . . Dean Landfear, WMT, Cedar Rapids, jock, was inducted into the Mesquakie Indian tribe last week with the apt name of "E-Nee Weh-Too-Neh Moo-Ta"—English translation: "Man who spends his life in talk."

TALLOW TOUTING . . . Graeme Zimmer, WCSI, Columbus, Ind., informs that Paul Weston's Capitol waxing of *Clair de Lune* was voted top disk of the month in his poll. . . Jack Cook, WNOK, Columbia S. C., reports that the most popular folk artists in his library are Eddy Arnold, Ernest Tubbs and Bill Monroe, in that order. . . Don Reid's National platter of *Love Is a Dangerous Game* getting a ride from Pittsburgh jocks, who were instrumental in the success of his *More Than Ever Before* early this year. . . WSYR, Syracuse, is running a *Hair of Gold* contest in connection with the Gordon MacRae Capitol waxing. Fem listeners are to send photos, with winner, "Miss Hair of Gold," awarded a portable radio.

CONNECTICUTTINGS . . . Cherry Park Speedway in Avon sponsored special bicycle races for Connecticut sportscasters and deejays last week, with Bob Steele, WTIC, Hartford, the winner, and Jack Lennhoff, WLCH, Torrington, taking second. After the race Lennhoff complained that Steele's 50,000 watts were too much for his 1,000. . . Joe Girard, WCCC, Hartford, has a new man-on-the-street show called *Rhythm Rambler*, with prizes for participants guessing tunes played on the street. . . Lou Brooks, WONS, Hartford, doing a diskier titled *Listen to Lou*. He also handles all of the wattery's polka programs. . . Dick Carlson, WLCH, doing a 7:15-8 a.m. show from his trailer home. . . Lelf Jensen, WDRC, back on the job following a vacation.

PHILLY-PHADDLE . . . Joe McCauley, who pilots the all-night *Dawn Patrol* on WIP, dusting off some of the smash spinners of the early '20s in aiming for a revival, and kicks off with *Yes, We Have No Bananas*. . . Joe Nigro staging a contest based on Henri Rene's recording of *Tunnel of Love* on his *You Asked for It* spinning on WDAS. . . In addition to national prizes, local Victor Records distributor adding five record albums for disk jockey contests tied in with Leonard Warren's waxing of *Blow the Man Down*.

BELLBOYS' POLL . . . "Progressive music" has replaced the sweet trend in Detroit despite decreased emphasis on be-bop, avers Ed McKenzie (Jack the bellboy), ace WJBK jockey, who completed his third annual music poll last week. Outstanding innovation was the banjo trend sparked by Detroit Art Mooney, which McKenzie says set music back 20 years. In the poll Stan Kenton moved up a notch to take top honors over Tex Beneke, with Vaughn Monroe named third in the band division. Frank Sinatra ranked as top male vocalist, Frankie Laine second, and Monroe again a third-place winner. Top thrush honors went to Peggy Lee, followed by Sarah Vaughan and Jo Stafford. In the small combo division, the King Cole Trio led for the third time, with second and third posts going to the Mills Brothers and the Ravens.

Columbia's LP Disks Hit Mart

HOLLYWOOD, Aug. 21.—First series of Columbia's long-playing (LP) disks are skedded to go on sale in local retail stores this weekend, to be hypood by an intensive newspaper campaign beginning Monday (30). Spokesman for Ray Thomas Company, Columbia's Southern California distrib, said an initial order of over 100,000 platters was placed by nearly 500 Columbia dealers in this area, which is 30 per cent above salesman's quotas previously set.

Demonstration models of the Columbia-Philco LP record player will be in all dealer's hands by week's end, plus additional floor models for

Jox Ballot Box

NEW YORK, Aug. 21.—Last call to America's disk jockeys. You can still cast your vote in *The Billboard's* forthcoming Disk Jockey Second Annual Poll and take a crack at naming the nation's favorites or picking the disk jockey's disk jockey.

Deadline's only a week away, so get those pink forms in, please. If you haven't received one, a fast note will get you a blank copy by return mail.

customer resale. Thomas Company is also handling the locally produced Califone record player, which retails for \$24.95 as compared to the Philco player at \$31.50.

Going BIGGER AND BIGGER

Every day . . . The
Record That
Satisfies Everyone!

YOU CALL EVERYBODY DARLIN' AL TRACE REGENT #117

- #1 Best Selling Popular Retail Record
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And as an EXTRA ADDED ATTRAC-
TION, the other side is another HIT!



And make sure to listen to another

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Order Today Without Delay.

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NEWARK, NEW JERSEY

Retailers Pick—



LOUIS JORDAN

AND HIS TYMPANY FIVE
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Another PREVIEW Hit

GIVE TO THE
RUNYON CANCER FUND

VAUDE BOOKERS SING BLUES

Acts Scarce; Experiments Don't Pay Off

Pix Favored for Turnover

By Bill Smith

NEW YORK, Aug. 21.—With the coming of fall the theaters are supposed to be busy lining up their shows for the coming months. At least that is the practice—or, anyway, it was the practice. Today, with Labor Day around the corner, the majority of bookers don't know what they'll have for more than a couple of weeks (or, in some cases, a couple of shows) and are already singing the blues.

The straight vaude bill of six acts was thought to be the answer. It was tried a few times last year at the Capitol. The Paramount uses a refinement of it, using a semi-name band to cut the show, and two weeks ago the RKO Palace, Cleveland, gave it a whirl.

The six-act bill at the Palace, Cleveland, consisting of Henny Youngman, Sibyl Bowan, Jerry Wayne, the Sensationalists, Don Henry Trio and Salici Puppets, got rave reviews from the local critics. According to the house staff, people leaving the theater said they enjoyed themselves immensely and congratulated the management for the show.

Doesn't Pay Off

Yes—it was wonderful. It was a fine show. The acts were great. There was only one trouble with it. It didn't pay off.

This inability to pay off is what has the bookers and the theaters buying the aspirins by the ton. Last year the outlook for a revival of flesh looked somewhat brighter. It wasn't that more attractions would be available so much as the general belief that more houses would open with live acts on the bill.

The motivating cause for the belief was the motion picture consent decree and the continued scarcity of good films. The trade felt that houses that wanted to stay in the competitive that wanted to bolster their grade B screen product with stageshows.

Names Are Scarce

Booker after booker and theater manager after theater manager discovered soon that plans made in the spring freeze up in the fall. For while there were and are plenty of acts available at fair prices, the public isn't interested unless it can see something with a name. And names, unfortunately, aren't any more plentiful today than they were a year ago, and they cost, if anything, more than a year ago.

A couple of weeks ago Warner decided to reopen its shuttered Earle, Philadelphia. A little later it announced that the reinstalling of flesh in the house would be "postponed." Insiders say this postponement is probably a cancellation induced by the fact that it was next to impossible to line up a number of shows at prices that would mean a buck for the house.

Pictu.e distribs have been blamed for refusing to help out theaters with good product. Fact is that any grade B stinkaroo costs about a million bucks to put into a can. Assuming a house gets a flicker for 40 per cent, it has to deduct anywhere from \$10,000 to maybe \$15,000 for a stage-show before the distrib starts sharing in the take. Flicker companies with important money tied up in pix nat-

(See Vaude Bookers on page 48)

Or Benzedrine?

NEW YORK, Aug. 21.—A customer with a ticket stub in his hand approached the manager of a Stem vaude-picture house standing in the lobby. "I just came in," said the customer, showing the stub. "I'd like to go out for a few minutes to buy some candy."

"Sorry," replied the manager. "You can't go out for candy. But if you want to go next door to buy—say aspirin—that would be all right."

Philly Nitery, Club Bookers In Joint Board

PHILADELPHIA, Aug. 21.—While each group retains its own autonomy, the boards of directors of both the Entertainment Managers' Association and the Variety Bookers' Association this week announced their amalgamation. EMA is comprised mainly of club date bookers, while the nitery percenters for the most part make up the VBA.

The time having come for the percenters to stick together for a united front rather than be concerned with individual differences, both associations agreed that the joint board will have the authority to act on all questions of major policy as it affects the local booking industry. While the sphere of operations is different for both booking groups, their interests, needs and problems are common. And the membership of both groups realized that only by joint and united action will they be able to overcome the obstacles.

The governing body, to be known as the joint board, comprises the board membership of the EMA and VBA, each with five members. While there will be no attempt to amalgamate the membership of both groups, each retaining its autonomy, the joint board, in the opinion of many percenters, represents the nucleus for a national organization of entertainment bookers.

250 Spots in A. C. Maintain Fat Payroll Despite Lean Biz

ATLANTIC CITY, Aug. 21.—In spite of the fact that night club business at this South Jersey resort is strictly from hunger this season, the fact remains that the after-dark scene still provides the town with one of its major industries.

The old wheeze about more help than customers seems to hold true here when it is considered that cafes are shelling out weekly wages to some five to six thousand employees, with some of the toppers drawing down three to four grand a week. All this in the face of the empty tables.

The beach front hotels are paying from \$600 to \$3,000 a week for their dance bands or cocktail units. One boardwalk hotel estimated that its entertainment overhead this season averages \$3,850 a week. Another spot figures a \$7,000 budget, with the floor-show dragging down \$4,000, while a third spot pays \$5,900 a week for entertainers and other night club salaries. Budgets don't take in the cost of redecorating, furnishing or any other physical attributes. Traymo-

Hotel, for instance, spent \$175,000 to set up a new Submarine Room, bar and lounge.

Pay Rolls Up

Present-day pay rolls are a far cry from 1930 when the Nut Club (now the 500 Club) paid chorus gals \$20 a week, which was all the musicians got. A singer topped that salary by a five-buck note; a soubret got \$35, while a dance team rated \$50. That's when the waiters got \$10 a week plus tips—plus contributing a song or two to the floorshow. Contrasting today, the Club Nomad is paying Louis Armstrong and His Six All-Stars combo a neat \$4,000 a week. It's reported that Irvin Wolf, who operates the 500 Club, got a break in paying Jerry Lewis and Dean Martin only \$3,000 a week—and only because it was Wolf who originally teamed the twosome at his spot here in '46. Jackie Miles is reported as getting two grand a week currently at the 500 Club.

A union musician today draws down more a week than Paul Whitman did when he played the Amba-

Gov't. Probes 4 A's, AGVA On Split Week

It's Up to Dick Jones

(Continued from page 3)
called the dictatorial tactics of the Four A's, will be asked to prove his case.

Kearns Pledges Fairness

Rep. Carroll D. Kearns, chairman of the subcommittee of the House Education and Labor Committee, said: "This will be a fair hearing. We want evidence on any charges made. Anybody called to testify will have to submit proof before we will permit it to go into the record."

Jones will charge that the Four A's refused him an audience (he was permitted to address the recent AGVA convention in New York and, according to AGVA officials, was said to have been satisfied by the proceedings), and to protect the members of his local he had no recourse but to ask for a congressional investigation.

Various Philly actors who have been placed on the AGVA national unfair list will also take the stand that unfair discrimination deprived them of a livelihood. Cafe ops, Harry Steinman, Latin Casino, Philly; John Weber, Weber's Hofbrau, Philly; and Lena Arista, formerly of the Balzerina, Philly, will also present their claims.

Recess Skedded

After the three-day hearing a recess will be called to permit the chairman, Rep. Kearns, to attend to political matters in his home district. Kearns, a Republican from Pennsylvania, conducted the investigation of the American Federation of Musicians (AFM) and its president, James C. Petrillo.

Irving McCann, general counsel for the committee, was also the counsel in the Petrillo investigation.

Unruffled

NEW YORK, Aug. 21.—In one of their numbers at the Thursday (19) 12:30 show at Bill Miller's Riviera, a ruffle on the gown of Floria (of terp team Mario and Floria) came loose and loused up the routine, almost tripping Mario.

Mario ripped off the ruffle, and announced to the mob: "We owe you an apology, and we will do the entire number over the way it should be done." They did, and won the house.

London Casino, Just Even, Is Calling Quits

LONDON, Aug. 21.—The London Casino will close October 16 after presenting international variety to London for the last 15 months. The announcement was made by Bernard Delfont, Casino manager, who said stageshows were too costly to continue.

During the last 15 months Delfont has presented star attractions from the United States and the Continent, costing him just over \$1,200,000. A rough check-up shows he will just about break even.

The take is \$32,000 a week if the house is full for every performance. A week's show costs between \$16,000 and \$20,000 for artists, band and staff. Few bills have played to a full house and sellouts have been mostly overshadowed by half empty theaters.

Three acts, all American, have made money—the Ink Spots, Lena Horne and Sophie Tucker. There were rows of empty seats for Virginia O'Brien and Harry Richmond. Hoagy Carmichael, currently at the Casino, is expected to bring the take to around 30G.

Delfont had things his own way for the first six months until Val Parnell opened his London Palladium in January. Salaries went up to \$12,000 a week and Delfont decided \$6,000 would be his top price from then on. Fewer top-rank stars and a general decline in West End show business threw Delfont for a loop.

Britisher at Home

Max Miller—the first British comedian to top a West End variety bill since the American procession started—will move into the Casino Monday (23) and will be followed September 6 by Harry Green. Tino Rossi will open October 4 as the last attraction before the Casino closes October 16. Delfont will then concentrate on his theaters and music halls outside London. He is paying \$40,000 for the rights to tour *Bless the Bride* next year. Later he will send out *The Chocolate Soldier*, *Rose Marie* and *The Student Prince*.

sador Hotel here 25 years ago. Today resort music makers are averaging \$100 a week.

With 250 places in town licensed to sell liquor, it is figured that they use about 25 employees in each spot. Some have as low as five—a couple of bartenders, waitresses and a dishwasher with the juke box providing the entertainment. At the other end is a place like Sam Singer's Club Harlem with 130 people on the payroll, including a 16-piece band, a line of 12 chorines and 18 others in the floorshow.

While business is way down, the high cost of entertainment caused only one folding this season, Paradise Cafe, Harlem spot claiming to be the oldest nitery in continuous operation in the country, closed after failing to make a go of it with a name band early in the season.

NIGHT CLUB REVIEWS

El Morocco, Montreal

(Tuesday, August 17)

Capacity, 275. Price policy, \$2 minimum. Operators, Eddie Quinn and Yvon Robert. Publicity, E. W. Ferguson. Booking policy, William Morris (Dick Henry), exclusive. Estimated budget this show, \$1,500. Estimated budget last show, \$1,750.

El Morocco is coming back as the leading comedy room in town after taking a back seat for a brief period when the Tic Toc reopened with shows.

The current parlay, which was in a tough spot following the sock Artie Mann-Sonny Skylar-Stan Kramer combo in the last show, came thru with flying colors. For the visiting gemen and natives who are packing the room, Jackie Winston, Doc Marcus and Naomi Stevens provide just the right hot-weather diet, with the laughs coming in a steady stream.

Winston, in the closing spot, was handicapped following the broad tragicomedy of Marcus, but nevertheless hit the jackpot and the customers with everything in the book except blue material. Winston's forte is a rubber kisser and a capacity for fighting when the chips are down. And at show caught he won hands down all the way.

Socko Stuff

The crowd went for most of his stuff, especially the impression of an old-time song-and-dancer. Also his other bits—the bridegrooms, throw-away lines and ad libs nailed his act down tight.

Marcus, a familiar figure in these parts, clicked in his own stint and was good for a steady stream of laughs. His smooth, clever delivery caught the ringsiders' fancy. His material, most of which is by now well known, could still stand sapoliing.

Naomi Stevens, just out of the Ruban Bleu, New York, registered in the tee-off spot with a clicko appearance and well-handled special material. Her new song—doing takes of the different kinds of fem singers heard in cafes—is clever stuff and should be a solid laugh-getter once the kinks are smoothed out.

The Wally Wanger line (6) contributed some effective terping with decorative costuming. Buddy Clarke's work cut the show snappily.

Charles Lazarus.

Jackie Green's, Hollywood

(Wednesday, August 18)

Capacity, 175. Price policy, \$1.50-\$2.50 minimum. Shows at 9 and 12. Owners-operators, Jackie Green and Carl Aultman. Booking policy, non-exclusive. Publicity, Red Doff. Estimated budget this show, \$1,500.

Comic Jackie Green's new club, located on the site of the original Slapsy Maxie nitery, is a combination of Hollywood and the borscht belt. Room is intimate, tasteful in decor, and prices are lower than average.

Green held the closing slot on a five-act bill, earning big returns from the house loaded with friends. Ringsiders went for his sharp take-offs, gagging and sure delivery. His carbon of Durante won a top hand, while Cantor and Jolson impressions registered solidly.

Featured was Capitol Records' balladier Artie Wayne, ex-Freddy Martin ork. Wayne's slow, sustained style earned a big mitt, especially from fems. His appeal to juves is good and his salesmanship is smooth. Material leaned heavily on the ballad side, best being *Sleepy Baby* (written by Wayne).

Thrush Carol Richards, a looker, earned attention with a quartet of well-chosen ditties. Opening strong with *Blue Skies*, she switched to the torchy *Mad About the Boy*, then changed pace to do a roving-mike stunt. Latter gimmick didn't sell too well for lack of a spotlight to follow the lass around.

Jack Martin and Judy Blake registered with several standard terp routines, building to a pay-off with a jitterbug tap number. Emsee chores went to rotund Milton Douglas, who held a comedy slot. His delivery and timing were okay, but the material was shopworn. Given some fresh gags and patter, Douglas should hold his own in smart company.

Red Pepper's combo cut the show passably and played for dancing. Marty Weisner's work on the 88 during the show helped the acts.

Alan Fischler.

Gaumont-British Dropping Vaude

LONDON, Aug. 21.—Vaudeville received a second punch in the jaw last week in the announcement that the Gaumont-British cinemas are dropping stagershows as soon as present commitments have been met.

First punch came with the announced closing of the London Casino in October after featuring international variety for nearly two years.

The change in the G-B policy was made by the Circuits Management Association, one of J. Arthur Rank's companies, which recently acquired control of these cinemas. New policy is all-film.

The closing of the London Casino and the new G-B policy will practically remove vaudeville from London theaters. The London Palladium will remain as the only West End vaude theater. A few variety theaters in some London districts will continue, with their fate in the hands of the declining audiences.

General slump in London legit and variety theaters and in cinemas is laid to shortage of money. A year ago business was up, with free spending on the part of the public causing a general spurt. Today the future of vaudeville in London is moving along on thin air.

Providence Flesh Sept. 3

NEW YORK, Aug. 21.—Fay's Theater, Providence, will reopen with flesh September 3. The policy will be the same followed by the house in previous years—six acts (low budget), stage band and a flicker. The house normally closes for the summer.

AGVA Nixes Pro, Amateur Act Use

HOLLYWOOD, Aug. 21.—After warning local clubs to stop mixing amateur talent with professional acts, American Guild of Variety Artists' (AGVA) Coast topper, Florine Bale, this week began cracking down on both bistros and talent to end what union termed unfair competition from amateurs. First spot found using free acts was the small York Club. Club was placed on AGVA's unfair list, cash bond of \$500 was returned, and AGVA talent working there hauled up on charges.

Trial board hearings to discipline wayward AGVA members will be skedded first and third Wednesday of each month, with September 1 set for initial disciplinary session. According to Miss Bale, union members are working spots under fake names, which is making it tough for AGVA staffers to track them down.

Since campaign was launched, Colony Club, Somerset House, Toddle House and Melody Club have co-operated with AGVA and ended use of amateur talent. Union will continue to check all spots which advertise amateur night gimmicks until practice is cleaned up, Miss Bale said.

Fredericton Asks For Special Levy

FREDERICTON, N. B., Aug. 21.—City council has voted to seek authority from next winter's session of the provincial assembly to impose a civic tax upon all amusements.

A committee has been appointed to draw up recommendations concerning the percentage of gross receipts or flat fees to be charged, if

Chicago To Get '49 AGVA Convention

CHICAGO, Aug. 21.—Joe Wallace, chairman of the American Guild of Variety Artists' (AGVA) convention committee, this week announced that Chicago had been definitely selected as the actors union convention site for 1949.

Wallace said that he and committee members, Eddie Rio, San Francisco, and Al Tucker, Detroit, had worked out a tentative convention date of June 2-5, with the Sherman Hotel as the tentative location.

Unemployment Law Excludes Performers

TRENTON, N. J., Aug. 21.—Strip-tease artists are not in "covered employment" as far as New Jersey is concerned. Acting Governor John M. Summerill Jr., signed into law Tuesday (17) a bill removing from unemployment compensation coverage strip-teasers, name bands and other entertainers hired for an engagement of less than 10 weeks in a year.

The bill, sponsored by Sen. Frank S. Farley, of Atlantic City, was passed after the courts had ruled the ladies of Empire Burlesque Theater, Newark, and musicians hired for limited seashore engagements were covered by the unemployment compensation law.

and when the law goes into effect. This would be in addition to the customary licensing charge. It would be the first such tax in any of the maritime provinces.

"Gloom Chasers!"

RAYE MOTTE and FRITZIE

(Formerly Raye and Pedro)



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Covington, Ky.

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Thanks a million!

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From SEPTEMBER 5 to OCTOBER 15

JOLLY JOYCE

Earle Theater Bldg.
Philadelphia 7, Pa.

VAUDEVILLE REVIEWS

Capitol, New York
(Thursday, Aug. 19)

Capacity, 4,627. Prices, 70 cents-\$1.50. Four shows daily. House booker, Sidney Piermont. Show played by name band on bill.

Every now and then a flicker personality comes out and really has an act instead of leaning on stale gags about Hollywood. Dick Powell is one of the few with such an act. His long stand as the house emcee at the Stanley in Pittsburgh and the stage savvy he acquired there and other places has stood him in good stead. He's at home onstage, handles his bits with suave dexterity, is gracious, pleasant and works with Dick Jurgens to results that are everything he could possibly wish for. Powell is no longer a top singer, but what he does he sells so well that nobody cares. After opening with *You Call Everybody Darlin'*, which registered socko, he went into a medley of oldies out of his pictures. The pay-off, however, was his routine with band leader, Dick Jurgens, in which both did a hoke trumpet duet. That one hit the bull's-eye.

The Dick Jurgens band, in its first Stem theater date in many years, was more than just a show band. First of all Jurgens is a live frontier besides looking plenty all right. Besides the sidemen, most of whom double into voice, put on a giggle-filled show. They do novelties, glee club stuff and comedy bits for eye as well as ear appeal.

Jimmy Castle, boy singer, who doubles on instruments, showed nice phrasing and a pleasant voice in *It's Magic*. Al Galante, who also doubles on instruments, was well received in his novelty vocal. In fact all the sidemen with spots filled them capably to give the band a well rounded appeal that made the Jurgens outfit ideal for stagershows.

Gil Maison showed a new act which just about fractured them out front. Opening with Warren Whitney, a stooge—a tall thinnish dead-panned lad who looked as if he were scared to death—Maison teed off with a ventriloquist routine for a quickie that put him way ahead. The stooge who did the voice throwing (Maison left the stage to him) showed a muscular control that was amazing. Maison came back with another "dummy" which turned out to be his famous monkey. Incidentally the monk also has a new bit—a piano playing thing, complete with breaks, that was wonderful to see. There's

Oriental, Chicago
(Thursday, August 19)

Capacity, 3,300. Prices, 50 to 98 cents daily. Five shows week days; six week-ends. House booker, Charley Hogan. Show played by Carl Sands' band.

The budget was cut to a minimum for this one, but pew-sitters get a well-rounded 45-minutes of entertainment from this under \$4,200 show. It definitely lacks high spots, but flows along at an enjoyable pace.

The Dewey Sisters, in opening slot, mixed precision acro with solo acro and contortion bits that clicked. Gals worked fast and kept the pace high with specialties that pulled mitting. They enhance their presentation with background music and closed to a solid hand.

Monica Lewis tried too hard on the showmanship end, gesturing and moving about to the extent that her animation became boring, especially on serious numbers like *Dancing in the Dark*. The continual movement kept her head bobbing and, as a result, her voice came over the p.-a. system poorly. However, she pulled a good mitt for each of three numbers.

The youthful Marshall Brothers show more poise and confidence in their comedy and mimicry each time they visit Chi. They were relaxed and threw in plenty of ad lib material that broke it up consistently. They should discard the big guy's pummeling of the smaller brother, as this isn't funny to lots of people.

The Page Cavanaugh Trio, making their first personal locally, need more record exploitation before they can fill a wind-up spot. Three clean-cut looking youngsters, they whip up a musical storm, but their jumpers lack push because the stuff is too fast for the squares. Best of their numbers was a series of parodies on nursery rhymes. *Johnny Sippel*.

also a new dog in the act, a St. Bernard, that adds enough hilarity to the proceeding to make it a smash. All in all Maison has practically a new and a fine act built around his "Frank Buck" formula. The customers loved it and howled with glee.

Lathrop and Lee are still the class of the man-woman hoofers in the biz. Their appearance is neat, their work adept and their selling tops.

Taken by and large the Capitol has one of the best stagershows it has had in a long time to complement *Pitfall* in which, by the way, Dick Powell is also the star. *Bill Smith*.

"Stop Music" Road Dates Run Into Jam

Tour Off; Suits Loom

(Continued from page 3)

up, and, according to insiders, contracts were issued for varying amounts. Among the dates to be played were about 20 weeks of theaters and a couple of months of fairs with some one-nighters thrown in.

Suddenly a wrench was thrown into the works and MCA canceled all the dates, and here is where the confusion began.

Louis Cowan, co-owner of the show, said he knew of no deals for the package. Some were discussed but nothing was consummated. MCA, said Cowan, wanted him to form four road companies, but Cowan said the job was too great and asked that MCA postpone plans for a few months. "I am willing to play theaters and fairs, but not until I have several other things, now pending, settled," said Cowan.

Police Check-Up Denied

Cowan denied that a police check-up of the *Stop the Music* show at the Capitol had anything to do with it. "The police came in and said nothing one way or another. However, we got the feeling that they considered the wheel a lottery and rather than face a warning we voluntarily changed it to a Dr. I.Q. format.

Meanwhile the show was slated to open at Hershey, Pa., at a fair to be run for the Lebanon Police Pension Fund. It was due to open September 2 and run to September 4. Frank Carpenter, chairman of the fair's ways and means committee, said he signed a contract for the package June 29 and a few weeks later sent MCA a \$5,000 check as part guarantee. He then proceeded to advertise the show, printing 33,000 reserved tickets and 7,000 programs.

The ticket sale, said Carpenter, was going along fine when he was notified by MCA that *Stop the Music* was canceled. "The reason given me," said Carpenter, "was the police action in New York. I couldn't see how the New York police could rule on shows in Lebanon and guaranteed MCA there wouldn't be any such interference here. All I got was 'We'll see what we can do,'" said Carpenter.

Carpenter also explained that he had paid ticket sellers 7½ cents a ticket, all of which gave the *Stop the Music* show top billing. He also played up the name on posters and ads and now "... I'm here holding the bag."

Carpenter admitted that, altho he signed the contracts and mailed them to MCA in New York, he had never received any signed contracts back. "I was assured it was all right and to go ahead and advertise. In fact, MCA helped me lay out the advertising campaign."

Fair manager also said he had retained Adolph Bangsner, New York lawyer, to bring suit against MCA for violation of a contract plus the amount in damages he said he's sustained.

Sonny Werblin, one of MCA's top-pers, said that to the best of his knowledge the office had been offering the radio package around but that no contracts had been issued.

New Detroit Spot Opens

DETROIT, Aug. 21.—Don Lee Show Bar, new northwest suburban spot located on the city limits at Eight Mile and Northwestern highways, was opened last week by Don and Lee Fella. Spot has a cocktail lounge policy, with possibility of other entertainment later. Don Fella, who recently operated a tavern on the East side, formerly was a band leader.

Follow-Up Review

PARAMOUNT, NEW YORK: Martha Tilton, who replaced Peggy Lee and Dave Barbours, who were in for just two weeks, did a competent enough job onstage, tho the burden of the show is now carried by Jan Murray.

Miss Tilton, working in a white sequined gown on the show caught has been out of the limelight too long or her publicity isn't too good. Her intro brought polite applause and her exit left the house only so-so. But if her reception was only tepid her fine voice, which reached every corner of the theater, was pleasant to listen to. The blonde canary teed off with a song based on throw-aways which must have killed them in rehearsals. Here it meant little. Her next, *I Love Somebody*, was followed by her oldie, *Blow, Gabriel, Blow*—and off.

Miss Tilton, billed as the Liltin' Tilton, can sing with the best of them. What she obviously needs is an act with songs that will sell her as well as the songs. A rep isn't enough. The public doesn't remember too long. *Bill Smith*.

State, Hartford, Reopening With Films Temporarily

HARTFORD, Conn., Aug. 21.—The State Theater, downtown 4,000-seat motion picture-vaudeville house operated by the Harris brothers, will reopen Wednesday, August 25, with a straight picture policy.

House will go back to picture-vaudeville policy September 10.

Al Monty Turns Actor

HARTFORD, Conn., Aug. 21.—Al Monty, ex-Connecticut motion picture theater manager, has become an actor and has started a series of weekly amateur night presentations at Loew's Poli Palace Theater, Meriden, Conn. He is the emcee.

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Catskills Case Goads AGVA To Showdown Against Cuffos

NEW YORK, Aug. 21.—The problem of benefits and what to do about them has the American Guild of Variety Artists (AGVA) mulling a couple of solutions, one of which calls for elimination of all benefits except those for legitimate charities.

One of the concrete plans which AGVA says it will demand of the new Theater Authority to be formed early in September is to request every applicant for a clearance for a charity show to sign an affidavit, which the union says will eliminate the professional promoter. The affidavit would attest that the only beneficiary of the function would be the org running it (the org itself would first have to pass muster) after deductions for rental of a spot, musicians, stagehands, etc. A notarized and itemized statement of expenses also may be requested, after the show, to supplement the original affidavit.

Criminal Action Threatened

Any person or organization obtaining acts for free thru false statements, says AGVA, would be faced with legal and possibly criminal action.

AGVA officials said it was not their intention to penalize legitimate charities. "Anybody with a good cause who will attest to it formally and will give us the proper documents will not be brushed off," said a union spokesman. "What we are after is to stop rackets and take the heat off our members."

Under the present set-up the Theater Authority, thru its executive secretary, clears all benefits. Under the proposed set-up a new Theater Authority of three members, one of whom will be an AGVA member, will be established to pass on all shows.

Catskill Crisis

The plans gathered momentum over a comparatively minor incident involving a benefit skeddled to be run by the Volunteer Fire Department of Loch Sheldrake, a town in the heart of the Catskill resort area. The org, according to the union, consists of hotel men who want to use the funds to buy fire fighting equipment. The union refused permission, stating that if hotel men wanted equipment they could buy it. It saw no reason why acts should give their talent for nothing, so hotel men wouldn't get taxed. The refusal became more emphatic when a Catskill judge was said to have threatened that if AGVA gave no clearance, every actor appearing before him would get "the book thrown at him."

An excited meeting of AGVA officials was called Thursday (19) to discuss the Loch Sheldrake case and recommendations on all benefits fol-

20% U. S. Tax On Panto Acts

DETROIT, Aug. 21.—A drive to collect a federal cabaret tax from night spots which have been using pantomime acts is anticipated, with Detroit as the key city because of the prevalence of this type of act here. The ruling on the tax was instigated by Sam Arnold, of the Delbridge & Gorrell Booking Office. It was that such acts constitute entertainment and come under the 20 per cent tax collection law. The ruling was made by Fred A. Arndt, chief of the miscellaneous tax division here, quoting Deputy Commissioner D. F. Bliss.

It is expected that this ruling will start drives for collections in Illinois, Pennsylvania and New York, in addition (See Tax on Panto Acts on page 48)

lowed. Also involved in this matter of playing benefits for political groups were charges made that shows for police organizations also "didn't pay off."

One AGVA official carrying a load of badges and honorary cards from various police department orgs charged that he got his first summons in 15 years for a "minor traffic offense." When he asked the cop to be lenient because of all benefits he played for police orgs, the cop is said to have replied: "You never did anything for me."

IN SHORT

New York:

Jane Froman, current at Bill Miller's Riviera, is working with a broken toe. It's in a cast. . . . Saratoga spots suddenly came to life last week when lads loaded with cabbage came in. . . . Bea Lillie may be the opening attraction at Le Directoire.

Monte Carlo, which folded, will reopen as the 1-2-3 Club. The spot is owned by Lou Levin, co-owner of Gilmore's and Trader Tom, a steak house. Dick Flanagan, former manager of the old Monte Carlo, will manage the new room.

Alan Corelli, Theater Authority exec, is feuding with American Guild of Variety Artists (AGVA) because he cleared a benefit on which acts got paid but Joe E. Lewis worked for free. . . . Maraschino, ex-headwaiter at La Martinique, will be major domo of New Embassy. . . . Barry Gray has been offered rooms around town but can't get an okay from Murray Weinger, Miami Copa op, to go ahead.

Niteries are in a dither about coming attractions. The Harem wants Tony Martin or Danny Thomas. Who doesn't? . . . Martin is asking 10G from Riviera. He's got a contract from the Copa but claims it was voided because they didn't play him on date called for.

Joe Smith (of Smith and Dale) was a passenger in a car stopped by Monticello, N. Y., police for speeding. He thought he'd help out the driver by showing the judge a whistle he'd received as a present from the police for working benefits. "If I'd kept my mouth shut the poor guy would've gotten off with a fin. Because I showed them the whistle the bite was a sawbuck."

Philadelphia:

Phil Guber and Ben Cossrow have taken over the Douglass Hotel and are remodeling the dining room for an after-dark spot, set to open this month with Floyd Hunt, composer of *Fool That I Am*. . . . Latin Casino niterie has joined in the sponsorship of the all-night *Dawn Patrol* platter show on WIP.

Ray Lee and His Smoothies at the Glen Hotel Lounge. . . . Jo-Jo and the Cuban-Alres into the Carioca. . . . Nellie Litcher and the Andrew Sisters dance duo for the added entertainment, with Gene Williams' band at Frank Palumbo's Click. . . . Harry Rose takes over the lead at the Latin Casino.

Atlantic City:

Youman Brothers and Frances at the Shelburne Hotel's Shell Bar. . . . Mary Osborne Trio new at the Hialeah. . . . Barton Brothers back at the Cliquot Club. . . . Smart Set Trio at the Mardi Gras. . . . Helen Kenny set at Wissow's, in suburban Somers Point.

New York:

MH Repeats 153G Preem; Other Stem Houses Slump

NEW YORK, Aug. 21.—Vaude grosses this week slumped slightly to \$446,805 for the five Stem houses showing flesh-pic combos as against the hefty \$503,500 take the week before. The current figure still stacks up as considerably above the weekly average take for the houses, which is 386G.

Radio City Music Hall (6,200 seats; average, \$115,000) did equally as well as its tee-off with a juicy \$153,000 for its second stanza, the same gross it had for its preem. Bill is Bunin and Company, Estelle Sloan and *Date With Judy*.

Roxy (6,000 seats; average \$89,000) was off to \$99,000 for its second week. First seven days brought 116G into the b.o. Dick Haymes, Tommy Trent, Buster Shaver, the ice show and *Walls of Jericho* are the attractions. Paramount (3,654 seats; average,

L. A. Law Would Prohibit Serving Of Degenerates

HOLLYWOOD, Aug. 21.—Ordinance which would make it unlawful to serve degenerates in bars or niteries here was approved this week by the Los Angeles Police Commission and forwarded to city council for adoption. Restrictions, which will make club ops liable to prosecution for serving "persons of lewd, immoral or dissolute characters," as well as "perverts," were recommended by police officials following a campaign launched several months ago by the Hollywood Chamber of Commerce.

Drive cost several smaller Hollywood bars their liquor licenses, while others were warned and put under close police scrutiny.

If passed, the new ordinance will provide that ops allowing perverts to gather would be given five days' notice to "abate the nuisance." If violations are repeated clubs would be subject to immediate prosecution without further warning.



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Musicomedie Terp Routines Swing From Ballet to Tap

(Continued from page 22)

has devised routines that are a combination of tap and boogie woogie. Hermes Pan, who plans the Fred Astaire numbers on the Coast and is doing the same for Mike Todd, is using tap only. Current ads for dancers on the Todd show state "this is a hoofing show."

Blend of Ballet and Tap

Gower Champion, dance director for two revues, *Small Wonder* and *Lend an Ear*, uses a blend of ballet and tap. Champion says the ballet trend has been exploited to great length until the public now is tired and looking for something new. It has been successful and still will be, but must give way to something else for a while. He calls his patterns stylized musical comedy dancing, which combines leaps and spins but goes in for plenty of rhythmic footwork. In *Lend an Ear*, in a period number, *Friday Dancing Class*, he uses a combo of ballet and pantomime.

The Stem also will see something quite different when the lush South American musical, *Magdalena*, hits the street. Jack Cole is handling the terping chores for both this show and *Alive and Kicking*, a revue to be produced by Ray Golden this fall. All of Cole's choreography is a mixture of East Indian, jitterbug and South American. Word from the Coast is that Cole's patterns are really different.

Mostly Straight Dancing

Even in *Love Life*, where Michael Kidd is responsible for the dance direction, most of the numbers are straight dancing with very little ballet. *Forty-Five Minutes From Broadway*, Milton Baron's revival of the old George M. Cohan musical comedy, for which Jerome Robbins will handle the footwork, has no ballet. The show is set in the '20s and the routines will be tap. Only in *That's the Ticket*, with Robbins as the director and Paul Godkin in charge of the dances, will ballet be primarily used.

All this makes it tough on the kids trying to get jobs as dancers in musicals. For the past several years ballet has predominated to such an extent

that they have concentrated their energies and dough in learning that style of dancing. Now suddenly they are faced with the problem of learning tap if they are to get work. All they need now is to spend several years at it, by which time, no doubt, ballet will start to come back and they can start learning all over.

ATAM Opposition Threatens League's Publicity Campaign

NEW YORK, Aug. 21.—There is a good possibility that the League of New York Theaters may drop its plan for a nationwide publicity and propaganda bureau because of the opposition of the Association of Theatrical Agents and Managers' union (AFL). Labor org contends that, since it has jurisdiction over all legit flacking, this should include an industry-wide job of drumbeating.

A meeting will be held soon by the League to decide whether it wishes to continue to push the plan in the face of the opposition of the union. It is evident that the bureau cannot be organized at this late date to give legit the benefit of its public relations campaign this season. Trade observers point to the snarl of another instance of why legit is the least important of entertainment mediums. Their claim is that the idea of the bureau is more important than the dispute and an agreement should be reached.

John Wildberg on Coast

NEW YORK, Aug. 21.—John Wildberg is out on the Coast raising dough for his production of the Bud Burton-Alan Sherman musical, *The Golden Touch*. Show was slated to be presented in England first, but the plan fell thru. Burton and Sherman wrote the score and the book and are flying to the Coast this week-end to be on hand for auditions.

Legit Ending 21-Year Hiatus At Murat in Indianapolis

INDIANAPOLIS, Aug. 21.—After a 21-year absence from the Murat Theater, legit moves back to that house this fall. With the closing of English's Theater, all road shows formerly presented there will be given at the Murat.

Under the direction of Theater Productions, Inc., the United Booking Office franchise has been transferred to the Murat. Vincent Burke, manager of English's Theater, will book for the new showplace, assisting Cecil Byrne, president, and Mel Ross, busi-

ness and house manager.

This summer workmen have swarmed over the Murat, readying it for the season. New seats and carpeting have been put in and the seating capacity raised from 1,925 to 2,000. New lighting and fixtures have been installed.

The season will be opened October 1 by Stan Kenton. The Shrine, which owns the Murat Temple, has made arrangements to carry all programs of other years, in addition to the bookings of Theater Productions, Inc.

Theater Wing's New Series Continues Helpful Courses

NEW YORK, Aug. 21.—The new fall session of the American Theater Wing starting September 15 for 10 weeks will continue to offer legit, radio, tele, music and dance personnel opportunities for improvement that few professions make available. For example, this will be the first semester at which a sketch writers' workshop will operate. Under the guidance of Shevelove, director of

Small Wonder, scripters will not only be able to write material but also will have the chance to see their stuff performed by competent entertainers.

The same idea is being used in an advanced directing workshop where scripts from the playwrighting class will be staged and the writers given a chance to evaluate their material on the boards.

A new television laboratory is being

Silo Circuit

Two of the better offerings of the summer stock season are on the boards this week. The Olney Theater, Monday (23), unveiled Arthur Treacher in Arthur Wing Pinero's *The Magistrate*, featuring Robert Carroll and Phil Coolidge, while Robert Breen, executive secretary of the American National Theater and Academy, resumed his directing and acting career Monday with a modern version of Shakespeare's *Hamlet* at the Barter Theater. Latter adaptation features Leo Chalzel, Frederic Warriner and Jacqueline Logan, with lighting and scenery supervised by Nat Karson. It has an original score by Arthur Kreutz. Play will also be toured by the Barter Theater.

Jean Parker and Tonio Selwart play for one week, beginning August 23, at the Cape Playhouse, Dennis, Mass., in an adaptation of P. G. Wodehouse's *Candlelight*. Show is being staged by Arthur Sircorn.

The American preem of Noel Coward's *This Happy Breed* took place Monday (16) at the Wheeler Opera House, Aspen, Colo.

Lillian Gish stars this week in Noel Coward's *The Marquise* at the Bar Harbor Playhouse. Production was directed by Jerome Coray and features John Williams and Judson Laire.

Anton Dolin plays the leading role in *For Love or Money* at the Ogunquit Playhouse this week. Wes McKee handles the directing chores.

Peter Frye directs Ilka Chase in *Design for Living* at the Pocono Playhouse the week of August 23.

Mady Correll makes her final appearance this summer at the Mahopac Theater, when she stars in *The New York Idea*, beginning Tuesday (24). Miss Correll will be cast in the role created by Minnie Maddern Fiske.

Mary Malone stars this week in *Peg o' My Heart*, her second stint this summer in the script, at the Pompton Lakes Playhouse.

Revised Rules Indicated for Summer Stock

NEW YORK, Aug. 21.—Revision of the rules put into effect this year by Actors' Equity governing summer stock is indicated on the basis of incomplete reports sent in by the two union representatives touring the haylofts. Francis Clarke and Willard Swire, Equity reps, are really checking up on the Silo Circuit and have found several rules impracticable and several abuses of existing regulations. The regulations were only put into effect for one year.

It is almost certain that rehearsal salary (\$20 per week) will be hiked because living expenses are so high. The ruling requiring a stock company to employ six actors as part of its resident company also may be in for some change. Managers, instead of using six actors, sometimes include in the resident company a stage manager and a director who are union members so that the required number can be cut down and apprentices used. These are just a few of the regulations that may go by the board. That numerous other changes will be made is certain.

Stem Producers Eye "Happiest Years," A Hayloft Click

NEW YORK, Aug. 21.—One of the hottest scripts on the summer stock boards in years is the Thomas Coley-William Roerick play, *The Happiest Years*. This comedy about a returned G.I. and his problems has both John Golden and Brock Pemberton making the jaunt to the Berkshire Playhouse, Stockbridge, Mass., where it is playing until tonight, to view it for possible Broadway presentation.

Both writers are actors and thespians in Broadway shows at present. Roerick is in *The Heiress* and Coley in *Harvey*. The script itself was presented to veterans at hospitals all last year by the American Theater Wing while the writers reworked it.

Two scripts preemmed at haylofts are slated to hit the Stem in the fall. George Batson's *Magnolia Alley*, starring Jesse Royce Landis, is expected to open here about the end of October. *Peg o' My Heart*, with Julie Haydon, is another that received the lift from a summer theater production to the big street. Robert O'Byrne, who presented it at his Smithtown Summer Theater, and Ruth Selwyn will co-produce the show this fall.

Meanwhile, *A Free Hand*, the Melvyn Frank-Norman Panama script that was intended for Stem consumption, looks like it will be buried in one of the haylofts. The same is true for the Samuel and Bella Spewack script, *The Perfect Pitch*, which is proving somewhat short of perfect.

opened in Jamaica, where such radio writing and directing names as Peter Lyon, Philo Higley, Al Ward and Perry Laferty will experiment with video on a closed circuit. The problems of off-Broadway theater also will be considered in one class. Such courses as summer theater operation and management, theatrical publicity and stage lighting also will be given at seasons of the year when the student has the time to learn.

It has been found that even professional actors are at three levels of development and with that in mind a basic, an intermediate and an advanced thesping course is being offered. Such topflight instructors as Lee Strasberg, William Hanson, Boris Tamarin, Joseph Kramm and Jo Anthony are teaching at the Wing. Registration starts September 7 at 62 West 44th Street.

D. C. May Get House Across the Potomac

WASHINGTON, Aug. 21.—The board of directors of the Alexandria Amusement Corporation hopes to reach a decision next Saturday (28) on one of at least three alternative propositions to convert the Virginia Theater, across the Potomac from Washington, into a legitimate house.

One deal would be a lease of the theater to Joseph Curtis of New York, who has twice been turned down by the government on bids to lease the Belasco Theater. Another proposition to run the Virginia for stage shows is reported to have been submitted by Marcus Heiman, owner of the National Theater, which gave up legit rather than adopt a non-segregation policy. The third plan to be considered by the board is for the corporation to operate the old movie house as a legit theater under its own auspices.

"Annie" a Sell-Out In Brisbane's Boom

BRISBANE, Australia, Aug. 21.—The legit boom has hit Brisbane, and *Annie Get Your Gun*, which opened on July 15, has played to capacity biz, with notable turnaways at all matinees.

The show is booked out for the season, which is a short one.

New Workshop

NEW YORK, Aug. 21.—Another Actors' Workshop has been started by stage manager Morty Halpern at the old Knickerbocker Music Hall. Thesps will be able to join the group free if they qualify after an audition. Halpern has had considerable experience on the Stem and has worked with the Theater Guild, Harold Clurman and other theatrical producers.

N. H. Haylofts' Banner Year; Peterboro Tops

CONCORD, N. H., Aug. 21.—With the rural theater season half over, New Hampshire strawhatters report substantial advances over the 1946 banner year.

Peterborough Players have had record houses since they opened July 9 with *Outward Bound*. Managing Director Edith Bond Stearns reveals capacity audiences every night except for one evening when the McDowell Colony competed with a concert.

Playing at the Stearns farm for their 11th season, the company has James Welch as production director. The playhouse seats 160 and has a single price of \$1.92, including tax, with season tickets at \$4.80.

A comparative newcomer to the Hayloft circuit is the Windham Playhouse, which first opened July 25, 1946. So far this year the company has presented *Claudia*, with 587 paid admissions; *Ethan Frome*, 534, and *The Importance of Being Earnest*, 725. Still larger audiences are currently witnessing *The Cat and the Canary*, producer A. Everett Austin Jr. reports. With a capacity of 235, the Playhouse asks a top of \$2.40 and has other seats at \$1.80 and \$1.20.

Gish in New Hughes Opus

SEATTLE, Aug. 21.—Lillian Gish will star in Glenn Hughes's new play, *Mr. Carlyle*, here at the University of Washington's Campus Showboat Theater starting October 28. Robert Gray, staff director at the college, will pilot the production. Hughes is the head of the drama department at the university.

Stone, Rains To Narrate

NEW YORK, Aug. 21.—Ezra Stone and Claude Rains will act as narrators at the Reading-Berks County Bicentennial September 3-6 at the Reading Fairgrounds. The patriotic pageant is being staged by Jess Kimmel, who is director of entertainment.

Airborne Actresses

TOKIO, Aug. 21.—Three new civilian actress-technicians have been assigned to the 11th Airborne Division of the U. S. Army to inaugurate a soldier show program at Camp Schimmelpfennig, near Sendai. They are Claire Ramsey, Eve Halpern and Avril Gentles, all of New York.

ROUTES

Dramatic and Musical

Annie Get Your Gun (Shubert) Chicago.
April Fool (Geary) San Francisco.
Blackstone (Grand) London, Ont., Can., 26-28.
Carousel (Biltmore) Los Angeles, Calif., 23-25;
(Civic Auditorium) Pasadena 26-28.
Heaven on Earth (Shubert) Boston.
High Button Shoes (Great Northern) Chicago.
John Loves Mary (Harris) Chicago.
Magdalena (Curran) San Francisco.
Mr. Roberts (Oaks) Detroit.
Oklahoma (Erlanger) Chicago.
Oklahoma (Auditorium) Winnipeg, Man., Can.

N' Orleans Guild Debuts Nov. 11; Six Shows Set

NEW ORLEANS, Aug. 21.—The New Orleans Theater Guild tees off November 11 at the Dauphine Theater with *John Loves Mary*. This is the initial season for the newly organized legit group and the first time in years that this Southern town will have a professional community theater.

Sparked by Harry Carr, its director, the non-profit outfit is figuring on getting about 5,000 subscriptions from townspeople before it opens its doors. It is selling the six-show season, which ordinarily would cost \$10.80, for \$7.50 to subscription buyers, a saving of \$3.30. Single seats are priced at \$1.80. Organizations that are interested in running theater parties can save \$4.55 by buying the houses for the six shows.

The entire year's legit activity is expected to cost the NOTG 60G and the take is expected to total the same figure. Shows scheduled thus far, in addition to the opener, are *Pere Antoine*, *Rope*, *Charley's Aunt*, *The Barretts of Wimpole Street*, *The White Steed* and perhaps *Command Decision*. If the latter becomes available, it would replace one of the others.

Carr will direct the scripts. There will be six resident actors, getting Equity minimums, and five administrators. Each show will run for four weeks, totaling 24 performances, 20 of which will be for subscription audiences and parties. Only four performances will be open to the general public. The legit outfit has the blessing of the American National Theater and Academy.

Touring Players Get 12 Weeks in New Hampshire

NEW YORK, Aug. 21.—Touring Players, a non-Equity legit outfit, has further reinforced its future by contracting for a 12-week tour of New Hampshire this fall with *Pygmalion*, *Importance of Being Earnest* and *Therese*. Deal was set with Maurice Wasserman, owner of the theaters in that State. Each script will play for four weeks on tour.

Touring Players is now in its third season and each year has improved its position. Part of last season was spent in a tour of the Midwest that also proved successful. In January the legit outfit goes south for 17 weeks.

Red Inquiry Traps 3

SEATTLE, Aug. 21.—Burton James, Florence Bean James and Albert Ottenheimer, execs of the Seattle Repertory Playhouse, have been cited for contempt of the State Legislature by the Canwell committee. Charges arose out of a refusal of the three to answer the question: "Are you now or have you ever been a communist?" The case goes to the Superior Court.

Bill Butler Quits ANTA

NEW YORK, Aug. 21.—Bill Butler, who with Warner Watson was in charge of regional theater for the American National Theater and Academy (ANTA), has resigned, effective September 1. Watson will run the department for ANTA. Butler will direct several shows for Touring Players.



BROADWAY SHOWLOG

Performances Thru August 21, 1948

Dramas

	Opened	Perfs.
A Streetcar Named Desire (Barrymore)	12-3, '47	301
Born Yesterday (Lyceum)	2-4, '46	1,072
Command Decision (Fulton)	10-1, '47	373
Harvey (48th Street)	11-1, '44	1,606
Heiress, The (Biltmore)	9-29, '47	377
Mister Roberts (Alvin)	2-18, '48	213
Play's the Thing, The (Booth)	4-28, '48 (Suspended)	113
(Recessed July 8 until August 23)		
Respectful Prostitute, The; Happy Journey From Trenton to Camden, The (Cort)	8-10, '48	183

Musicals

Angel in the Wings (Coronet)	3-16, '48	291
Annie, Get Your Gun (Imperial)	5-16, '48	948
Finian's Rainbow (46th Street Theater)	1-10, '47	693
High Button Shoes (Century)	10-9, '47	364
Inside U.S.A. (Century)	4-30, '48	131
Make Mine Manhattan (Broadhurst)	1-15, '48	254

ICE SHOWS

Howdy Mr. Ice (Center)	6-22, '48	75
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Exp. Theater Sitch Nears Final Curtain

NEW YORK, Aug. 21.—The expected meeting between Actors' Equity and the rest of the legit unions to discuss rescinding the concessions to the Experimental Theater (ET) is to take place next week, at the next Equity Council huddle, Tuesday (24). Difficulty in arranging the confab has been encountered because Solly Pernick, of the stagehands, and Oliver Saylor, of the press agents and managers, have been out of town. In addition, Clarence Derwent, prexy of Actors' Equity and one of the execs of the ET, has asked that no meeting be held until he can be present. He returned yesterday from a stint at Stanford University.

Trade observers report that the actors' union is expected to back the ET in its fight to keep union concessions. There is some belief that the other unions want to withdraw privileges because the ET allegedly did not want to live up to its agreement to build a set for *Skipper Next To God* when it went to Broadway. Actors seem to feel that the project is an important one and deserving of its support.

"Heiress" Set for London in Fall

NEW YORK, Aug. 21.—*The Heiress* is slated for fall production in London by Tennant, Inc., Ltd. Wendy Hiller is expected to star in the show there. Ruth and Augustus Goetz, the scripters, will soon go to London for the rehearsals.

Meanwhile, Broadway production of the play starts an extended road tour in September, with Beatrice Straight and Basil Rathbone costarred. Miss Straight is proving a capable replacement for Wendy Hiller, who opened the show on the Stem.

Ridgefield 6th Strawhat To Give Up Ghost

Bigger Barns Still Okay

NEW YORK, Aug. 21.—Ridgefield, Conn., will be the sixth summer theater to close its doors this season. The strawhat is expected to shutter tonight. Others that have closed are the Mount Vernon Summer Theater; Ringside Theater, Sea Girt, N. J.; Williamsport (Pa.) Summer Playhouse; Sail Loft Theater, Germantown, N. Y., and Repertory Productions, Newport Harbor, Calif.

Ridgefield, which is owned and managed by Alexander Kirkland, is in the heavily populated New England strawhat sector. It runs into keen competition from Westport, Greenwich and Guilford. This factor, no doubt, has contributed to its bad biz. The hayloft staged the preem of a new Lynn Riggs script, *All the Way Home*, several weeks ago.

However, the well-established spots are doing good biz this season. Ogunquit, Me., had a banner week August 7 with *The Gentleman From Athens*, starring Anthony Quinn and Lou Polan. Stockbridge, Westport, Dennis, Bucks County, Marblehead, Skowhegan and Montclair all report good biz. The last-named New Jersey spot has clicked so well that it intends continuing into the winter and has gotten a United Booking franchise.

It is the small summer companies with limited capacities and untried managements that generally take it on the nose. Very few haylofts this season have been managed as atrociously as in past years.

Bergner May Tour In 'Happy Birthday'

NEW YORK, Aug. 21.—Elizabeth Bergner is expected to star in the production of *Happy Birthday* that Russell Lewis and Howard Young are prepping for the road in the fall. Helen Hayes starred in the Anita Loos comedy on Broadway last season but did not wish to tour the hinterlands.

Lewis and Young also are ready to hit Broadway September 27 with the Norman Krasna-Groucho Marx script, *April Fool*. Otto Kruger will star and Katherine Alexander is featured in the comedy. *Fool* goes into the Fulton Theater.

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Burlesque

By UNO

MARION (SMILES) LEE, heretofore a circuit talking-strip, made her debut in niteries August 23 at the Lamplighter, Fall River, Mass., thru Dave Cohn. Other Cohn bookings include Ginger Carroll, Cat and Fiddle, Cincinnati, August 22; Andrea, 2 o'Clock Club, Baltimore, August 21, and Jane Cooper, Kilroy Club, New Orleans, August 27. . . . Sammy Price and Betty Jo Morgan returned from a vacation in Odessa, Tex., where they invested in several lots. They start the season September 3 at the Roxy, Cleveland, along with Harry Seymour and Al LeRoy. . . . Vernon Hoff opened at Club Viking, Cleveland, August 9. . . . Lois DeFee extra-attractioned at the Howard, Boston, last week. . . . Helen McArdle, vocalist, is entering her fifth year at the Metropole, Manhattan. . . . Los Angeles has Marlane, new, and Kenny Brenna, LaVodis and Dexter Maitland, held over, at the Burbank; Billy Foster, Zabra Zane and Nora Roberts, at Club Centuria, and Renee Andree, Harry Arnie, Yvonne and Jean Andrews, at El Rancho.

JESSICA ROGERS bowed into the Samoa, New York, August 13, thru Dave Cohn. . . . Johnny D'Arca, Paul Williams, Matty Matthews, Suzy Smith and George Hammond opened at the Band Box, Chicago, thru Milt Schuster. . . . Harry Clexx, after two years on the Coast, returns to Midwest circuit roadshows. . . . Binder and Rosen opened August 16 at the Casino, Boston, on the Midwest circuit. . . . Milwaukee has Bobby Monahan, emcee, held over; Jeannie James, featured acro dancer; Rene Merle, tapster; Franzelle and Suzanne Shaw, strips; Vivian Raye, vocalist, and Joe Lane's ork with Stan Morton replacing Jae Aarons, sax, at Club 26. Aarons is now with Milwaukee Station WMAW. At Club Milwaukeean are Jessie Sullivan, hubby Dewey Sullivan, and their new son, Roger; Jimmy Valentine, emcee; Ramona, dancer; Tange DeVoe, strip, and Sammy Armato's ork. At the Korn Krib are Phil Henkel, owner; John Abuya, Eddie Wolford and Clarence Schmidt. . . . Betty Parker, vocalist, under the management of Freddie Fulton, is headed for Broadway musicals via the coaching of Matty Levine. . . . Larry Clark, ex-burly character man, vacationed last week in Manhattan from Johnstown, Pa., where he operates a dance studio. . . . Joe Cowan, comic, following a week at the Howard, Boston, begins a Hirst circuit tour at the Gayety, Washington, September 3. Opposite funster will be Frank X. Silk. . . . Lester Mack is doubling between the Wivel niterie, New York, and a television program, *You're Invited*, over WJZ-TV, starring Roma Vincent. Video booking was thru Alex Gerber.

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Hirst Lines Up 12-House Loop

NEW YORK, Aug. 21.—Twelve houses constitute the quota for the Izzy Hirst burly circuit for 1948-'49 season. Their openings and starting casts comprise:

Roxy, Cleveland, September 3. Harry Seymour, Sammy Price, Betty Jo Morgan, Yvette, Al LeRoy and Bob Sutcliff, house singer.

Gayety, Columbus, O., September 3. Eddie Lloyd, Att Candler, Harry White, Dolly Logan, Mary June Porter and Phyllis Gayle.

Mayfair, Dayton, O., September 3. Red Dulin, Jack Little, Jack Ryan, Lois West, Jerrie Manual and Sheila Starr.

Grand, Youngstown, O., September 3. Harry Levene, Stubby Vernon, Milt Hamilton, Terry Saunders, Ramona and Jean Hayes.

Howard, Boston, August 30. Mike Sachs, Alice Kennedy, Billy (Scratch) Wallace, Donna Leslie, George Corwin and Mary Mack.

Hudson, Union City, N. J., August 29. George Murray, Elaine Hubert, Harry Bentley, Pat Burns and Evelyn Taylor, featured, and Eddie Lynch, producer. Patti Forest, extra attraction dancer, and Collins and Lee, vaude act.

Empire, Newark, N. J., August 27. Jack LaMont, Jimmie Matthews, Sue Gaye, Charlie Harris, Sandra Sears, Hillary Dawn and Ralph Ellsmore, house singer; Dorice Shaw, extra attraction dancer, and Lew Fitzgibbons, vaude act.

Casino, Pittsburgh, August 28. Jack Montgomery, producer; Herbie Leighton, house singer; Irving Harmon, Freddie Lewis, Lew Denny, Mary Ann, Tina Nix, Barbara Stewart and Elinor Sheridan, featured, and Harry French.

Gayety, Washington, August 27. Al Anger and Margie, Happy Hyatt, Murray Briscoe, Evelyn Knight, Shet Atland, house singer, and Al Blanc.

Gayety, Baltimore, September 3. Dorothy Bell, producer, and Bob Sterling, house singer; cast from Gayety, Washington, opens.

Trocadero, Philadelphia, September 5. Bill Henriques, producer, and Phil Crawford, house singer; cast from another theater opens.

Grand, St. Louis, September 10. Billy Koud, producer, and Jimmie Cavanaugh, house singer; cast from another theater opens.

TAX ON PANTO ACTS

(Continued from page 45)

tion to Detroit, where such acts are known to have worked.

At least 20 spots in the Detroit area have been using panto acts, and apparently figured such entertainment eliminated them from paying the cabaret tax. The outstanding engagement, partly responsible for the wave of similar acts elsewhere, was the booking of George Scotti, who has been at the Club Bali the past year and a half. Current opinion is that Arnold's interest in the decision was based on the belief that many spots would drop the panto acts if the tax were imposed, and thus open additional employment opportunities for musicians, in which the office specializes.

Magic

By Bill Sachs

LITZKA RAYMOND, wife of the late Maurice (The Great) Raymond, stopped off in Cincinnati for two days last week en route from Chicago to New York after completing a string of fashion show engagements in the Middle West for *Mademoiselle* magazine. Accompanying Litzka on the Cincy visit were China Boy, Chinese bantam rooster which she features in her magic presentation, and Walter B. Gibson, ace magic scrivener and tub-thumper, who has been handling special publicity for Litzka on her fashion tour and turning in his usual highly efficient job. Litzka and China Boy have cracked the leading newspapers all along the line with stories and photos, thanks to Gibson's efforts, and before departing from Cincy Tuesday, Walter succeeded in planting a three-column photo and story in *The Cincinnati Post*. Litzka has other *Mademoiselle* magic shows to follow in the East before opening in the Raleigh Room of the Hotel Warwick, New York, soon after Labor Day with her magic. She was until recently featured at the Warwick with her harp specialties. . . . Lady Frances has just returned from a cruise to Bermuda and Nassau, during which she did two shows, and opens Thursday at the Lotus Club, Washington, to remain thru September 8. . . . The Great Volta (Burling Hull) is currently featuring his magic bar routine at the Astor Cocktail Lounge, Montreal. . . . Doc Marcus, the mad magician, is finding lost cards and amusing the customers at El Morocco in the same city. . . . Vernon Colbert next week begins on a string of major fair dates that will take him thru Michigan, Kansas, Tennessee and Texas. . . . Kuda Bux, the Hindu wonder worker, is biding his time in Montreal waiting for a visa to enter the States. . . . Jimmy Tucker, the magical medicine man, is playing Tennessee's smaller communities with a free movie, his magic turn and a med pitch. Marquis the Magician, who caught Tucker recently, speaks of him as "a young man with a lot of ideas who should go far."

RAJAH RABOID is in the midst of a three-weeker at Venetian Gardens, Russells Point, O., which will carry him thru Labor Day. Pete Iodice, Detroit, made the booking. Members of the Mandrake and Marquis companies attended Raboid's opening there August 16. . . . Roy (Scrubboard) Wallace, hillbilly magish, after nine weeks at Riverview Park, Chicago, has joined the Side Show on the Johnny J. Jones Exposition for the remainder of the season. . . . Prince Kerma pulled a holdover last week at the Glass Hat, East St. Louis, Ill. He's a vet of 36 years in the biz. . . . JI-ran, in real life Bob Ickleberger, is at the Top O' the Town Club, St. Louis, with sound card stuff and a catchy version of the Sympathetic Silks. . . . Ray C. Amy, St. Louis mentalist, hopped to Chicago recently for a visit to the home of King and Zorita, who had just closed with their mental turn at Helsing's Vodvil Lounge there. From Chi Amy jumped to Milwaukee where he caught Paul Rosini doing his usual slick stuff at the Tic Toc Club. . . . Al DeLage and Shirley postal from Metuchen, N. J., where they recently purchased a home, that they've had a busy season on hotel and beach dates and that they are booked almost solidly until next March, including a series of commercial shows to be played at the Waldorf-Astoria, New York. . . . Milbourne Christopher, back in the States after a successful stand at Montreal's Mount Royal Hotel, refers to Tom Auburn as "the most active wizard in Montreal." . . . Bob Fenton, formerly stage manager for Virgil the Magician and now serving in a similar capacity for Mandrake the Magician, spent three days at the Marquis show headquarters in Spencerville, O., last week.

Vaude Bookers Sing the Blues

(Continued from page 42)

urally aren't going to be interested in anything that reduces their cuts.

Straight Pix Favored

A vaude-pix house is limited to the number of shows it can run daily. Usual figure runs about four a day. Without a stagemore distribs figure the flicker can do seven or eight a day. That being the case, the distribs prefer to put their product into straight grinders, which leaves the combo theater out on a limb.

Bookers fighting to keep flesh in their houses are up against two problems. The first is to get shows that will make money over and beyond a budget; the second, to conform to whatever is considered a tried and successful show policy.

In the past few years it was the band policy that made money and practically every booker followed it religiously. Before that it was package shows with lines, and before that it was straight vaude. In the recent past a few of the more courageous bookers have tried refinements. First it was the disk jock shows, now it's the giveaway gimmicks. These freak shows have had some success but not enough to start any precedent.

Musicians Another Problem

But if the theater men are having headaches in getting shows, they have another problem which is equally tough. In many towns the local musicians insist on varied guarantees, averaging about 20 weeks' straight work a year. In at least two major cities ops are dickering to get them to agree to less, but so far it has been no soap.

Theaters wouldn't hesitate to guarantee 20, 30 or even more weeks if they could get the shows to fill that time. They claim, however, that the best they can come up with is a week here and there, and to sign any agreement with the musicians' union under such conditions, they say, is impossible.

Talent agencies that supply the attractions are caught between two millstones. Available acts are so much in demand that it isn't a question of money any longer. New attractions simply won't come out. To build attractions is a long-term process. The public prefers radio and picture names they're familiar with.

The trade has no solution. Bookers are punching, hoping they'll hit on something that will make a buck. Theaters are willing to play something with a chance. Many feel that straight vaude is the answer, but it must be headed by a name.

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Indie Ops Mull Plans for Drive-In Assn.

COLUMBIA, S. C., Aug. 21.—Owners and operators of drive-in theaters in North and South Carolina have been invited to meet in Charlotte, N. C., August 29 to consider forming an association.

R. O. Jeffress, Charlotte, owner-op of a drive-in between Fort Mill and Rock Hill (S. C.) said more than 120 Carolinas ops have invitations.

The letters referred to a suit against one drive-in theater on the Charlotte-Concord (N. C.) road. The suit was filed by Park-In Theaters of Camden, N. J., which claims patent rights to a parking ramp device used in the drive-in theater business.

Ops of Starlite Drive-In here, a member of the Park-In org, had no comment on the proposed association. The Alta-Vista management here is eligible for membership, as it's an independent.

Zarlington Org Winner in Tex.

LIVINGSTON, Tex., Aug. 21.—Howard E. Zarlington's Players, who opened their season in Elgin, Tex., last March, continue to play to above-par business, it was reported this week. Show came in here after a successful three-week stand in Lufkin, and a two-week winner in Nacogdoches.

Guest artists appearing here included Billy and Lorraine Gilbert, of Zarlington's No. 2 Show, and Dobby Dilcock's Ragtime Show, of Station KRBA, Lufkin.

Business here has been on the right side of the ledger, Zarlington said, despite the fact that a new \$150,000 theater was formally opened during the show's run. Org played to a total attendance of 800, despite the competition, Zarlington said.

Show's line-up includes Lady Emily Abbott, Harry Artley, Mr. and Mrs. Artie Castle, the Three Kotzer Sisters, and Landrus, the entertainer, who continues with the org until October 1, when he heads for a string of school and college dates.

SeaBee Hayworth Recovering; Wife In N. C. Hospital

PINK HILL, N. C., Aug. 21.—That old adage, "It Never Rains, But It Pours," could well be applied to SeaBee Hayworth, noted repster, tent show performer and theater operator. SeaBee returned to his home here two weeks ago after being released from the North Carolina Baptist Hospital, Winston-Salem, N. C., where he was successfully treated for leukemia. His recovery is expected to be a rapid one.

Several days later his wife, Marion, was admitted to the James Walker Memorial Hospital here, where she successfully underwent a major operation. Her condition is reported as good.

SeaBee's two drive-ins are doing good business, he reports. Motor Park Theater, Clinton, N. C., is being operated by Linton and Ollie DeWolfe, of unit show note. At the Motor Park Theater here, SeaBee's son, Joe, and Bertie Russell are holding forth. SeaBee says the fall tobacco season looks good. He added that, altho he isn't permitted to be very active at the moment, he's planning several stage shows upon his complete recovery.

Claude Allen Lewis Recalls "Swift" Shows of Early Era

NEW YORK, Aug. 21.—Claude Allen Lewis, scenic artist, formerly a leading man with rep and stock companies, has added some interesting touches to memoirs of the rep shows of by-gone days. A clever artist with pen and brush, Lewis last was associated with Bruce E. Rinaldo in Pittsburgh, where Bruce was for a time playing parts at the Pitt Theater and Lewis was painting sets for the George Sharp Players.

Lewis reveals that some of the rep shows were pretty swift affairs, with actors who really could act. As Lewis recalls, the manager often had a fat wife who insisted on being the leading lady. "The managers," Lewis reflects, "sometimes were pretty good actors. The character woman usually had a child billed as the 'Child Wonder,' and was featured in children's roles during the week. The child wonder always did specialties and always looked and dressed like Little Eva.

Three-Sheeting, Stickum

"The leading man often wore a blonde wig in some parts, and his entrance thru the center door was a studied art, surpassed only by his three-sheeting ability in front of the post office at mail time. The juvenile sometimes doubled on props. The character man had been with Booth, and expected the young up-starts to respect him. The comedian always was on the make, and kept his bald, red shell-wig in a cigar box, tied with a shoestring. The general business man made his own stickum and kept it in an olive bottle he obtained from a boarding house. He owned all shades of crepe hair, and possessed seven wigs and a pair of whiskers on wire.

"The heavy woman would own a black spangled dress which she wore as Kate Burke in *The Man of Mystery* and *The Woman in Black*. The general business woman aspired to be a leading lady. She was versatile, changed specialties for a week, and always made it her business to see who had the best dressing room. The heavy man could make a realistic mustache, paint scenery and banners, and do specialties. He often was wedded to an outsider, who married him so she could see the country, and to kill time she would visit from one dressing room to another, and often stirred up a little hell.

Dishpan Reflectors

"Then there was the old town opera house. The stage door was always up the darkest and dirtiest alley in town. It had its roll curtain and a green baize, which when turned over was red. Then there were the bunch lights made from an old dishpan which acted as a reflector. Nails driven into the wall acted as a rack for stage-braces, which invariably fell during a quiet scene. Then there would be a box of jig-saw and a rosin-board in row 1-E. And there were the canvas doors that never stayed shut after locking them and which would slowly swing open during an important scene like the doors in a haunted house. Then there were the old lithos pasted on the walls. One would show the sawmill scene from *Blue Jeans*, Lincoln J. Carter's *Fast Mail*; Sam T. Jack's burlesque, *The London Bells*; J. C. Lewis in *Si Plunkard*, Sadie Hassen in *The Kentucky Girl*, Barlow Brothers' Minstrels, Lewis Morrison's *Faust*, Byrne Brothers in *Eight Bells*, Frank Mayo in *Puddenhead Wilson*, Beaumont Claxton in *David Garrick*, Chauncey Olcott, James O'Neill and Maggie Mitchell. And, of course, all remember the dressing rooms with holes in the walls showing bricks and lath. Names were written on the walls with red grease paint, stickers of *The*

Warning Bell and *The Royal Slave*, Cross letterheads, programs and Prof. Warnesson's stickers advertising grease paint.

Property Room

"Then there was the old property room that would make an antique shop hide its face in shame. Its contents included coconut shells, throne chair, clocks, bottles, inkwells, blotters and pens; Civil War muskets held together with electrician's tape-old tin nightwatch lanterns, tin candle sticks, old crowbars for chimes and town-clock effects, tap bells, bird cages, set of gold furniture, and many other articles borrowed from mer- (See Claude Allen Lewis on page 98)

Denver Drive-Ins Become Churches For Sunday Worship

DENVER, Aug. 21.—Contrary to the Biblical injunction against trying to serve God and Mammon, Denver's two drive-in theaters are doing just that. Sunday (8) both outdoor theaters were turned into open air churches, with nearly a thousand Denverites attending the services.

According to John M. Wolfberg, president, Denver Drive-In Theater Corporation, the theaters will be used for Sunday morning church services as long as the crowds and weather hold. East Drive-In closed December 7, 1947.

Idea of using the drive-ins for church services first appeared in Molly Mayfield's column in *The Rocky Mountain News*. The writer demanded to know why there couldn't be drive-in churches like drive-in movie theaters so Wolfberg volunteered his two drive-ins, the East and West, both of which are outside the city limits.

Directors of the Denver Council of Churches agreed to provide two ministers of different denominations from Denver churches each Sunday and theaters' regular parking attendants assisted in parking vehicles. Children's playgrounds, with supervisors assigned, were opened for the children of parents attending.

"This is a public service we are glad to perform," Wolfberg said.

Rooney Protege to Brown

CHICAGO, Aug. 21.—Howard Rooney, former legit and rep player and now supervisor of education at the Radio Institute of Chicago, has sent another of his students to the rep field. John Brennan, who played the male lead in Rooney's recent production of *Chicago Rhapsody*, joined the Harry Brown Show in Durand, Wis., last week. Brennan will do the juveniles with the company. He was placed by the Benn agency. Karyl Lynne, former leading woman with Rooney's Masque Players, little theater group, is in her second season with the Town Hall Players out of Green Bay, Wis.

Drive-In Application Nixed

HARTFORD, Conn., Aug. 21.—State Police Commissioner Edward J. Hickey last week denied the application of the Naugatuck Valley Drive-In Theater Corporation for a permit to operate an outdoor motion picture theater on the Waterbury-Thomaston, Conn., Road. Hickey ruled that the proposed outdoor theater would depreciate the value of property in the near-by vicinity. Company, headed by S. J. Clark, Hartford, has 10 days in which to appeal the decision.

Brunk's 1948 Tour Topping Previous Yrs.

MONTROSE, Colo., Aug. 21.—Brunk's Comedians, who opened the season in April in Texas under the direction and management of Henry L. Brunk, have been playing this mountain terrain for the last nine weeks, with business thus far the best since 1928, according to Brunk. He revealed here that not one performance has been lost thus far. Show is not playing Sunday dates.

Following six more weeks in this sector, show will move south, Brunk said. Rey Post, son of Mrs. Henry Brunk, closed here to return to school at Wichita University, Wichita, Kan.

In addition to Brunk personnel includes Mercedes Rey, Novelle Lambert, Lucille Clemmons, Bunny Ohlson, Rai Baillie, Douglas Ackley, Cliff Ohlson, Bernie Baker, Bill Thebus, John McClain, Wayne Patterson, Jerry Brown, Wanda Ward, Carrol Ohlson, Randy Ackley and John Stewart.

Joyce Lee Brown, Brunk's daughter, recently spent a three-week vacation on the show. She is taking a nurse's training course at Mercy Hospital, Oklahoma City.

St. Louis Pictorial Features Students' Majestic Showboat

CINCINNATI, Aug. 21.—Cast of the Majestic Showboat, touring the Ohio River, under the direction of Kent State University, Kent, O., was the subject of a two-page spread in the Sunday pictorial section of *The St. Louis Post-Dispatch* in its August 8 issue. Titled the "Students' Showboat," the floating summer theater is providing students with stage training, college credits and vacation income. The color photos were shot by Arthur Witman, staff photographer, during the boat's performance at New Martinsville, W. Va.

Picture story gave a running account of the varied activities of the show's director, G. Harry Wright, head of the speech department at Kent State, and its personnel, among which is another director, Professor Pearce, head of Hiram College's speech department.

The Majestic is the property of Capt. Thomas J. Reynolds, well-known showboater of other years.

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how much.

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In Memory

of

**WALTER "WHITEY"
LONG**

August 23, 1944

Mae, Mildred, Elizabeth

SIR VICTOR BEDINI

"God Bless You, Dad."

YOUR CHILDREN

We Wish To Sincerely
Thank

All Members of the Strates Shows for the
lovely floral offering for our father, who
passed away in Buffalo at Deaconess Hos-
pital Saturday, August 14th, 1948. God
Bless you all.

Albert & Inez Campbell

In Memory of My Beloved Husband

J. AUGUSTUS JONES

1918

1948

At this time I wish to thank all the fine friends who when
their shows came to Warren, Pa., went to the cemetery, held
services, and covered his grave with flowers this past thirty
years. I am deeply grateful to all.

MARTHA L. JONES

IN LOVING MEMORY OF

Our Dear Brother and Comrade

JOEY MOSS

Killed in Action August 27, 1944

MICHIGAN SHOWMEN'S ASSOCIATION

and

JOEY MOSS AMERICAN LEGION POST

THE FINAL CURTAIN

AMET—Edwin H., 88, inventor and electrical engineer and credited with perfecting one of the first motion picture projectors, recently at his Redondo Beach, Calif., home. Amet had been associated with the film industry for the past 30 years. Survived by his widow, Margaret, and two daughters, Mrs. Vivian Shafer, Laguna Beach, and Ruth.

AMOS—Edith Warner, former legit actress, August 19 in New York. She appeared in *Drink, Barbara Frietchie* and *Captain Applejack*. Survived by her husband and a son.

BROWN—Samuel F., 63, for 34 years a guess-your-weight concessionaire at the Cincinnati Zoo and Coney Island, August 15 in Cincinnati. Survived by his widow, Anna; two sons, Richard and Ralph, a brother and sister.

BRUCE—Robert C., 61, author, film producer and world traveler, recently at his home in Los Angeles. Originally associated with Educational Films, he later moved over to Paramount as technicolor advisor.

CAMPBELL—Albert, 93, father of Al Campbell, concessionaire on the James E. Strates Shows, in Deaconess Hospital, Buffalo, August 14. He trouped with his son on the Strates and other shows for 14 years. Final rites in the Johnson & Wilkins Chapel, Buffalo, with burial in Elmlawn Cemetery there August 17.

FANTASIA—Mrs., mother of Tony Fantasia, of the Connecticut Amusement Company, August 13 at her home in Bristol, Conn. Burial in Bristol August 16.

FARR—Tom B., 77, father of Karl and Hugh Farr, of Sons of the Pioneers, at his Inglewood, Calif., home August 14. He also leaves his wife, Hattie, another son, Glen, and two daughters.

GIBSON—John H. (Marshall), 39, former Tilt-a-Whirl operator with the Wallace Bros. and McClelland's Royal Midway Shows, in Baptist Hospital, Memphis, August 7 of a heart attack. Survived by his widow, Irene, Frayser, Tenn.

GARDNER—Andrew M., 44, candy butcher with the Ringling Circus and Johnny J. Jones and Rubin & Cherry shows, recently in Chicago when struck by an auto. Survived by his mother, two brothers, Ollen and Orville, showmen, and two sisters. Burial in Memorial Plaza Cemetery near Anderson, Ind., August 11.

GOODRICH—Myrtle Compton, August 6 at her home in Newhall, Calif. The daughter of the late Cy Compton, she is survived by her husband, Vern; mother, Mrs. Lillian Compton, and a brother. Burial in Westminster, Calif.

GUENTHER—Sue Cory Case, 73, wife of one of the founders of the Albert Frank-Guenther Law Advertising Agency, of a heart attack August 17 at her home in Nantucket, Mass. Survived by her husband.

HALLER—LeRoy V., 72, outdoor showman and concessionaire, August 11 in Veterans' Hospital, Baltimore, of cancer. Haller started in show business as advance man with the Pawnee Bill and Forepaugh Bros.' shows. Later he owned and operated the Quaker City Shows and the Haller Amusement Company. Survived by his widow, Ella; a daughter, Ella, and son, Capt. L. V. Haller Jr.

HAMILTON—Aloysius, for the past 10 years promotional director with the Hamid-Morton Circus, August 17 at Troy, N. Y. Hamilton fell dead in the Shrine Temple, of which he was a member and where he was handling a circus engagement for Hamid-Morton. Survived by his widow.

HAMMERSTEIN—Elaine (Kays), former stage and screen actress and daughter of Arthur Hammerstein, New York producer and impresario, August 13 in an auto crash near Tijuana, Mex. Her grandfather was Oscar Hammerstein, a play producer and builder of Hammerstein's Victoria Theater in New York. Her husband, James Kay, was also killed in the crash.

HARLOW—Bessie, Bridgeport, Conn., concert pianist, recently in Waltham (Mass.) Hospital. Survived by a brother, Albert, and two sisters, Mrs. Anna H. Smith, Weston, Mass., and Flora, of Bridgeport. Burial in Mountain Grove Cemetery, Bridgeport, August 16.

HIRSHBEIN—Peretz, 65, playwright and novelist, recently at his home in Los Angeles. He had written for the Yiddish Art Theater in New York. Survived by his widow and son.

INMAN—Robert F., 41, August 2 in Mounty Airy, N. C. Survived by his parents, Mr. and Mrs. Curtis Inman. Burial in Mount Airy August 4.

MAGANOTTI—John, 46, Pittsburgh nitery operator, August 19 in that city of a heart attack. For the past five years he had been manager of Club Lumarba and Mercur's Music Bar. He also owned the Marco Polo Restaurant. Survived by his widow, Milena, and two children.

MAXWELL—Edwin, 58, character actor, legit and movie director, August 13 of a cerebral hemorrhage at the Tanglewood Summer Theater in Falmouth, Mass. He was born in Dublin. Maxwell played the lead in road company of *Life With Father*. He was an associate of Cecil B. De Mille, and a veteran movie actor and director. Surviving is a sister.

MAXWELL—Robert, 80, father of William C. Maxwell, associated with the Ringling circus for many years, recently in St. Petersburg, Fla. Besides his son, whose wife, Charlotte, was also formerly with Ringling as an aerialist, he is survived by his widow, Hannah, of St. Petersburg; three daughters, Mrs. Springer, Mrs. Roy W. Wakeling and Mrs. Claude Holland, and a brother, James. Burial in Memorial Park Cemetery, St. Petersburg.

NOBLE—Ralph, 61, for the last four years superintendent of Dailey Bros. Circus, and prior to that associated with other circuses, in Watertown, S. D., August 18 of pneumonia. (Details in Circus Department.)

POWERS—Louis, 75, showman for 55 years, the greatest part of which was spent as a burlesque comedian, recently in Trumbull, Conn. Burial in St. Michael's Cemetery, Stratford, Conn., August 13.

PRAGER—Bert, 36, producer of *Meet Corliss Archer*, August 16 in Hollywood of a heart attack.

SCHLUSSEL—Mrs. Anna M., 70, wife of Louis Schlussek, owner of the Farnum Theater in Hamtramck, Mich., for many years, August 13 in Detroit. Survived by her husband and six children, including a son, Bernard, manager of the Farnum.

SCHLESINGER—Morris, 79, assistant personnel supervisor at Rockaway's Playland, Rockaway Beach, L. I., N. Y., the past 15 years, August 14 at his home in Hammels, L. I.

SIEGMAN—William P., 71, veteran stagehand, at his home in Royal Oak, Mich., August 14. He retired six years ago. Survived by his widow and two children.

SOULES—Vern, concessionaire, August 18 in a Shreveport, La., hospital of a heart attack.

SUTHERLAND—John Dewey, 50, well-known songwriter, August 11 in a Lake Charles, La., hospital. Survived by a son and two sisters. Burial in Graceland Cemetery, Lake Charles.

VARNER—Marie, daughter of Harry Varner, former head billposter with the Ringling circus, August 16 in Fort Wayne, Ind., of injuries sustained in an auto accident the day before.

WALKER—Herbert (Duke), 40, Negro musician with Dailey Bros. Side Show, in Wahpeton, N. D., August 18. Burial in that city.

WALSH—Kitty, former vaude and dramatic stock actress, June 30 in San Francisco. She was a member of the San Francisco Theatrical Club.

WILSON—Charles C., 49, rodeo performer and manager of the Clemmings-Gene Autry ranch, in Winslow, Ariz., July 30. Survived by his widow, Eloise, a sister and brother. Burial in Phoenix August 2.

WISCON—Billy Jr., son of Bill Wiscon and Mable Rabelo, pitchfolk, August 10 in Trenton, N. J., of injuries sustained in a truck accident. Burial in Tampa August 14.

Marriages

CALLAHAN-JONES—William Callahan, floor manager at Wagner's Ballroom, Philadelphia, and Mary Louise Jones, nonpro, in Philadelphia August 14.

DALTON-LITTLEFIELD—Ham Dalton, former radio news commentator known as *The Town Crier* on Philadelphia radio stations, and Flora Littlefield, nonpro, in Philadelphia August 14.

DEL RUTH-LIGHTNER—Roy Del Ruth, film director, and Winnie Lightner, former film comedienne, recently at Mission Inn, Riverside, Calif.

Births

A daughter, Barbara, to Mr. and Mrs. John Broderick in St. Elizabeth's Hospital, Chicago, July 30. The parents, Johnny Broderick and Charlotte Arren, are well-known musical comedy, vaude and nitery performers.

A daughter, Gail Pearl, to Mr. and Mrs. George Kaplan, of Bridgeport, Conn., August 8. Father, known professionally as Georgie Kaye, is an orchestra leader.

A son to Mr. and Mrs. Russell Becker August 10 in St. Louis. Father is on the engineering staff at KXOK, St. Louis.

A daughter to Mr. and Mrs. Paul Dixon August 14 in Good Samaritan Hospital, Cincinnati. Father is a disk jockey on WCPO, Cincinnati.

A daughter, Jerry May, to Mr. and Mrs. Tommy R. Shelly Jr. recently in Russellville, Ark. Parents are with the Mound City Shows.

A son, James Felix, to Mr. and Mrs. Felix Valle in California Hospital, Los Angeles, recently. Father is a night club performer.

Communications to 155 No. Clark St., Chicago 1, Ill.

WISCONSIN CROWDS SKYROCKET

RR Fair Hits 45,000 Fans Per Day Clip

New Eatery Eases Problem

CHICAGO, Aug. 21. — Maintaining a more than satisfying daily attendance average of slightly more than 45,000, the Chicago Railroad Fair continues to roll merrily on its way to an expected attendance of 3,000,000 before it pulls to a halt at the end of September.

Thru Thursday (19), the 31st day of the event, total paid attendance was 1,379,631. No let-down in attendance is foreseen. In view of this, new facilities intended to provide more adequate toilet and eating facilities, this week were installed on the lakefront fair site.

A post office building, which also houses large rest rooms, was opened early in the week. And, today a new eatery, capable of seating 1,200, will be placed in operation. Geared to move 40 persons per minute thru cafeteria lines, the restaurant is expected to bridge the gap between the supply and demand of eateries on the grounds. It is doubtful, however, that the availability of the rest rooms will abolish the shortage of toilet facilities, which has been felt keenly on peak days.

Wheels A-Rollin' continues to do near-capacity of capacity business in its four daily performances. Attendance daily this past week averaged about 18,000. Seating capacity of the stand is 4,880. Only one performance was lost to rain this week. Total attendance for the spec thru Thursday was 508,503.

Roy Rogers Rodeo Opens Philly Arena

PHILADELPHIA, Aug. 21.—Philadelphia Arena, 6,500-seat auditorium for the staging of special entertainment spectacles, will usher in the new season next Thursday (2) with a 10-day stand of the Roy Rogers Rodeo. Shortly thereafter the arena will house the Hamid-Morton Indoor Circus, under auspices of the Lu Lu (Shrine) Temple. Other bookings, in addition to athletic events, include Ice-Capades and the Ice Follies.

The arena is now owned by Walter A. Annenberg, publisher of *The Philadelphia Inquirer*, and the plant houses the television studios of the publisher's WFIL-TV. Most events staged at the arena are televised.

Hamid Stages Circus Day For Longport's Children

ATLANTIC CITY, Aug. 21.—George A. Hamid, operator of the Steel Pier and Hamid's Million-Dollar Pier, made it circus day Tuesday (17) for the crippled children at the Betty Bacharach Home at nearby Longport.

Hamid brought along all the acts from the outdoor circus shows being presented at both piers for a morning performance for the children at the home, with all the kids in the community also invited. Popcorn, hot dogs, soda and candy supplemented the circus and animal act.

Two Mich. Spots Prove Red Ones For Kelly-Miller

IRON MOUNTAIN, Mich., Aug. 21.—When the 1948 season ends, personnel of Al G. Kelly-Miller Bros. will no doubt remember two Michigan spots—Iron Mountain and Iron River—and for good reason.

Both towns this week gave the show top business. At Iron Mountain show drew a full matinee and a straw at night. At Iron River it was much the same, the matinee being just short of capacity with the night show drawing a straw.

Weymouth Early N.E. Starter; Dates Hiked

WEYMOUTH, Mass., Aug. 21.—Weymouth Fair got the jump on New England fairs by advancing its dates from late September to August 15-22 this year, making it one of the earliest starters of major New England fairs.

Jack Kochman's Hell Drivers were the attraction Sunday (15). George Hamid furnished the grandstand show and the No. 1 Unit of Playtime Amusements occupied the midway.

Racing is the big draw at Weymouth, but started a bit slowly, with mutuel handle Monday only \$40,973, despite the fact that attendance was the best of any opening day since pari-mutuel was installed. Tuesday's handle was \$44,935, but betting of

Sunday's (15) 151,000 Sets All-Time Attendance Figure

Attraction biz matches soaring gate marks — Barnes-Carruthers "Ice Vogues" hit capacity for 14 nights in Coliseum — big car races click

By Herb Dotten

MILWAUKEE, Aug. 21.—Wisconsin Centennial Exposition, which opened light, since has skyrocketed. Attendance soared last week-end. Saturday (14) provided a 127,177 gate and Sunday came thru with an all-time record for the State fairgrounds, with 151,647 thronging thru the gates. Attendance has been consistently good since. Thru Friday (20) total attendance was 1,147,890, with nine big days to go before the expo closes Sunday (29). At noon today the turnout to that point was estimated at 50,000 and indications are that another 100,000 or better figure would be racked up for the day.

Ralph Ammon, expo manager, said that if the weather holds good thru tomorrow the centennial event will be off the nut by nightfall.

Attractions Match Jump

As attendance mounted, all admission-bearing attractions on the grounds took a sharp turn for the better. Grandstand business jumped. So, too, did the rides and midway shows. And the *Ice Vogues* of '48 played nightly to capacity in the small coliseum. The icer's business was so good that it skedded two matinees instead of one for today and tomorrow.

Songs of a Century, a big-budgeted entertainment revue in for the first 14 nights of the event, closed Friday (20) with receipts of \$115,000, according to Ammon. The lavish production had opened weak but built steadily and it played to excellent crowds the last seven nights of its run. Framed especially for the expo by Barnes-Carruthers Theatrical Enterprises, Chicago, *Songs of a Century* will be followed tonight by the Barnes-Carruthers No. 1 *State Fair Revue*, which will run thru Friday (27).

100-Mile Race Big

Afternoon attendance, with the exception of Sunday's (15) 100-mile big car automobile race, has not been up to normal State fair proportions, though some attractions, such as Jimmie Lynch's Death Dodgers (in for one matinee), played to good crowds.

Ammon today estimated that the grandstand receipts the first two weeks were off about \$30,000 from expectations. The drop-off was ascribed to the potent counter lure of the many free, attractive exhibits offered by the centennial.

Other regular State fair features, such as nightly dancing, also were hit by the many new counter-attractions. The dancery has been doing little business, judged by past State fair standards.

Midway business, however, is up sharply. Rides are doing better than expected. All of the shows should wind up winners.

Bailey Has Rough Going in Kansas

ELDORADO, Kan., Aug. 21.—Bailey Bros. found the going a bit rough during the week as it swung thru Kansas. Despite ideal weather, show did light business here Wednesday (18).

It was the same story the previous day in Newton; but, previously, the org had played to a pair of strong houses at Lawrence.

\$60,000 was estimated for Wednesday. The top handle is expected to be today, with \$90,000 predicted.

Solid Background Plus Ability Assured Frank Wirth's Success

By Jim McHugh

IT ISN'T always easy for a scion to live up to the reputation of a famous family. But Frank White Wirth, whose career literally began with his birth in Melbourne Australia, in 1888, has more than held up his end in perpetuating the axiom, credited to Hal Olver, that "The name of Wirth is to the circus what sterling is to silver." Altho he gave up performing at an early age to represent others in the entertainment field, a practice he still pursues from swank offices in New York's Radio City, and, as a result, broke away from strictly circus endeavors, his activities are concentrated in the handling of circus-type acts. As such he has managed to work out a rare combination of leisure and success in an admitted hectic business, made possible no doubt by his thoro schooling in show business and academic subjects beginning with private tutors on the famous Wirth Bros.' Circus.

Frank was encouraged to broaden his knowledge of the amusement business and so became a call boy at His Majesty's Theater in Melbourne and later at the Drury Lane. After returning to the circus, where the emphasis was on riding acts, the troupe embarked upon a 12-month vacation at the expense of the Wirth Bros. In New York they were taken in tow by John Ringling, who was aware of the ability of May Wirth, acknowledged then and still credited by many in circudom as the outstanding rider of all times.

In 1911 Frank returned to Europe to ink talent for Wirth Bros., after which he returned with May to New York to appear with the Ringling-Barnum show for two seasons in the old Madison Square Garden.

The next two years were spent in Europe booking, but this activity was interfered with by World War I. On the night of August 25, 1915, while en route to Australia his ship and 25 others in the area were torpedoed. His boat picked up Claude LaRue, a wire act. He arrived safely, however. (See *Solid Background* on page 60)



FRANK WHITE WIRTH

Thompson Tome Sold for Pic

CLARKSTON, Ga., Aug. 21.—Fred Bailey Thompson, retired circus tub-thumper, reports he has sold the rights to his book, *Under the Big Top*, to a film company which plans release of the picture in late 1949. Thompson has also sold a number of his short stories on circus life to magazines.

Howard's Aqua Paces Shows At Wis. Centen; Rides Big

MILWAUKEE, Aug. 21.—Sam Howard's *Aqua Folles*, pace-making midway show at the Wisconsin Centennial Exposition here, probably will wrap up a gross of \$50,000 (after taxes) before the wind-up of the 23-day event Sunday (29). The probability of a 50G gross looms following brisk patronage which set in last week-end when the expo's attendance skyrocketed. Since then the expo's gate has been consistently good. So, too, has been the play given midway shows. Sunday (15) provided Howard with a net of \$3,973. It jumped total admissions for the first nine days to 46,695 admissions (at 50 cents per head). Since then Howard's tank unit has continued to lead midway shows and it will require only moderate business from here on out for the show to go over the \$50,000 mark before the expo closes.

Howard today was jubilant. The appearance here is the first for his unit on a U. S. fair midway and he admitted he has been somewhat skeptical. Archie Gayer, holder of the contract to supply shows for the expo's midway, matched Howard's jubilation. Gayer figured that, given good weather down the home stretch, the unit's gross will top \$50,000 by a sizable margin. Terrell Jacobs' Circus Show, framed around Jacobs' animal act, is running second to Howard's unit. However, Jacobs is not pressing Howard closely in receipts. Common practice here by Jacobs is to toss 32-cent bargain showings and skip the regular tariff of 50 cents which prevailed in the early days of the run.

Everyone Winning

The Jacobs show, tho, is winning, as are all the other tented attractions. Other units booked in by Gayer are William Morton's Magic Show, currently third highest grosser; Dave Irwin's Paul Bunyan Sports Show and Jesse Drost's Wild Life Show. Morton's unit goes for 32 cents to adults and 25 cents to children. Drost's and Irwin's shows are priced

at 25 cents for adults and 9 cents for the small fry.

In addition to the attractions booked in by Gayer, there is one other show, Jimmy Demetral's Athletic unit, a feature at the State fair here for many years.

Record Day for Rides

Ride business is topping all expectations, Charles S. Rose said. He and his wife comprise State Fair Park, Inc., which owns and operates the rides, all of which are permanent installations. Line-up totals 16 and includes a new Cuddle Up and new Bubble Bounce, both of which were installed shortly before the expo's opening. Rose said that the ride gross Sunday (15) set an all-time single-day record surpassing the previous peak by 15 per cent. A tidy sum was spent on midway improvements, new fronts and the installation of new rides in anticipation of the expo, Rose said.

The Scooter building was given a complete face-lifting, with much chromium trim. All new Scooter cars were installed.

The Airplane Swing was remodeled, with bomber cars being substituted. A new loading platform and a canopy-type front lighted by 3,500 electric bulbs, was constructed for the Roller Coaster.

President Truman May Visit River v'w

WASHINGTON, Aug. 21.—When the central committee of the Democratic party holds its picnic at River-view Park, Chicago, September 12, President Truman may be on hand to deliver a speech.

While the Chicago date is unconfirmed, both the White House and Democratic National Committee indicated its likelihood.

Afton Registers Despite Setbacks

AFTON, N. Y., Aug. 21.—The Afton Fair had one of its most successful runs August 10-14, reports Secretary Frederick Crane, with a record 20,000 people attending to enjoy the large stock show, harness races, grandstand acts booked thru Al Martin, and an independent midway built around Reithoffer rides.

Uncertain weather failed to hurt the draw, as rain held back until crowds were present. Firemen came to the rescue of the Wednesday night grandstand show when electric facilities outside the grounds failed. Fire trucks were rolled on the track and the show continued in light supplied by the trucks. Helping along was Miss Ferrari, of Ferrari and DeCosta, who led the audience in community singing. Fireworks were offered Friday night when rain stopped the show, but the acts went on later in a drizzle. The show included a line of girls; Frank Cook, wire walker; Renio, cyclist; the Lang Troupe, teeterboard, and Chet Nelson's band.

Large crowds turned out for afternoon and evening shows Saturday, Firemen's Day. Added features were firemen contests and fire fighting and first aid demonstrations.

Barney Denbar Rites Aug. 12 in Hartford

HARTFORD, Conn., Aug. 21.—Funeral services were held here Thursday (12) at the Weinstein Funeral Home for Barney Denbar, of Albany, N. Y., formerly of this city, who died Tuesday (10) in Nishayana, N. Y.

Denbar was a publicity man for carnivals, traveling extensively thru-out the country. Surviving him are a brother, Albert, Providence, and three sisters, Mrs. Philip Gere, Los Angeles; Mrs. Meyer Joels, Hollywood, and Mrs. Urban Goldberg, Springfield, Mass.

Pallbearers were Oscar Leon, Vincent Goldberg, William Blake, George Denbar and Albert Landsberg. Burial was in Soldiers' Field, Northwood Cemetery, with military honors.

Fire Damages Owens' Org in Columbia, Mo.

COLUMBIA, Mo., Aug. 21.—Fire of undetermined origin destroyed the Buck Owens horse truck, all trappings of the dog act and three liberty horses, while the org was en route to the fair at Lorimor, Ia., Monday (16).

Owens said this week, however, that he has arranged for the purchase of a new truck and stock and will continue thru the season, fulfilling all contracts.

Danbury Debts Water Course

DANBURY, Conn., Aug. 21.—Danbury's water course at the fairgrounds here is now in operation. The course is an artificial waterway constructed under the direction of John Leahy, president of the fair association. Motorboat races are being held on the water course, which is expected to be a feature of the Danbury Fair in October. Crowds of 3,500 have been in attendance.

Hyped Costs Hit Aussie Showmen

SYDNEY, Aug. 21.—Rising costs are hitting traveling showmen of Australia heavily, and some comparisons are interesting. Living tents, with a pre-war cost of \$20, now are \$80; show tents, formerly \$90, now call for \$300; motor trucks, which could be bought for \$1,000, have jumped to \$2,500—if you can get one.

Tires, gasoline, food, stock for games, spare parts for machines and trucks are all up in proportion, but admission charges to attractions are still the same. In addition, showmen must collect for the government a heavy amusement tax, which has a tendency to reduce attendances. A vigorous campaign by the Showmen's Guild of Australia and the Victorian Showmen's Guild is being waged to persuade the government to reduce the tax.

Pendleton Round-Up Offers 11G in Prizes

PENDLETON, Ore., Aug. 21.—A total of \$11,000 in prize money is offered for the Pendleton Round-Up, scheduled here September 15-18. The sum of \$10,000 is offered with 10,000 IRA points in the five major events, these being on a basis of a point for every dollar won.

The \$10,000 will be divided as follows: Saddle bronk riding and steer roping, each \$2,500; bulldogging and calf roping, each \$2,000 and bareback bronk riding, \$1,000.

Trophies, saddles, belts, etc., also will be offered in prizes in addition to the \$5,000 sterling silver Sam Jackson trophy, which must be won three times for permanent possession. For the Northwest bucking, for cowboys of the Western area who never have won in world bucking, a purse of \$1,000 is offered.

The round-up offers fans the unique spectacle of two methods in the bucking contests. For the world bronk riding the chute method is used, while the snubbing method is used in the Northwest division.

The round-up again will stage its big Westward Ho parade for two days. In the past, the event has been held as a Friday wind-up feature. This year an extra day has been added, the event being Thursday and Friday, September 17-18.

Alexandria Lions Break In Thompson Rodeo Arena

ALEXANDRIA, La., Aug. 21.—The local Lions Club, sponsor of a five-day rodeo commencing August 24, will initiate a new arena recently completed here by Jimmy Thompson for presentation of outdoor attractions. The 8,000-seat arena is equipped with stables, stalls and a judging stand.

Another Thompson project, an indoor arena to seat 3,500 people, is nearing completion. The 76 by 170-foot building will have a ceiling 25 feet above the floor. It will provide a place for sports events, stage shows, public meetings, etc. Thompson is also grading a nearby circus site.

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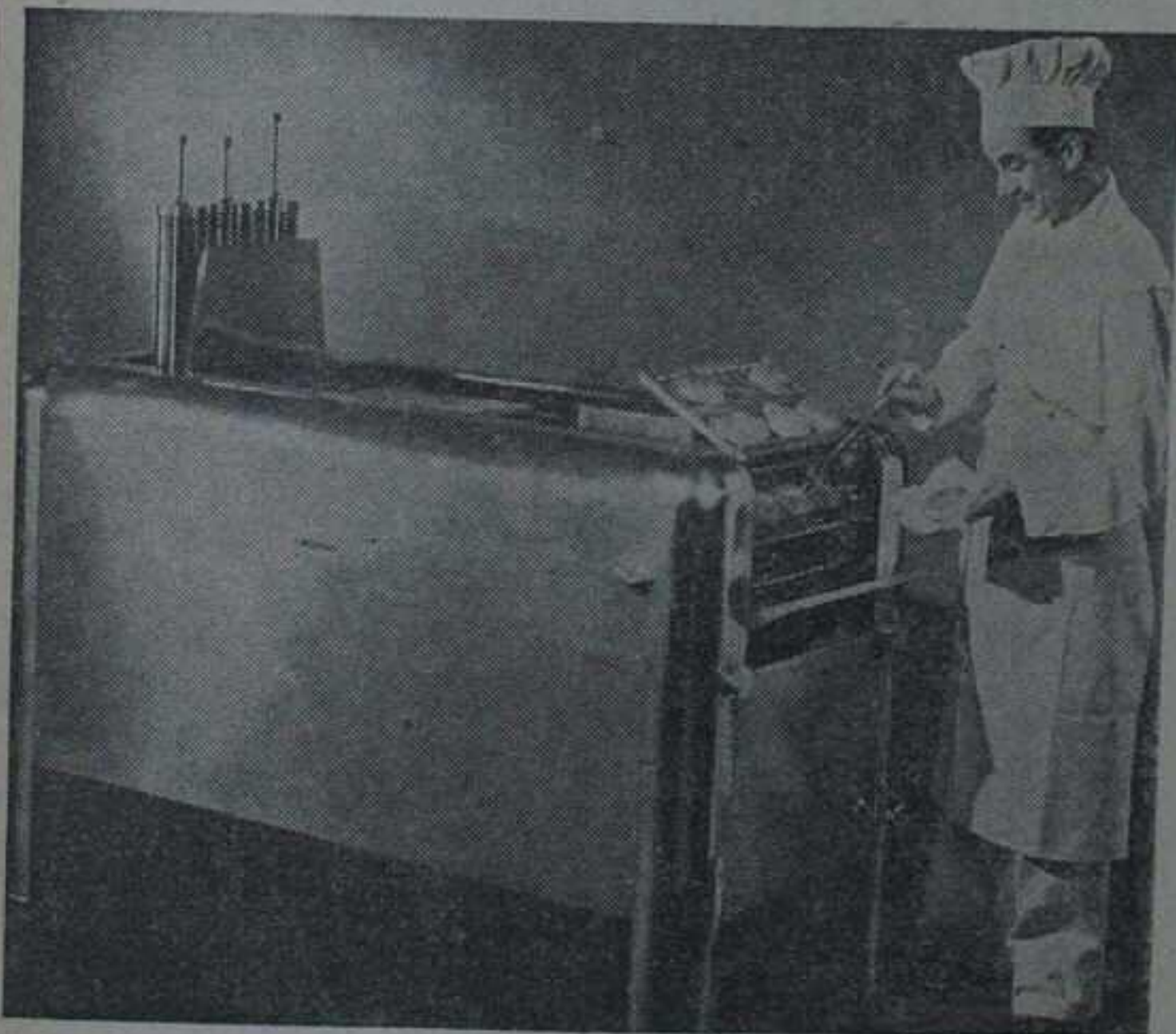
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Springfield, Mo., Better All-Time Attendance Record

SPRINGFIELD, Mo., Aug. 21.—An all-time high for gate and grandstand attendance was recorded by the Ozark Empire District Fair, which closed here Friday night (20).

Glen Boyd, the fair's secretary-manager, estimated the jump in attendance at 14,000 over last year and more than enough to top the peak 1946 mark. Except the morning of

opening day, Saturday (14), weather thruout was ideal.

The biggest grandstand crowd in the fair's history was chalked up Sunday (15). An overflow crowd, estimated at 7,600 by Boyd saw the big car auto races staged then by John Sloan. Attendance at the fair that day was placed at 34,780.

Frank Winkley's Thrill Show, in for afternoon and night shows opening day, played to a big night crowd and a fair matinee. Running horse races, Monday thru Thursday, drew good grandstands. And Jimmie Lynch's Death Dodgers, in Friday (20), played to a sellout.

At night, acts booked thru Boyle Woolfolk, Chicago, played to good grandstands Sunday thru Thursday, with a horse show following Wednesday and Thursday to pull satisfactory turnouts. Midget races, staged last night, played to a sellout.

On the midway Jack Ruback's Alamo Exposition Shows raked a gross in excess of the ride and show take last year.

The fair featured the National Red-Polled Cattle Show and for the first time presented the official Missouri Poultry Show. Several new barns were available for cattle. There were 1,400 head of livestock on exhibit, an all-time record for the event, according to Boyd.

TENT SHOWS



ATTENTION!

Have dependable electric current wherever you tour with a Universal Portable Lighting Plant — and at less than city rates. All sizes to handle, 10 to 500 bulbs. Universal's are lightweight, compact, reliable. Write for catalogue!

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Metallic finish, gleaming nickel trim; electric lighted; beautifully decorated with multi-colored popcorn signs. Uses less current—AC or DC, any cycle, connect anywhere. 17"x17"x26" high. Wt. 30 lbs.

SALESMEN, WRITE FOR PROPOSITION. EXCEL MFG. CORPORATION Dept. BB-2848 Muncie, Indiana

FOR SALE
BRAND NEW MERRY-GO-ROUND
32 ft., 20 jumping horses and 2 chariots. Pulled by Allis-Chalmers engine, new. Brand new top, blue, fire and water-proof, with all the latest improvements a Merry-Go-Round can have. This ride is equal to any ride on the road. Can be torn down in an hour and 40 minutes, weighs 3½ tons. Brand new, for **\$5,500.00**
No junk.

FOR SALE
40 FT. FERRIS WHEEL
12 seats, made out of aluminum. Pulled by Allis-Chalmers engine. Can be put up or taken down in an hour and 40 minutes. Pulled by cable. New system for putting it up. Can be put up without even putting the engine on the ground. It has a new system on it. A 100% better foundation than any wheel. Looks and rides as good as any large manufactured ride. No junk, brand new. **Price \$5,500.00**

FOR SALE
ONE 20 FT. MIX-UP
Has 24 seats. Looks and is one of the best. This ride can be converted into 2 rides, as we have 4 dive bombers to replace swings, which makes 2 rides. When the swings won't get money the dive bomber does. Can be switched in an hour. **Price \$2,500.00**

Merry-Go-Round, Ferris Wheel, Mix-Up, Light Plant and 4 Dive Bombers to go on Mix-Up. Will take \$13,000.00 cash for it. All brand new. Can be seen here in operation. All Rides are portable, can be used for Carnival or Park. If you would see these Rides you would appreciate them, because they are all new, no junk. Bank reference: Hancock Bank.

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PHONE 9121

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BOX 181

CONCESSIONAIRES! CANDY PULLING MACHINE

★ for 5 pound batch!



For more sanitary, customer appealing candy, start your 1948 season with the new Concession #5 Candy Pulling Machine. Stand it on a table or hang it on the wall where your customers can see your candy in the making, and watch your profits grow. Machine is rigidly built with enclosed worm gear drive . . . runs all day for an electrical cost of only 10¢ . . . Rugged . . . Clean . . . Compact (22x15x24") . . . Durable . . . Very quiet and smooth running . . . Built for 5 pound batch . . . Just plug it into any 110 volt, 60 cycle AC receptacle. ORDER NOW to assure first quarter delivery. Complete with motor, \$150.00. 25% with order, balance on delivery. Hurry! They're going fast!

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3916 SECOR ROAD TOLEDO 6, OHIO

The TILT-A-WHIRL Ride

POPULAR ON ALL MIDWAYS

Flashy—Reliable—Money Getter

Write, Wire or Phone for Particulars

SELLNER MFG. CO. Faribault, Minnesota

WE MANUFACTURE — 21 Ft. Aluminum CONCESSION TRAILERS

Insulated, Artists' Paintings, Neon Lights. Equipment installed included in price. Also the Beautiful Fisher Trailer Coach.

\$2,300.00 to \$2,700.00
F. O. B. Pontiac

HALLOCK-FISHER, INC.
8430 HIGHLAND ROAD
PONTIAC, MICH.

Air Conditioning
Optional

TICKETS PRINTED TO YOUR ORDER 100,000—\$24.70

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DALY TICKET CO. COLLINSVILLE, ILL.

10,000	\$8.50
Each Additional 10,000	
Some Order	1.00
Plus Change	3.00
Color Change	.50

Skowhegan Biz Picks Up Strong After Bad Start

SKOWHEGAN, Me., Aug. 21.—At the close of Wednesday's (18) session the 129th Skowhegan State Fair was heading toward a record-breaking run despite getting off to a bad start Saturday (14), when rain washed out both afternoon and evening events. Wednesday's crowd, estimated at 15,000, was a near-record day for the fair.

While the Skowhegan fair did not get into full swing until Monday, afternoon and night thrill shows by Jack Kochman and His Hell Drivers had been skedded for Saturday and big crowds turned out for both performances. At 2 o'clock one of the worst thunderstorms of the season struck and in a short time flooded the track in front of the (See SKOWHEGAN BIG on page 63)

Elmira Gate Up At Halfway Mark

ELMIRA, N. Y., Aug. 21.—Chemung County Fair, which opened Sunday (15), by Wednesday night was chalking up a gate considerably ahead of last year's half-way mark.

While the fair did not open officially until Monday night, Sunday's thrill and grandstand shows drew crowds topping all first-day records, with 9,950 at the matinee thrill show and 5,608 seeing the evening show and fireworks—a total of 15,538, almost double that of last year's opener.

Jole Chitwood's Hell Drivers show was enlivened by an auto collision, with no one hurt, and another accident when Lucky Call's motorcycle (See ELMIRA GATE UP on page 63)

SAVE WITH SURPLUS GENERATOR SETS

2½ to 175 KW

All Types of Hardware

Oldham and Sutherland
Junction City, Ky.



COMPLETE POPPERS SUPPLIES

READY-TO-EAT POPCORN PRODUCTS

Excel & Gibson Poppers

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NEW MODEL BERT'S AUTOMATIC ICE SHAVING MACHINE for Snow Cones now available. Entirely automatic, with push-button control. Machine delivers clean, fine snow in a hurry. This money maker will be demonstrated for you at Cotton Bowl Roller Rink, Fair Park, Dallas. If you can't call, write or wire

BERT'S SNOW CONE MACHINES
FAIR PARK DALLAS, TEXAS
We also handle Snow Supplies.

NEW IMPROVED CHAIRPLANE SWINGS

16-18-22 Foot Towers. Le Roi Power Units. Kiddie Aero Plane Swings.

RIDE-HI MFG. CO.
MURPHYSBORO, ILL.

Frozen Custard Machines CONCESSION TRAILERS

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GENERAL EQUIPMENT SALES, INC.
814-824 South West Street
Indianapolis 2, Indiana

GIVE TO THE DAMON RUNYON CANCER FUND

Seward-Seward Co. Agrl. Soc. Aug. 30-Sept. 1. Russell M. Struthers.

NEVADA

Eko-Eko Co. Agrl. Assn. Sept. 3-6. Donald Brown.

NEW HAMPSHIRE

Canaan-Mascota Valley Fair Assn. Aug. 31-Sept. 2. Wm. A. Shepard.

NEW JERSEY

Flemington-Flemington Agrl. Fair. Aug. 31-Sept. 6. B. H. Pedrick.

NEW YORK

Albany-Albany Fair. Aug. 29-Sept. 3. Fred Keenholts.

NORTH DAKOTA

Ashley-McIntosh Co. Fair. Sept. 1-3. Adolph Thurn.

OHIO

Burton-Geauga Co. Agrl. Soc. Sept. 2-6. Charles A. Riley.

OKLAHOMA

Pauls Valley-Garvin Co. Free Fair. Sept. 2-4. Alton Perry.

OREGON

Albany-Linn Co. 4-H Fair Sept. 1-3. O. E. Mikesell.

PENNSYLVANIA

Forks-village-Sullivan Co. Agrl. Soc. Sept. 1-4. Otis Hatch R. D. 2, Dushore, Pa.

RHODE ISLAND

Kington-Rhode Island State Fair. Aug. 28-Sept. 6. Cort Hincken.

SOUTH DAKOTA

Aberdeen-Brown Co. Fair. Sept. 3-6. Bettyburg-Potter Co. Fair Assn. Sept. 2-4. Rayburn Butram.

TENNESSEE

Columbia-Mid-State Fair. Week of Aug. 30. George L. Buchnau.

TEXAS

Paris-Lamar District Fair Assn. Aug. 30-Sept. 4. Dorsey Mackey.

UTAH

Morgan-Morgan Co. Fair. Sept. 1-3. James T. Palmer.

VERMONT

Essex Junction-Champlain Valley Expo. Aug. 30-Sept. 6. Harris E. Drury.

VIRGINIA

Roanoke-Roanoke Fair. Aug. 30-Sept. 4. Lester T. Hutson.

WASHINGTON

Ellensburg-Kittitas Co Fair & Rodeo. Sept. 4-6. Wendell W. Prater.

WEST VIRGINIA

Charleston-W. Va. Free Fair. Sept. 4-12. T. H. McGovran.

WISCONSIN

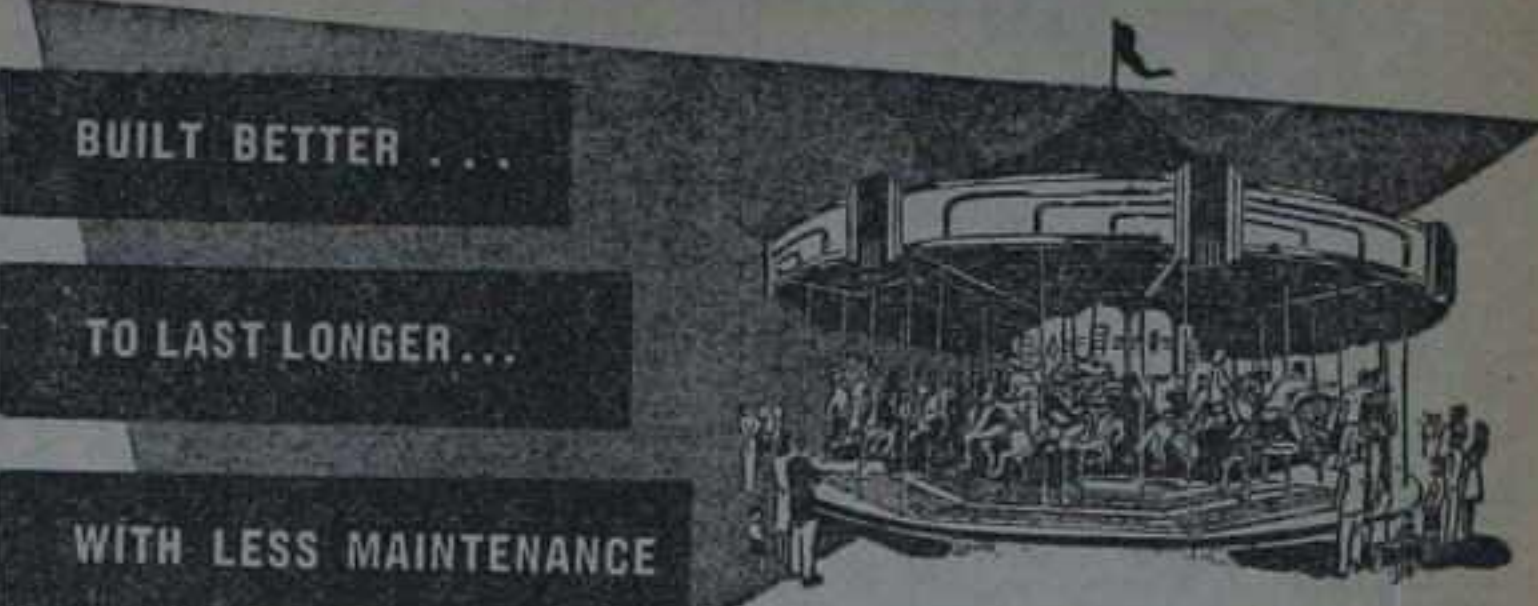
Baraboo-Sauk Co. Agrl. Soc. Aug. 30-Sept. 2. George W. Davies, North Freedom.

WYOMING

Pine Bluffs-Laramie Co. Fair Assn. Sept. 2-4. Charles W. Stephens.

CANADA

Athalmer, B. C.-E. Kootenay Agrl. Exhn. Sept. 3-4. A. Young, Invermere, B. C.



BUILT BETTER... TO LAST LONGER... WITH LESS MAINTENANCE

ALLAN HERSCHELL MERRY-GO-ROUNDS

Made by the makers of KIDDIE AUTO RIDE KIDDIE MERRY-GO-ROUND MOON ROCKET LOOPER HURRICANE CATERPILLAR WATER SCOOTER and other famous riding devices

More Allan Herschell Merry-Go-Rounds are in use today than any other make. Many have been in service for 35 years, and are still going strong!

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THE FINEST BUMPER EVER OFFERED THE TRADE! No overhead wires. Ball-bearing wheels. Highly nickelplated. Indestructible.

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T-E-N-T-S CARNIVAL, CONCESSIONS, CIRCUS, SKATING RINK. 'Tents With That New Look.' Individually designed by Jimmy Morrissey. Beautiful lustrous colors. Write-Wire-Phone ALL-STATE TENT & AWNING CO.

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.

SHOW TENTS FLAMEPROOF FABRICS USED TENTS FOR SALE HOGSHIRE TENT & AWNING MFG. CO., INC.

Surpasses All Others

The... **HI-BALL** Ride Is Tops



52 Ft. High • Fast Loading
Ideal for Carnivals • Ideal for Parks
THRILL • FLASH

FRANK HRUBETZ & CO.
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All Readings Complete for 1948
Crystal Balls: Imported
On hand in these sizes: 2 1/2 x 3 inch; 3 9/16 x 4 3/16. Write for prices.
Single Sheets, 8 1/2 x 14, Typewritten, Per M. \$5.00
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Sample of each of the above 4 items for .25¢
No. 1 45 Pages. Assorted Color Covers .50¢

NEW DREAM BOOK

120 Pages, 2 Sets Numbers, Clearing and Policy, 120 Dreams. Bound in Heavy Gold Paper Covers, Good Quality Paper. Sample .20¢
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Shipments Made to Your Customers Under Your Label. No checks accepted. C. O. D. 25% Deposit. Our name or ads do not appear in any merchandise. Samples postpaid prices. Orders are P.P. Extra.

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Send for Wholesale Prices

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RUSH HOUR POPCORN
And When in Need of the Following Write Me.

JUMBO PEANUTS (Raw or Roasted)
PEANUT ROASTERS (With Warmers)
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Price list of full line of supplies sent upon request.
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—In Our 74th Year—

MIDWAY MARVEL
CANDY FLOSS MACHINE
\$275.00
Slightly higher west of Rockies.
double spinnerhead • rubber shock mounted • 25 in. aluminum pan • pilot light indicator • shaft rotates on ball bearings • dust cover • fused to prevent overload • accurate machining • ball bearing motor.
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Miniature Steam Trains
Engine, Tender and Cars, Rail and Ties
MANUFACTURED
Write BOX 278, Charleston 3, W. Va.

Labor Day Celebrations

ILLINOIS
Colchester—Business Men's Assn.
Depue—Sept. 4-6. Fred Hoffert.
Fairfield—Veterans of Foreign Wars, W. H. McKay Jr.
Galesburg—Trades Assembly, Frank R. Reed.
Lawrenceville—Sept. 4-6. E. G. Singer.
Macomb—C. R. Crabb.
Pana—Sept. 3-6. Mervin O. Denton, Pana Merchants.
Quincy—Sept. 5-6. E. H. Snyder.

INDIANA
Cromwell—American Legion.
Highland—Union Council CIO, Russell S. Graves, Hammond, Ind.
Freetown—Sept. 4-6. Order of Odd Fellows, Harold Undrach.

IOWA
Toronto—Sept. 5-6. Volunteer Firemen, Henry Holdorf.

KANSAS
Florence—Sept. 5-6. Chamber of Commerce, K. H. Gaston.

KENTUCKY
Paducah—Central Labor Union, J. E. Lovvo.

MICHIGAN
Farwell—Merchants Assn., Louis Gee.
Manton—Harvest Festival, G. M. Bassett.
Newaygo—Sept. 5-6. Chamber of Commerce.
Pontiac—At Oakland Park, Chas. L. Oswald.

MINNESOTA
Long Prairie—Sept. 5-6. American Legion, Dr. O. B. Anderson.
Lyle—Harvest Festival, Sept. 4-6. Vic Chilson.
Tracy—Box Car Day, Blaine Whipple.

NEBRASKA
Humphrey—Farmers' Day, Sept. 5. Martin J. Werner.
Schuyler—Sept. 4-6. Am. Legion, Wm. J. Labb.

NEW YORK
Akron—Sept. 4 and 6. Lions Club, Robt. J. Richards.

NORTH DAKOTA
Mooreton—D. J. Hermes, Commercial Club.

OHIO
Coshocton—Central Trades & Labor Council, Fred Tish.
Peebles—At Serpent Mound State Park.
Steubenville—Adolph Smith.
Zanesville—Sept. 5-6. Carl A. James.

SOUTH DAKOTA
Buffalo—Sept. 5-6. Commercial Club, Joe Garfere.
Parkston—Sept. 6-7. Commercial Club, L. M. Schilmgren.
Wagner—Chamber of Commerce, Ann Reinhart.
White Lake—Commercial Club, A. W. Anton.
Winner—Sept. 5-6. Chamber of Commerce, T. O. Rutherford.

UTAH
Wellsville—Founders Day, Sept. 5-6. Melvin H. Archibald.

WISCONSIN
Beaver Dam—Central Labor Union, Mrs. Alice Tetzlaff.
Cornell—Sept. 4-6. Chas. E. Stickler.
Chetek—Sept. 4-6. Am. Legion, Robt. Christianson.
Gratiot—Sept. 4-6. F. E. Burmeister.
Madison—Federation of Labor, Marion White, L. A. Gordon.
Redgranite—Sept. 6-7. AMVETS.
Sparta—Sept. 5-6. Jr. Chamber of Commerce, A. E. Weiner.
Wisconsin Rapids—Sept. 5-6. Central Labor Union, Irving Hofschild, Port Edwards.

WYOMING
Rock Springs—Sept. 4-6. Organized Labor, John Fornengo, Stansbury, Wyo.

\$ or No Paris Show, Larry Sunbrock Says

CINCINNATI, Aug. 21. — Larry Sunbrock's rodeo and thrill show's appearance at the Palais De Sports in Paris September 10-30 depends upon his ability to exchange the franc for American dollars, Sunbrock told *The Billboard* this week in a communication from the French capital. "No dollars, no show," Sunbrock declared.
"Paris has never had a rodeo nor a Sunbrock, so we shall see what goes," the unpredictable Larry reported. "Seems that money is plentiful here. The tax is 10 per cent compared to our 20 per cent. Of course we have to tax higher so that they can send the dough here to make their taxes less. Some fun!"
Sunbrock flew to Paris from New York August 9.



TWO NEW MODELS BY Vagabond

Vagabond has again set the pace in the creation of the new Model 232 and the Tandem 262. Here are two coaches which incorporate the newest in design... including the new Vagabond bilateral truss frame... the scientifically correct forced air ventilation system and the welded tubular steel body frame. New concepts of styling and convenience are apparent throughout these new Vagabonds. We want you to see them... compare them... you'll be delighted with their beauty and spaciousness.

Forward arrangement of Model 232 and the Tandem Model 262 is shown in the illustration below.

VAGABOND COACH MFG. CO., Box 99, New Hudson, Mich.

SHORT RANGE GALLERY
Classiest Gallery on Wheels—Bar None
Our De Luxe Model—Ready to Roll. 8' Wide, 11' Long, 4' Inside Height.

Cash Talks—**\$750.00**
First Ten Orders
5x8' Lighted Marquee; Stainless Steel Concealed Floodlights.
Change 50 targets at one time. 4 Shooters at one time.
Solid welded construction—no tack-welds. A lifetime product. Specifications and large pictures on request.
Hitch for your car included. Complete with signs as shown. Color and Signs your choice.
F. O. B. Detroit. 25% deposit starts your job—10-day delivery.
Standard Model, 9' Long, 8' Wide, 38" Deep—\$625.00.

SUPREME WELDING CO. 3320 14TH STREET, DETROIT 8, MICH.
Phone: Temple 1-7952
"If it's metal, we'll make anything you want and put your outfit on wheels."

KING AMUSEMENT CO. 82 Orchard St. Mt. Clemens, Mich.

CONCESSION TRAILERS
This sturdy Trailer has masonite body 10 ft. long, 88 inches wide. Full price, \$490.00 plus tax. Immediate delivery. Write for catalog showing 35 new models.

STOCK TICKETS
One Roll \$ 1.00
Five Rolls 4.00
Ten Rolls 8.00
Fifty Rolls 20.00
100 Rolls 38.00

Speak not of stones to a fool lest he cast them at your head.
Order your season
TICKET
requirements now

ROLLS 2,000 EACH.
Double Coupons.
Double Prices.
No C. O. D. Orders.
Size: Single Tkt. 1x2".

THE TOLEDO TICKET COMPANY
114-116 Erie, Toledo (Ticket City) 2, O.

SPECIAL PRINTED Cash With Order. Prices:
2,000 . . . \$ 6.80
4,000 . . . 7.65
8,000 . . . 8.50
8,000 . . . 9.35
10,000 . . . 10.20
30,000 . . . 14.60
50,000 . . . 19.00
100,000 . . . 30.00
500,000 . . . 118.00
1,000,000 . . . 228.00
Double coupons, double prices.

Seazo
COCONUT OIL
POPCORN SEASONING



... costs less than substitutes because Seazo keeps indefinitely ... won't go rancid in the container ... and popcorn that stays fresh longer.

- For those states where colored oil is not sold — use SIMKO brand.

By the makers of POPKIT PLUS!

Seazo
COCONUT OIL
POPCORN SEASONING

Simonin of Philadelphia

Solid Background Plus Ability Assured Frank Wirth's Success

(Continued from page 51)

with plans for a sunken pool, which was incorporated in the Wirth's new show building.

They returned to the Ringling show in 1947 and Frank turned to the executive end of the business. He studied stagecraft under Max Reinhardt in Berlin and Arthur Collins, of London's Drury Lane. It was this schooling which has enabled him to produce and stage noteworthy outdoor shows.

Forms Own Agency

In 1919 Frank told John Ringling that he would like to start an agency. Both John and Charles encouraged him and his office handled the Ringling business. He later formed a partnership with Herman Blumenfeld, and George A. Hamid later joined. Blumenfeld resigned and the Wirth and Hamid office continued until 1931 when Frank says he decided to retire.

"I sold my interest to George A. Hamid, Ralph Hankinson and their associates and stayed out of fair bookings for nine years, devoting myself exclusively to indoor circuses and promotions. I returned to booking fairs at the expiration of our sales contract terms. I'm still booking fairs and indoor circuses."

Frank met Ed Ballard, president of the American Circus Corporation and a partner of Jerry Mugivan, aboard ship when returning from Europe. Ballard asked Frank if he thought the Ringlings would sell the Big Show, with the result that Frank arranged a meeting with John Ringling in New York.

"I never thought that the deal would be reversed, with John Ringling buying the other shows," Frank muses.

Sold First Midget Racing

Frank has a 1922 Wirth-Blumenfeld catalog to show that they were the first to present midget auto races, featuring Hazel Watkins.

"You couldn't foresee then what that segment of the business would grow to," Frank commented wistfully.

Other hazards encountered by Frank in the course of his travels included a second torpedoing off Bergen, Norway, and being caught in the Zeppelin bombing of Newcastle on Tyme in England. Also, while en route from Auckland, N. Z., to Sydney a hurricane tore the animal cages loose from their deck moorings, causing the death of a giraffe, a highly prized animal which was the prime attraction for the preceding 12

months. Later he went thru what he describes as a "terrible blowdown" in Orange, New South Wales. Many show folks were badly hurt. Terror was aggravated since in total darkness there was no way of knowing which way the center poles would topple. This last added up to the most exciting event in Frank's life.

Ringlings Circus Deans

"John and Charles Ringling were the greatest circus producers and circus men," Frank says. "John was noted for his railroading ability and uncanny memory. He could quote receipts of 10 years past in any city or town played by the show. Philip Wirth, of Australia, was a great horseman, surpassing even director Ernest Schumann."

The greatest one-ring circus he ever saw was the one produced in London in 1913 by Charles B. Cochran, who was recently knighted by the King. The entire Olympia building was converted into a natural jungle, populated with animals furnished by the Hagenbecks.

"Will Rogers first got his start with the Wirth Bros.' Circus in Australia," Frank recalls. "May Wirth at that time was practicing riding on a pony and also did a contortion act on a glass pedestal. Will hoisted props to her and prophesied that some day she would be unequalled as a rider. He frequently mentioned May and the Wirth family and its circus in his syndicated newspaper column."

Frank acted as a go-between for John and Charles Ringling, who never spoke. At the end of World War I he was the first agent to get to Berlin. He spent only \$21,000 of a \$75,000 letter of credit in peopling the Big Show with new talent.

25th Anniversary

May and Frank will celebrate their 25th anniversary next Thanksgiving at their home in Miami, where as usual they will spend the winter.

The Wirths have a formula for avoiding the cares of business. They simply never discuss it in the house. "Business," Frank says, "should be limited to the office and the lot, and the office should normally not require more than four hours, after which there is bound to be a lessening of alertness."

By way of practicing what he preaches Frank has a twin-engine 42-foot cabin cruiser on which he virtually lives whenever the opportunity presents itself. If the opportunity is slow in coming, he creates it.

3000 BINGO

No. 1 Cards, heavy white, black back, 5 1/2 x 7 1/2. No duplicate cards. These sets complete with Calling Numbers, Tally Card, 25 cards, \$8.50; 50 cards, \$4; 75 cards, \$4.50; 100 cards, \$6.50. All cards from 100 to 3000 @ \$5 per 100. Fibre Calling Numbers, 50c; Wood Calling Numbers, \$1; Printed Tally Card, 15c. Colored Heavy Cards, 25, same weight as 21 in Green, Red, Yellow @ \$8 per 100. DOUBLE CARDS, No. 1 size, 5 1/2 x 7 1/2. 10c each.

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, 50c. Ping-Pong Balls, printed 2 sides, \$30.00. Replacements, Numbered Balls, Ea. \$8
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 7 1/2; 5 colors; loose no pads, M 1.75
Adv. Display Posters, Size 24x36, Each 1.00
Cardboard Strip Markers, 10 M for 7.50
Rubber Covered Wire Cables, with Chain, Wood Ball Markers, Master Board: 3 piece layout for 15.00
Rhino Brand Plastic Markers, Bwn., 1/4 M 1.00
Red or Green Plastic Markers, 1/4 Square, Round or Scalloped, \$2.50 M; 1/2 M \$2.00 M

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

ONLY FLOSS MACHINE WITH DIRECT DRIVE SPINNERHEAD MADE TODAY!

MODEL 120



\$275.00

Rubber mounted all the way... no belts... no vibration. To use this machine is to appreciate fine workmanship. Greater production and ease of care and maintenance are available only in this model machine. We originated and manufacture the only "Double Hand" used on most floss machines today at \$15.00. Buy model 120 Floss Machine at \$275.00. Same price anywhere in the United States, 25% with order, balance on delivery F. O. B. Toledo.

CONCESSION SUPPLY CO.

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"HIGHEST QUALITY AT LOWEST PRICES" WRITE FOR PRICES

KIRBY'S PRODUCTS

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Idle Hour Maps Plans for Big Labor Day Cele

PHENIX CITY, Ala., Aug. 21.—Idle Hour Park, the Deep South's 300-acre funspot, is preeming for a big Labor Day week-end, according to Manager Jessie L. Marlowe.

Marlowe is getting things lined up in preparation for the arrival of hundreds of fresh recruits at near-by Fort Benning and a pay hike of over a million dollars to employees in the mills across the river in Columbus, Ga. In addition, the local Shrine Club Labor Day week-end celebration of the Southeastern Grotto convention in Columbus and Phenix City is expected to swell receipts.

All entertainment and amusements for the convention will be held at Idle Hour Park, with three name bands highlighting the merry-making. Eight governors from as many States have signified their intention of attending the convention and will give speeches at Idle Hour.

Manager Marlowe reports he will have fireworks Sunday, September 5 and Labor Day. Also on the program are two performances of the free act. All rides, concessions and games are being put into first-class shape in anticipation of heavy attendance.

Marlowe reports the motorcycle races, which are held every Saturday night, continue to draw heavily. The free act this week was Jo-Jo Lewis, clown, and Eva May, aerialist, who drew big crowds. The week previous it was Sport Matthews, swaying pole and trapeze.

Recent Idle Hour visitors have included G. M. Cowan, Olcott Beach, Olcott, N. Y.; William T. McAbee and family, Riverside Park, Indianapolis, and W. E. Silcott, Fort Wayne, Ind.

Revere, Nantasket Chalk Up Red Ones

BOSTON, Aug. 21.—Beach resorts in this area, which have been getting their share of the business this season, chalked up another red one Sunday (15) when 375,000 were reported at Revere and Nantasket. Police at Nantasket reported some 125,000 and Revere police reported in well over 250,000. Other beaches, including Salisbury and Hampton, were mostly taxed to capacity.

Larry Stone, operator of Paragon Park at Nantasket, came up with a one-day bargain promosh for Friday (20), which he plugged thru Page 1 in the Boston papers. Deal offered for a round trip by boat at 50 cents for kids and 70 cents for adults, against regular rates of 70 cents and \$1.20, plus 10 rides, all different, at 90 cents for kids and \$1.50 for grown-ups, on which the regular price would have been \$2.35.

Prospective Buyers Of Eastwood Named

DETROIT, Aug. 21.—Eastwood Park appears headed for sale to a colored group topped by night club and juke box operators, following a repeated refusal of the East Detroit City Council to give the park a green light for a liquor license.

Principals in the group of prospective purchasers, according to Co-Owner Max B. Kerner, are Andy Sneed, owner of the Club Three Sixes; Thomas Jackson, owner of the Paradise Lounge, and Reuben Ray, owner of the Ray Music Company, who is a record manufacturer as head of the Delray Company, as well as a large juke box operator.

"Thug" Visits Cincy's Coney In Jimmy Valentine Tradition

CINCINNATI, Aug. 21.—After years of hard work and the expenditure of a huge bundle of money in creating a reputation for his Coney Island here as a spot frequented by the better class of amusement seekers, it appeared this week that President and General Manager Edward L. Schott would have to begin his routine all over again.

On Tuesday night (17) the park's police force, Capt. George Simpson and Patrolman Charles Greenwald, put the arm on 40-year-old George Brewer, of Cincinnati, an alleged

"safecracker" and carrier of a concealed weapon.

Brewer, it appeared, became intrigued by a midway safe, a free-game attraction. Anyone succeeding in maneuvering the safe's tumblers so that its door would open, would receive a bundle of valuable prizes, topped by a Jeep.

Needless to say, the safe attracted a long line of would-be Jimmy Valentines, and Brewer played 19 return engagements at the safe's door, aided by a hearing aid and some sandpaper. The hearing aid, of course, placed against the door, registered the slightest sound of falling tumblers, and the sandpaper, manipulated over the fingertips, produced the sensitivity of touch which is possessed by all first-class cracksmen.

Brewer's routine, over a four-hour period, consisted of taking a crack at the door, determinedly going to the end of the line, and awaiting his turn for another shot at the resisting safe. His actions attracted a huge throng and also caused considerable grousing by other patrons who wanted a shot at the jackpot.

Finally Simpson and Greenwald came to investigate Brewer, but as they approached, Brewer reportedly reached for his pocket. The officers closed in quickly, however, and overpowered him, finding a loaded .25-caliber pistol in his possession.

Park officials turned Brewer over to Lieut. Herbert Walke of the Cincinnati Police Department. Local police questioned Brewer. When asked whether he works, Brewer said, "I write some junk. I inherited some money 10 years ago." Police reported that when Lieut. Frank G. Bornhoffer of the Bureau of Identification attempted to take Brewer's fingerprints, his fingertips were so smooth the prints would not register.

Finally Brewer explained all. "It was merely a case of preparedness," he said. "I was convinced that I was going to win the \$3,200 safecracking prize offered by Coney Island, and I took the gun along so I would have protection in carrying the prize home."

The casual reader might think that it was all a press agent's gag but, so help us, the yarn is on the legit. Brewer's case has been continued until September 1.

Professor Voss Featured At Pismo Beach Spot

PISMO BEACH, Calif., Aug. 21.—Prof. L. V. Voss, 67-year-old physical culture and health scientist, has been signed for an appearance at Pismo Beach here, beginning tomorrow, by George A. Doss, park owner.

Doss reports Voss will enter a specially constructed building with plate glass windows at noon Sunday, allow himself to be sealed in for an indefinite period with nothing but water for subsistence. Voss will be on display to park patrons.

"We have been getting plenty of publicity on the stunt," Doss says, "and it should prove a trade stimulator in our park in the waning part of the season."

Long Beach Paper for Zoo

LONG BEACH, Calif., Aug. 21.—A campaign by The Long Beach Press-Telegram to bring a zoo and additional swimming pools to this city was launched this week. Idea has been kicked about for some time and is gathering momentum with the return of John Hutchison, advertising man, from viewing zoos at San Francisco, Sacramento and San Diego. It is hoped pressure can be brought to bear on city council so the proposition may be submitted to voters.

Heavy Turnouts In Gotham Area

NEW YORK, Aug. 21.—Ideal weather last week-end gave beaches and parks in the area one of the best week-ends of this season, with more than 2,000,000 heat-dodgers jamming waterfront resorts Sunday (15).

Coney Island topped the field with an estimated 1,200,000 on the beach and boardwalk. Rockaway Beach reported 860,000. About 600,000 were on the beaches and 260,000 crowded Rockaway's Playland, Seaside Park and the arcades, eateries and concessions.

Jones Beach drew a near-record crowd of 102,000 Sunday (15) and Long Beach was a close runner-up with 100,000. Other beach resorts in this area registered big turnouts.

President Truman To Attend Flint Labor Day Cele

FLINT, Mich., Aug. 21.—Preparations for the Labor Day celebration—highlight of which will be the appearance of President Harry S. Truman as principal speaker at a joint American Federation of Labor (AFL) and Congress of Industrial Organizations (CIO) rally—at Flint Park here have been completed, according to L. H. (Doc) Firestone, general manager of Flint Park & Amusement Company, operators of the park.

Firestone also revealed that a fireworks display and free attractions will be offered patrons on that day. He added that President Truman has definitely accepted an invitation proffered by the unions to come here for the rally.

Willow Grove To Hypo Draw Thru Special Events

PHILADELPHIA, Aug. 21.—Many weekday special events to hypo attendance at Willow Grove Amusement Park here this month have been worked out. In tie-ups with retail stores and chains, free and cut-rate ride tickets are being distributed by stores thruout the city for Burks (meat stores) Days, Tuesdays; Supplee (milk) Days, Thursdays, and Breyer (ice cream) Days, Fridays. Willow Grove enjoyed an overflow Wednesday (18) for the annual picnic sponsored by Station KYW here.

Mosher Buys Park

CRETE, Neb., Aug. 21.—C. J. Mosher, Lincoln, has bought Horky's resort and amusement park here, which Mr. and Mrs. Anton Horky have owned and operated since 1904. It is on the Big Blue River west of Crete.

W. F. Wielland Head of A. C. Showbiz Group

ATLANTIC CITY, Aug. 21.—Warren F. Wielland, general manager of the Apollo Theater on the Boardwalk, was elected president of the Atlantic City Amusement Men's Association at a special meeting in the Apollo Theater this week. Richard Endicott, manager of the Steel Pier, was elected first vice-president, succeeding the late Al Hill. Others chosen were Harry Waxman, general manager of the Hollywood Theater chain, second vice-president, and Edward J. O'Keefe, retired, secretary-treasurer.

The new executive committee is composed of A. J. Venni, district manager for the Warner Brothers theaters; George A. Hamid Jr., manager of Hamid's Million-Dollar Pier; Vice-President Harry Waxman, William Ford, of the Lyric Theater, and Mortimer Lewis, of the Apollo Theater chain.

George A. Hamid, operator of the Steel Pier and Hamid's Million-Dollar Pier, voiced objections at the meeting to the present regulations concerning the parking of excursion busses on a lot near the Absecon Boulevard, outside the city. He stated that the beach-front amusements were losing patronage thru such an arrangement. Hamid, Endicott and Waxman were appointed a special committee to investigate the situation and report at the next meeting of the association.

"Fresh Air" Train Starts 1948 Run

RYE, N. Y., Aug. 21.—The model railroad exhibit, operating for the benefit of The New York Herald-Tribune Fresh Air Fund, was installed in a covered pavilion at Playland Amusement Park Wednesday (18) and started on its money-gathering run by Col. Allen E. McNicol, park director.

The model train, provided by the Lionel Corporation, has been operating at various spots for the Fresh Air Fund for three seasons, netting an average take of \$5,000 for each of the two previous summers.

Fireworks Jump Gun at Seaside

VIRGINIA BEACH, Va., Aug. 21.—Something new in the way of special events was added when an unscheduled and unchaperoned outburst of fireworks at Jack Greenspoon's Seaside Park last week not only shattered the decorum of the resort, but also blew out one wall of the Skill Ball building in which the pyro material was stored.

In some manner unknown \$650 worth of fireworks, stored in building by Fred Murray, of the International Fireworks Company, for Thursday night's display, started popping off a week ahead of schedule. Loss, fortunately, was limited to the pyro material and the building.

Blaze was extinguished within a half hour, with nobody hurt excepting a volunteer fireman, who fell while toting a hose.

Virginia Wirth, secretary-bookkeeper to Warner Austin, owner of Mission Beach, Calif., amusement center, has resigned. Miss Wirth, employed at the amusement center the last four years, signed a two-year contract with the Arabia-American Oil Company at Saudi Arabia. After a short stay in San Francisco she planes to Ohio for a visit with relatives, planning to arrive in Arabia September 1.

National Park Plan Is Fought In Atlantic City

ATLANTIC CITY, Aug. 21.—The establishment of a national park, proposed for suburban Brigantine Beach, to drain off this resort's one-day excursion crowds would wreck every small business man at the resort, not to mention all the amusements, it was contended this week by Harry Adams, operator of Adams Baths on the Boardwalk, who has filed a protest against the project.

Adams, whose establishment has been on the Boardwalk for 87 years, stated that a petition against the project and containing the names of many Boardwalk merchants was in circulation and would be sent to the governor and State senators. He further stated that Boardwalk interests were forming an association to combat any move to make Brigantine a park, contending that Atlantic City was built on the daily visitor and that it is the latter that keeps the greater part of its business going.

He further insisted that the opening of a park in Brigantine would bring about wholesale closings of Boardwalk stores and establishments, of which Adams Baths would be among the first to fall victim.

Sept. Will Bring 'Em to Atlantic City With Weather Break

ATLANTIC CITY, Aug. 21.—While business is way off despite the crowds, amusement and business interests figure that a break in the way of fair weather in September may make up for some of the slow drags in recent weeks and particularly for the bad weather in June.

There are 36 conventions slated for September, the American Hospital Association's the largest. Moreover, Labor Day comes September 6 and that means an added week before city schools open. The Miss America Beauty Pageant for the September 6 week is sure to swell the crowds, and with horse racing continuing until September 25, September prospects are bright.

For the beauty pageant, 56 contest winners, the largest number in the event's history, will be on deck to compete for the \$25,000 in scholarships offered. This year's pageant will mark the first time that as many as three girls from outside the United States have taken part as contestants—coming from Puerto Rico, Hawaii and Canada. Forty-three States along with 10 cities are entered. The girls will make their first public appearance on the Boardwalk September 7 for the Festival of Floats. The procession is expected to attract a quarter million spectators.

Steel Pier To Stay Lit

Prospects for September are so bright that it is reported that George A. Hamid will keep his Steel Pier lit after Labor Day, buying up outdoor billboard space for the first two weeks of the month, indicating he plans to carry on instead of closing Labor Day.

That crowds are coming here each week cannot be denied. Last week-end, August 14-15, proved a record-breaker. The Delaware River bridge in Camden, N. J., feeding auto traffic to the resort areas, reported it had the busiest 72 hours in its 22 years. The three-day week-end period saw 205,393 vehicles crossing the span, topping the record 199,872 for the July 25 week-end this year. Sunday (15) traffic also set a new high for a single day, and the same day saw a record better than 200,000 visitors here, with half that number estimated for the sister Wildwood resort. Ho-

Coney Island, New York

By UNO

If weather continues as ideal as last week-end (14-15), ops may realize enough to tide them over, despite slim spending conditions caused by the high cost of living. . . . George Tilyou, of Steeplechase Park, has been in Methodist Episcopal Hospital, Brooklyn, since August 10 because of a heart attack. Latest reports have him improving.

Mardi Gras celebration chiefs include Moe S. Silberman, prexy; George C. McCullough, first veepee; David Bernstein, second veepee; Nils Mathison, treasurer, and William A. Nicholson, secretary. Committees appointed comprise: For prizes, Fred Garms, chairman; Albert Pinto, Bernard Katz and Albert Falcon; decorations, Daniel Lane, chairman; James Kyrimes, Morris Joffe and Harry Chamos; floats, C. J. Hilbert, chairman; Frank S. Tilyou, George F. Kister, Harry C. Meinch, Victor A. Bonomo and Lester Wildman; baby parade, Fred Moran, chairman; Charles A. Feltman, Stanley Reiben, Lester Dworman, Connell Boyle, George P. Geaneas and Murray Handwerker; permits, Louis Molinos, chairman; Jack Asemacopoulos, Fred Canfield and Joseph Bucksbaum; participating orgs, Alfred Shaw, chairman; Allan F. Kramer, James S. Matimore and Philip Gould; music, W. Kenneth Bourke, chairman; I. Krauz, Charles A. Gerlach and Isidor Rubenstein; parade, George C. Tilyou, chairman; Allan F. Kramer, Edward Klein and Thomas Bevilacqua; publicity, Monroe J. Ehrman, chairman, and Sol Levy; finance, I. H. Klein, chairman; David Bernstein, Nils Mathison, Wilfred Long and David Rosen; entertainment, Thomas H. Tesauro, chairman; George C. Tilyou, W. K. Bourke, Daniel Wathey and Edwin Roulston; parking and traffic, Harry Novins, chairman; Nathan Handwerker, Charles Sylvester, Theodore McCullough, Harry Gleischer, Sidney Ritterman and Morris Cohen, and special features, Leonard McCullough, chairman; Milton Klarinet and Jack Stern.

Holzman Line-Up

Sam Holzman's Boston Arcade on Surf, always heavily patronized, has behind the prize counter his wife, Hannah; handling the pennies, Mrs. Rose Cohen, formerly associated with Paddy Shea and his Gilsey House where she pioneered in old-fashioned hamburger and roast beef sandwiches, and Izzy Rosen, assisted by Joe Calino, managing Poker Roll tables. Teddy Siegel is the change boy. Photo booths are operated by Ruth Schutzman and her husband, Joe. They have Ben Styler as partner. . . . Jerome and Mildred Kantor operate the Mil-Jay gift shop on Surf with Sunny Semilof, the able general manager.

Two newcomers on Coney are Haywood Bruce Kirsch, born July 18, and Linda Roberta Jurlando, July 30. The former's parents are Harold and Ruth Kirsch, of the Surf Avenue eatery, and the latter's are Jack and Ida Jurlando, of the hot corn and watermelon concession, outside Tirza's. . . . Mac Gertz and his Globe of Death

tels and amusement spots reported banner business for the week-end.

October Outlook Bright

October should prove even better than in 1947, it is predicted, with 30 conventions already booked for the resort, including large attendance meetings such as the National Association of Retail Druggists, the American Gas Association, Dairy Industries and the American Hardware Manufacturers.

What the ultimate gross for the year will be when New Year's Eve rolls around is anybody's guess. However, everybody is hoping that there won't be a repetition, with the new year, of the bad weather that hit the resort in early 1948.

left, the Boardwalk August 24 in a large trailer and with a new and costly front, headed for Ray Brydon Marsh's big State Fair show to take in dates in Detroit, Hutchinson, Kan.; Memphis, Dallas and Houston. . . . Roberta Lee, wife of Walter Budd, outside talker, is doing a good job emceeding Tirza's Wine Bath show.

Waenger Visits

Murray Waenger, former operator of the Atlantis on the Boardwalk and now operator of the Copacabana nitery at Miami Beach, was a Coney visitor last week. He is enthusiastic about his new venture, Copa City, now being readied there, the cost of which, he said, would total \$250,000 and would include all kinds of indoor and outdoor amusements. The grand opening is expected to be around Christmas. . . . Claudette, lately landed from Porta Rica, is a new rumba dancer at Joe Boston's girlie show on Stillwell thru the booking of Ralph Jordan. Boston is skedded to take his dancers to Danbury, Conn., for the October 2-11 week as an attraction with the Oscar Buck and Ross Manning Shows.

Stanley Gersh and Sam Garber, of Perfect Games Company, have received the go-ahead word from License Commissioner Cannelli to renew manufacture of their Electric Ring Toss after being outlawed four years. . . . Beatrice, daughter of Mollie Milgrim, pan game concessionaire on Surf, is recovering from an appendectomy in New Brunswick, N. J., where she teaches stenography, English and Spanish. . . . Out of 52 beauty contestants to take part in the Mardi Gras pageants, 23 were picked on August 14 by Judges George Geaneas, Al Pinto, Harry Chamos, Fred Moran, Lester Dworman and Leonard McCullough. In charge of the contest was Lester Wildman.

SKOWHEGAN BIG

(Continued from page 54)

grandstand to such an extent that Kochman's show was called off and refunds passed out. Rain insurance could not be collected as storm hit too late—so fair management's loss was close to \$7,000. Rain early in the evening caused cancellation of the night show, but this was covered by insurance.

On Monday the fair actually got under way, with one of the biggest opening day crowds in the fair's history. It was Children's Day and the youngsters were out in full force, but adult attendance was higher than on previous opening days. World of Mirth Shows, which arrived from Bangor Sunday, were all set to go and the midway got off to a good start. George A. Hamid's *Fantasies* revue drew a big crowd to the grandstand and a fireworks display wound up the day.

Attendance Picks Up

Tuesday drew increased attendance, with a capacity crowd of 7,000 witnessing the Hamid grandstand show. However, peak attendance was registered Wednesday, with the gate estimated at 15,000 and the grandstand a sellout.

Hamid provided a bang-up show at Skowhegan, with a line-up of acts including a line of Roxettes, Reg Kehoe and His Marimba Queens, Bobby Whaling and Yvette's bike act, Arsene Gautier's animals, Clara Torina, high pole act, and the Four Vesses, high aerial thrill act. George Ventrone's band provided the music.

Racing really got going Tuesday, with the horse fans anteing up total bets of \$49,108, but Wednesday topped this mark with a mutual handle of \$66,404, exceeding the figures of the same day last year by \$10,581.

Given the weather breaks, the final days of the fair should maintain the attendance level rung up Tuesday and Wednesday. Fair ends tonight.

Fireworks Pull Huge Throngs In N. Y. Parks

NEW YORK, Aug. 21.—Three hundred disabled war veterans from six hospitals in the New York area were guests of Charles H. Silver, of the Alfred E. Smith Foundation, and park owner A. Joseph Geist at Rockaway's Playland Wednesday (18). Most of the vets remained for the fireworks display, witnessed by 500,000.

Coney Island's weekly pyro show drew a Boardwalk turnout of nearly 550,000 Tuesday night (17). Palisades Amusement Park, on the Jersey shore of the Hudson, is also pulling them in with pyro displays every Tuesday night, in addition to free dancing and an open-air show. Current attractions at Palisades are the Flying Hartzells and the bands of Pee Wee Irwin and Russ Irwin.

Olympic Preps for Tot Show

IRVINGTON, N. J., Aug. 21.—Olympic Park is getting set for its annual baby parade which will be held next Saturday (28). Prizes will be awarded the prettiest babies and citations given for best decorated floats and carriages. Line-up of acts on the park's current circus bill includes the Parker Brothers, novelty equilibrists; Eddie Tierney, juggler; Paul Sydell and Spotty, and the Three Daily Brothers, pantomime comics. Joe Basile and his band, with vocalist Bubbles Ricardo, will provide the music.

ELMIRA GATE UP

(Continued from page 54)

missed a ramp. Call was bruised and cut but was released from the hospital after treatment.

George A. Hamid's *Grandstand Follies* was the night attraction for the run of the fair. Line-up included Oldfield and Ware, acro comics; Woolford's Dachshunds; Astor, wire walker, and Narda and Marja, trained doves. The carnivals of Oscar C. Buck and Ross Manning provided the midway.

Monday (16) drew a modest 2,688. Tuesday was Children's Day, with a paid gate of nearly 7,000 plus some 5,000 kiddies. Some rain Wednesday kept attendance to around 4,000, but scheduled shows, harness racing and other events went on. Total attendance at the midway mark was more than 29,000.

The fair closes Sunday (22) with an afternoon performance of Jack Kochman's Hell Drivers and a radio jamboree by Station WWVA at night, followed by fireworks.

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CEDAR RAPIDS GATE SOARS

New Marks Hit 1st Four Days

Grandstand show proves strong—midway biz off—record farm equipm't show

CEDAR RAPIDS, Ia., Aug. 21.—The All-Iowa Fair, with the veteran Andy Hanson at the managerial helm for the first year, was sailing to an all-time attendance record here Thursday (19), the fifth day of its seven-day run.

Each of the first four days of the event, which opened Sunday (15), yielded record-breaking attendance. A check in mid-afternoon Thursday indicated the total also would hit a new peak for that day.

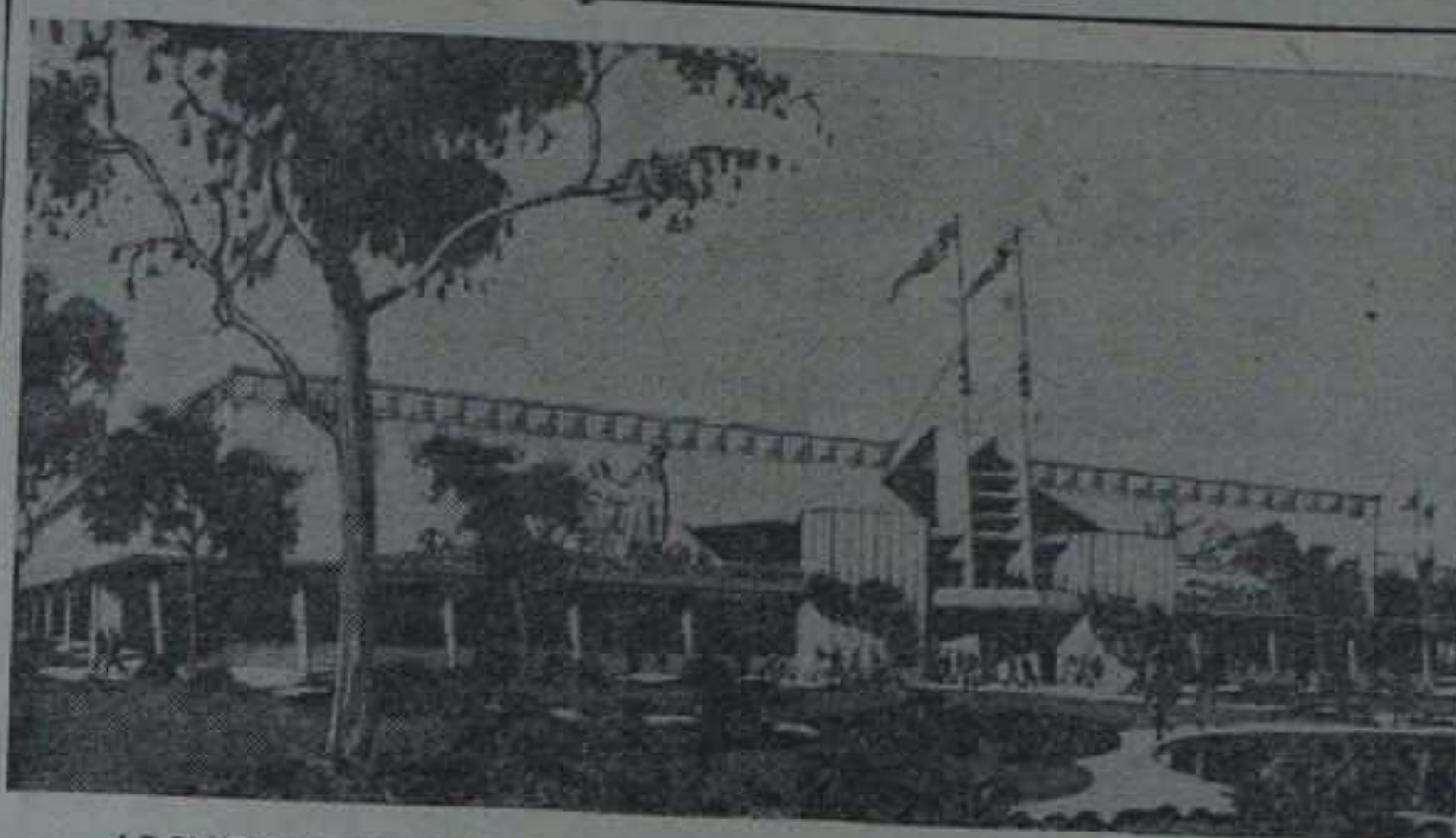
Strong Grandstand Show

Opening day's attendance was 23,089, with adult admission at 50 cents and children under 15 admitted free. The same price and free admission to youngsters prevailed thruout the run of the fair. Monday's attendance was approximately 12,000, Tuesday's 20,000 and Wednesday's 30,000. The early check Thursday indicated attendance that day would top Wednesday's.

A powerful night grandstand show, representing the biggest outlay for entertainment made in recent years here, was given credit for pulling the record-smashing attendance.

Booked thru Barnes-Carruthers Theatrical Enterprises, Chicago, the show consists of a revue with circus and stage acts. The night grandstand opened light, some 4,000 being on hand Sunday, but it built and Wednesday some 10,000 saw the night performances. There were strong indications that the grandstand crowd Thursday, the final night for the Barnes-Carruthers bill, would be the week's high.

The Barnes-Carruthers revue here has a 14-girl line and Preston Lambert, singer, who emcees. Acts include Maryells and Mignon, adagio; Captain Heyer and Starless Night. (See Cedar Rapids Gate on page 66)



ARCHITECT DRAWING OF NEW EXHIBIT STRUCTURE being erected for National Orange Show at San Bernardino, Calif., third largest event of its kind in the State. Building, 180 by 240 feet, will cost \$483,217 and will have temporary seating capacity of 5,500.

Ground Broken for \$483,217 National Orange Show Bldg.

SAN BERNARDINO, Calif., Aug. 21.—Expansion program of National Orange Show, third largest event of its kind in the State, was launched this week when ground was broken for new exhibit structure to be erected on a site overlooking the lagoon area of the exposition grounds.

Costing \$483,217, the building will be of concrete and steel construction, 180 by 240 feet, and will include a balcony. There will be temporary seating for 5,500 and a standing room area of between 11,000 and 12,000 in capacity.

Pro and amateur acts will be presented from a stage along the west wall during the 11-day run of the show. In the past a section of the main exhibit structure was used as a stadium type entertainment auditorium.

Feature of the new building, designed for both exhibit and auditorium use, is the scarcity of pillars and posts in balcony and main floor areas, thereby giving patrons a good view of stage from all directions. Architects Jerome G. Armstrong, San Ber-

nardino, and J. Cy Berry, Los Angeles, planned the structure.

According to R. Z. Smith, the show's secretary-manager, construction contract provides for completion of the building by February 1, 1949, in time for the 34th edition of the citrus exposition which is scheduled March 10-20, 1949.

This rounds out a construction program started in 1947 when two other new structures, the industrial exhibit building and administration office block, were completed in time for show's 1948 run, March 13-23, which played to 272,417 patrons despite five days of rain during its 11-day run.

Another development long needed by the Orange Show is additional parking facilities, which will be increased this year to include an 80-acre section and a new entrance way.

Founded in 1911, the first National Orange Show was housed in a tent in downtown San Bernardino and consisted of a comparatively few dozen boxes of fruit. At present it is located on a 135-acre site.

Davenport's Gate 10% Over '47 Despite Rain

Attractions Lure Crowds

DAVENPORT, Ia., Aug. 21.—Mississippi Valley Fair had good weather all but opening day, Tuesday (17), and thru Thursday (19) attendance was running approximately 10 per cent ahead of '47.

Rain practically flooded the race track opening day. Nonetheless, midget auto races skedded for that night went on—but late, following an intensive track reconditioning process. It was 9:30 before the races started, and the program was not over until 12:45. This saved the grandstand crowd of 5,000, but it hurt midway play.

Victory Expo Clicks

Despite this loss, Victory Exposition Shows thru Thursday had piled up a ride and show take which was 10 per cent ahead of that for the corresponding period last year, when another show supplied the attractions.

The WLS Barn Dance, in front of the grandstand Wednesday, pulled a good crowd, and Art Linkletter, now vacationing from his NBC show, *People Are Funny*, lured 5,000 into the stands Thursday night.

Hot rod races, staged by Frank Winkley, played to 3,500 Wednesday afternoon. Winkley's Thrill Show performed before 5,000 Thursday. Jimmie James, featured in this unit, missed in the bus jump, yet escaped without injury.

Stage Acts Open

Hot rod races were offered Friday. Today, big car races, also by Winkley, will be presented, with midget races as the lure tomorrow afternoon, closing day of the fair. A three-night bill of stage acts, booked thru Barnes-Carruthers Theatrical Enterprises, Chicago, opened Friday night (20).

Commercial exhibits and farm machinery displays showed a sharp increase from last year. Frank Harris, fair secretary, pointed out that the farm machinery exhibit is the largest in history of the event.

Frank Productions Inked for Houston Food Show & Expo

DALLAS, Aug. 21.—Frank Productions here have been contracted to provide the entertainment to be featured at the International Food Show & Exposition, Houston, September 17-21. Show will be presented twice daily during the five-day run.

In the line-up are Joan Frank Dancers (5), Dr. Frank Reynolds, emcee; Whitey Carson and Uncle Willie. L. J. Wile represented the Food Show, and R. D. Leonard the Frank Productions in the contract signing. Fred Quinn's ork will play the show which will be presented in the Sam Houston Memorial Coliseum.

for a fairgrounds for two weeks before and two weeks after the fair, October 18-23. In some former years, the resolution extended to 30 days in advance of the annual.

Springfield, O., Comes Back

20,000 Throng Catches Opener

217 tents, 2 hangars house exhibits on recently acquired muni airport site

SPRINGFIELD, O., Aug. 21.—This city of 94,000, without a fair for 27 years, Wednesday (18) gave a hearty greeting to the newly established Clark County Fair.

An estimated 20,000 paid (adults 50 cents, children 25 cents, tax included) to attend the opening day of the three-day event, which was staged on the recently acquired 124-acre, former Municipal Airport site, and which was housed in 217 tents and three hangars.

The number of tents used, officials see SPRINGFIELD, O., on page 66)

AROUND THE GROUNDS

Hazel Rex and Eddie Burke booked the 12-act offering for the 42d annual Multnomah County Fair, Gresham, Ore., last week.

An estimated 30,000 watched the 2½-mile climactic parade of the State's centennial celebration at Oregon City, Ore., when the event concluded Saturday (14). Grand marshal of the parade was Leo Carrillo, film star.

There has been an increase in the price of admission to the afternoon grandstand show at the Oklahoma State Fair September 25-October 1 in Oklahoma City. Admission will be \$1, with two bargain price tickets acceptable, as against 50 cents or one bargain ticket in the past. Admission charge for automobiles will be 35 cents, an increase of 10 cents. A total of 100,000 bargain price tickets have been placed on sale, according to

Ralph T. Hemphill, fair manager. These sell for 40 cents, with one good for the regular 60-cent admission to the grounds and the other two acceptable for admittance to either the afternoon or night grandstand show.

Two acres at the south end of the fairway have been set up for a Kidland at the 45th Annual Western Washington Fair, Puyallup, which opens September 18. The area, for patrons up to 10 years of age, has been landscaped, new flower beds installed and drinking fountains constructed. This is, of course, in addition to the installation of numerous miniature rides in the all-new setting.

The city council of Macon, Ga., has granted the Georgia State Fair only two weeks' protection against the use of Central City Park for other outdoor shows. By resolution, the fair was granted exclusive use of the park

Double Lighting At Calif. Annual

Additional wattage spread thruout grounds—Warren names Courtney to board

SACRAMENTO, Aug. 21.—Plans to double the lighting capacity for the State fair, which opens here September 2 for an 11-day run, have been completed, the management announced this week. A crew of 14 electricians have finished installing new control panels designed to carry huge power load.

Forty 1,000-watt floodlights for the machinery building and park have been installed, along with an additional 90 lights of the same candle power which have been added thruout the fairgrounds. The agricultural building will be lighted by six 500-watters and a cluster of 36 300-watt golden floodlights mounted in the building tower. Arts and crafts exhibit, housed in the woman's building, will have over 100 fluorescent and floodlights. New floodlights also have been installed at the horse show arena.

Sports program for the State fair has been set, with the annual bowling classic to be held August 28 thru September 26, according to W. L. Robinson, secretary-treasurer of the tournament.

Golf Field Trimmed

Qualifying round of State fair golf tournament will be held on the 18-hole municipal course beginning September 3, officials announced, with field limited to 128 as against 140 in the 1947 competition. Tournament chief Lou Frye stated there will be 32 in the championship bracket with other flights composed of 16 players each. Entry fee of \$5 includes green fees for the match play rounds.

Presentation of golden bear awards during Governor's Day program September 9 will be made by Jeanette MacDonald. Awards will be made to Gaetano Merola for organizing the San Francisco Opera Company; Edwin Lester, for his accomplishments in the field of light opera, and to Ken Murray, producer of *Blackouts*, now in its seventh year in Hollywood.

Affair will be climaxed by a reception honoring Miss MacDonald and recipients, with the fair board of directors, State officials and representatives of civic organizations taking part.

Named to Board

New appointment to the State fair board of directors was made by Governor Warren this week, when he named J. E. Courtney, local hotel man to the post, succeeding J. E. O'Neill, of Fresno, who resigned. Courtney's term expires in 1951.

This gives Sacramento three members on the fair board, the others being William C. Wright and Harold J. McCurry. In naming Courtney to the non-salaried position, Warren stated he believed the Sacramento area should have adequate representation on the board as local members are able to give more time to fair business.

Parkhurst Quits P. I. Job, Succeeded by C. F. Grant

PRESQUE ISLE, Me., Aug. 21.—Edwin E. Parkhurst, president of Northern Maine Fair the past eight years, has resigned the post because of pressure of other business. C. Fred Grant, vice-president, replaces Parkhurst until the annual meeting in January.

Recently the fair chalked up one of the most successful runs in its 95-year existence.

Auglaize County Annual Kayoed by Rain; Biz 50% Off

WAPAKONETA, O., Aug. 21.—Rain played havoc with the Auglaize County Fair here (10-13), and an estimate by Harry Kahn, secretary, indicates final figures will show receipts to be approximately 50 per cent below those registered in 1947.

Jupe Pluvius figuratively murdered the event Wednesday (11) when he completely washed out both the afternoon and evening shows, at which B. Ward Beam's Daredevils were to be the feature. Rain prevailed again Thursday afternoon, but the skies cleared along toward evening and the WLW Hayride, from Cincinnati, played to a strong house that night.

The grandstand was packed opening night, Tuesday (10), and an all-time record for pari-mutuel betting at this event was established.

Biz closing night, Friday (13), was good, too, with the United Bookers (Henry H. Lueders) of Detroit furnishing the attraction.

On Friday night concessionaires presented a petition to the fair board asking for a Sunday fair next year and stating that, unless the request was approved, they would not return in the future. The fairgrounds were open Sunday (8) this year, with no paid gate, a departure from the procedure of recent years.

The set-up for this year's fair included the largest midway in its history, furnished by Happy Attractions, livestock exhibits of record-setting proportions and the most extensive junior fair, school exhibits and Girl and Boy Scout exhibits ever displayed here. But much of the enthusiasm was dampened by the rains which marred two of the event's four-day run.

A tug-of-war, involving 14 townships, was an innovation this year and proved popular to the extent it may develop into one of the fair's best attractions within the next couple of years.

Laguna Beach, Calif., Slates First Annual Event

LAGUNA BEACH, Calif., Aug. 21.—The first annual community fair here will open Wednesday (25) and run thru Sunday (29) under sponsorship of the Chamber of Commerce and the Elks Lodge, according to Russell L. Logue, Chamber manager.

Logue said there will be more than 100 exhibit booths displaying products of local industry and commerce. These will be housed in an 80 by 180 foot tent. Plans are being made for special children's events, queen contest, professional and amateur entertainment and eight major midway rides.

Eastern Six, N. C., County Annual Plans Completed

ELIZABETH CITY, N. C., Aug. 21.—Plans have been completed for the Eastern Six-County Fair here the week of September 6.

A. J. Grey, general manager of the Grey Productions of Norfolk, in charge of conducting the annual event, said agricultural exhibits were entered from each of the six counties which sponsor the fair.

The Old Dominion Barn Dance outfit, Johnny Hand's Thrill Show, vaude acts and fireworks will head the entertainment program. The Joseph J. Kirkwood Shows will provide the midway.

Lebanon, Va., Officials Set

LEBANON, Va., Aug. 21.—John I. Debord was elected president of the recently established Russell County Fair Association. Fair dates are September 23-25. J. S. Buchanan is secretary.

Abbott, Costello Signed by Calif.

SACRAMENTO, Aug. 21.—Additional names have been added to the talent roster for California State Fair, opening September 2 for an 11-day run, with the signing of Abbott and Costello. Feature production, *Golden Melody Parade of 1948*, is being rounded into shape by Adrian Awan, producer of night shows at the fair. Rehearsals for a G.I. chorus of 40 for *Minstrel Days* is being readied by Billy Burt, film dance director. The number, featuring the Aida Broad-bent Girls, is being handled by Linda Scott. Walt Roesner, musical director, and Emil Breitenfeld are working on the score.

Highlight of exhibits will be a replica of Sutter's mill which is nearing completion in the patio at the rear of the Hall of Flowers. Scaled to two-thirds size, the mill measures 60 by 20 feet and is 37 feet high.

Interior of the Hall of Flowers is being refurbished, with a large fountain and waterfall being installed. Grounds will feature 1,000,000 blooms planted so as to be in blossom when the fair opens.

Howard Again Heading Transportation Exhibit

POMONA, Calif., Aug. 21.—The transportation exhibit at Los Angeles County Fair again will be under the direction of H. E. Howard, who has been in charge of this display for 26 years. The exhibit will be on a scale of one-half inch to the foot. Even interiors of scale-model passenger trains will be complete with carpeting, upholstery and drapes.

The display, featuring a centennial theme, will present the historical phase of Southern California transportation. Exhibit will occupy a fenced site 100 by 100 feet.

Grass Valley Improvements

GRASS VALLEY, CALIF., Aug. 21.—Improvements at Watt Park, home of Nevada County Fair, have been completed, according to Manager Loyle Freeman. Largest project is the open-air dance pavilion with attached stage. New corrals for livestock judging and exhibition booths have been erected. Additional pipe lines have been laid to insure proper water facilities.

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SPRINGFIELD, ILL., TOPS 1947

Gate Up But Nowhere Near Telephone Numbers Put Out

V-P candidates Warren, Barkley hike turnouts for party days—midway business paces last year's grosses—spending up 11%, sales tax totals indicate

SPRINGFIELD, Ill., Aug. 21.—Illinois State Fair this year is bigger, in fact, than last year. That's no guess. However, attendance figures, as in the past, are more than a trifle suspect. At the close of Thursday (19), seventh day of the 10-day event, attendance was estimated (by fair officials) at 978,000. More revealing, however, are the sales tax figures for the first seven days. They show a total sale at restaurants, grab stands, novelty stands, etc., of \$212,748 for the first seven days. This represents an increase of \$24,283 or roughly 11 per cent over the same period last year.

All other things being equal, since higher prices are probably offset by lower per capita spending, a projection of the sales taxable total for the first seven days indicates that the event has been pulling at least 10 per cent more people than it did last year, an excellent year.

On the midway, too, where a drop-off in per capita spending would readily be detected, the rides and grosses are running a trifle ahead of last year, reflecting the boost in attendance.

Of the first seven days, all but two carried a free gate. Biggest attendance was Sunday (15), when the fair came up with a characteristic telephone number, giving out a gate of 267,000 for the day. To be sure, it was a big day, but it was doubtful if there were half that many people on hand.

223,000 Thursday

Other big days were Thursday (19), when attendance was announced at 233,000. It was Republican Day and the GOP's vice-presidential candidate, Gov. Earl Warren, was on hand. So,

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too, were hordes of political workers and just plain folks who wanted to catch a peep of Warren. The afternoon filled the grandstand to capacity and spilled into the infield.

Wednesday (18) was Democrat Day, and the fair execs announced a gate of 167,000, which they said was the biggest Wednesday in the fair's history. The big attraction was U. S. Sen. Alben Barkley and the Democrats went all out in delivering a crowd. Some 10,500 were in the grandstand to hear him speak.

What with name politicians and grand circuit horse races, the afternoon grandstand crowds have been big. The night grandstand show, a revue and acts booked thru Barnes-Carruthers, Chicago, also has played to good attendance. One night show, Tuesday's (17), was halted by rain after almost half of it had been presented, and ticket holders received refunds. The Barnes-Carruthers show closed Friday (20). Tonight Art Mooney and band, plus acts, booked thru Fleckles-Voorhees Fair Booking Association, will be presented. Grandstand attraction tomorrow night will be the barbershop quartet competition.

Big car, AAA-sanctioned automobile races, were staged this afternoon, with motorcyclists taking over the track tomorrow.

Cedar Rapids Gate Zooms to New High

(Continued from page 64)

high-school horse; Three Bees, bar act; Stan Valero, pole; Lowe, Hite and Stanley, knockabout comedy; Le Brac and Bernice, unicycle; Montes De Oca, trampoline, and the Balabano Trio, musical novelty.

Midway Biz Drops

The strength of the grandstand show diverted attendance from the midway, and the Imperial Exposition's gross for the first four days was reported about 50 per cent under the take for the corresponding period last year, when another show was on the midway. It was believed that, given weather, Imperial would close that gap and, perhaps, pass last year's gross.

Reason cited for this is that the night grandstand attractions skedded for those nights were conceded to have less competing pulling power than the Barnes-Carruthers show, which dominated here. A light horse show was slated Friday night (20) and a repeat thrill show is scheduled tonight.

Auto Races Pull Strong

Auto races, staged by Frank Winkley, pulled an opening day grandstand of 7,500. Hot rod races followed Monday afternoon, with Winkley's Thrill Show, plus Captain Waltz, aerial thriller, on Tuesday afternoon. Horse races were featured Wednesday and Thursday, with big car races Friday afternoon and Winkley's Thrill Show scheduled this afternoon.

The agricultural and livestock aspects of the fair are of record proportions. More than 600 head of dairy cattle, 400 hogs and 200 sheep are on exhibit.

Commercial exhibits, too, set an all-time high, while the farm machinery display was far and away the biggest in the history of the event.

Hanson, named secretary-manager shortly after the 1947 fair, was a member of the Minnesota State Fair Board for 16 years and had served as secretary of the Albert Lea, Minn., Fair from 1929 to 1942.

Springfield, O., In Comeback

(Continued from page 64)

maintained, gave the annual the distinction of using more tents than any other fair in history. Tents ranged in size up to a 40 by 385, this last used for commercial exhibits. There were 88 booths in the commercial exhibit building and these, priced at \$40 each, were all sold thru the Springfield Chamber of Commerce, with the proceeds going to the fair.

Radio Talent Shows

The fair abounded in a variety and quantity of exhibits. The farm machinery display was one of the largest ever offered by a county fair in the State. The auto showing, too, was large. The agriculture and livestock displays were particularly large in view of the fact it was the first run of the fair. The 4-H exhibits and the flower show were housed in the hangars.

Entertainment consisted almost entirely of radio talent. Each of the three local outlets here, WIZE, WJEL and WSSO, aired practically their entire daily programs from specially built stages. Fireworks capped each night program.

Eating concessions were supplied by 12 church groups, each with its

Ionia Tops '47 By Plenty, Just Misses New High

IONIA, Mich., Aug. 21.—Ionia's Free Fair, which closed its six-day run here Saturday (14), was the second best, financially, in the history of the fair, initial check shows.

Attendance, up substantially from last year, was close to the peak 1946 year. On the midway, where the Cetlin & Wilson Shows supplied the attractions, the gross missed the all-time high by a small margin.

The grandstand show, the No. 1 revue put out by Barnes-Carruthers Theatrical Enterprises, Chicago, did better than okay in front of the grandstand. Rain, however, pruned one night's attendance.

Rain also slashed the grandstand for one of the day's harness horse race programs. Big car auto races, staged Friday and Saturday by John Sloan, netted grandstand crowds of 9,900 and 7,700.

Income from the sales of space to commercial exhibitors and to farm equipment firms hit new highs. Revenue from car parking was off, due to the fact that the fair this year shaved its parking fees by 10 cents.

own set-up. This was in line with the fair's policy of stimulating local interest.

On the midway Floyd E. Gooding had six rides, and they did a brisk business.

The event was managed by Bryan Sandles, identified for 16 years with the Ohio State Fair—five years as manager and 11 years as manager of the Ohio State Junior Fair.

A bond issue of \$750,000, voted by Clark County, paved the way for the revival of a fair, the acquisition of the site and the initial make-ready and construction. Long-term plans call for the construction of many permanent buildings.



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Chitwood Inked By Chi Event

Booked for afternoon shows at new annual—b'z good on tour of East

CHICAGO, Aug. 21.—Joie Chitwood and his automobile thrill show have been signed for afternoon performances at the Cook County Fair in Soldier Field here. The show is booked August 10 thru September 3, with no show scheduled August 30. The fair itself is slated for an 11-day run, August 27 thru September 6.

The troupe, featuring 27 stuntmen and four clowns, has equipment which includes 20 sedans, a half dozen trucks and a traveling garage built into a two-ton vanette. All of the rolling stocks are Fords.

The show has been recording excellent grosses on its swing thru the East, which started July 4 and 5 at Williams Grove, Pa., where an estimated 22,000 watched three performances.

Draw 11,000 in Philly

Two stands at Pittsburgh, July 11 and August 1, netted an overflow and a capacity, while approximately 11,000 viewed the stuntmen in Philadelphia. A near-capacity attended the show in Washington July 22 and the org has an encore slated there Thursday (26).

The engagement at Soldier Field was booked by the American Theatrical Agency (Edgar I. Schooley and Ward William), which is representing Chitwood in the Midwest this year.

The org was the subject of Life magazine photos Monday (9) at the New Bedford, Pa., Fair. A special shot, using a new lighting system, featured a 100-foot leap of one auto over another, the latter being driven at high speed.

Clowns working with the troupe this year include Nick Francis, former aerialist and circus clown; Danny Daniels, ex-aerialist and Lucky Teter comedian; Mickey McDonald, former Ringling clown, and Hap Harvey, former night club entertainer.

Cyclists Listed

Motorcycle events are handled by Don Forrester, Lucky Carl, Hal Spieker, Flash Rogers and Red Simmons. Joe Eisenroth is recuperating from injuries received at Philadelphia.

In addition to Chitwood, automobile stunts are performed by Buddy Toomey, formerly with Teter and Lynch troupes; Hal Kent, motion picture double for Errol Flynn; Danny Johnson, a protege of the late Barney Oldfield; Snooks Wentzel, Mike McGill, Buttercup Pierce, Jimmy (Buck) Mason, Ken Blattner, Don Bryant, Duke Farris and Dave Wilson.

Arizona Event in Hangar

DOUGLAS, Ariz., Aug. 21.—Cochise County Fair here, September 24-25, will be held in the Bisbee-Douglas airport hangar and machine shops, it was announced by E. C. Hill, president. A horse show will be staged September 26 at the fair and rodeo grounds here. Hill also announced that Chuck Wright, Douglas, formerly an advertising and publicity man in Connecticut, will manage the fair.

21 Scheduled for S. C.

COLUMBIA, S. C., Aug. 21.—There are 21 fairs scheduled for South Carolina this year. In addition to the State fair in Columbia, October 18-25, and the South Carolina Negro Fair October 25-30, both at the fairgrounds here, 18 county fairs and a lone community fair are slated from October 4 to November 15.

22G Yola County Prize List Lures Talent Standouts

WOODLAWN, Calif., Aug. 21.—Top exhibits and performers were attracted to the revival of the Yola County Fair, which opened here yesterday (20) for three days, by the \$22,000 in prizes. Money will be split among winners in agriculture, livestock, horticulture, domestic science and booths divisions. Additional prizes are being offered performers in rodeo and horsemen's events.

A special fund of \$1,484.50 has been allocated as prize money to be distributed to winners of the flower show, which is being held in conjunction with the fair. Stuart Waite, fair manager, stated there was no entry fee. Top award in each of 10 divisions will be \$80.

Fair activities are being aired over KFBK by farm editor Ray Rodgers as a feature of the station's daily Farm Journal. Broadcasts are highlighted by interviews with exhibitors and fair officials.

Gouverneur Annual Draws 70,000 Gate

GOVERNEUR, N. Y., Aug. 21.—Gouverneur-St. Lawrence Fair wound up its six-day run Saturday (14) with total attendance estimated at 70,000.

The fair opened with a record opening-day crowd of 10,000, and attendance reached a peak Thursday (12) with an afternoon gate of 10,000 and a crowd almost that large at night despite intermittent showers during the afternoon and evening.

Rain held down attendance the last four days, but races, ball games and grandstand shows were able to carry on. Quantities of gasoline were burned and shavings were scattered over the grounds so that events could be run off.

Grandstand features were a George A. Hamid revue and, on opening day, Jack Kochman's Hell Drivers. Oscar C. Buck Shows provided midway attractions.

Plumas Annual Sets New Mark at Gate

QUINCY, Calif., Aug. 21.—The attendance mark for Plumas County Fair was broken when 18,263 spectators attended the three-day event which concluded Sunday (15). This surpassed by 5,000 the record of 13,200 set last year. Final day featured speedway events, log bucking and a casting tournament.

Heaviest attendance was drawn by auto races, sponsored by the American Racing Association, with 6,000 persons paid.

According to Martin Sword, secretary-manager of the fair, 300 exhibitors entered more than 900 exhibits. Over 450 animals were housed in barns for beef and dairy judging.

Arizona Commish Votes \$7,300 to Eight Annuals

PHOENIX, Ariz., Aug. 21.—Eight county fairs have been apportioned a total of \$7,300 by the Arizona State Fair Commission, according to Paul F. Jones, commission secretary.

Navajo, Greenlee, Apache, Mohave, Yavapai, Cochise and Pima counties were granted \$1,000 each, with the Gila County annual awarded \$300. Gila fair officials had stated only \$300 was needed.

At the same time Jones announced the commission has awarded the midway contract for the 1948 State fair to Crafts 20 Big Shows for the second straight year. This year, Jones said, prices of rides for children will be lowered to 9 cents.

Wausau Annual Tops '47 Draw

WAUSAU, Wis., Aug. 21.—The 80th edition of Wisconsin Valley Fair and Centennial closed its gates Sunday (15) with an all-time single-day attendance record of 24,000. Total five-day attendance was 83,000.

Sunday attendance surpassed the Kids' Day (Thursday) figures of 22,000 which had shattered all previous records. A special promotion stunt instituted by General Agent Billy Snyder in which 30,000 tickets were distributed to children thru merchants and the Chamber of Commerce, gave Gem City Shows their second biggest gross for a single day in their history. A record total of 38,000 kids' ride tickets was sold by the carnival, according to Manager Jack Downs.

7,500 See Races

More than 7,500 overflowed the grandstand and bleachers Sunday to see Deb Snyder, Kent, O., set a new track record of 25.50 seconds in winning the feature event of the big car auto races promoted by National Speedways (Al Sweeney-Gaylord White).

Harness races were presented Thursday and Friday afternoons with a better-than-average crowd in attendance. Thursday's races produced a four-horse pile-up in the third race when Kay Abbe, driven by Mike Roach, Seymour, Wis., fell while leading the pack into the backstretch. Roach was removed to St. Mary's Hospital where his condition was reported critical. Kay Abbe had to be destroyed.

Motorcycle races, promoted by the Rib Mountain Motorcycle of Wausau, drew the second best grandstand crowd on Saturday.

Promotions Pay Off

"Special promotional work by such organizations as National Speedways, Gem City Shows and the Ford and Chevrolet companies was directly responsible for this year's fair setting the over-all attendance record of 83,000," said Secretary Harry Kiefer. Previous record of 81,000 was set last year.

The Ford Motor display used 18,000 square feet of space with over 50 models of cars, trucks and implements used in what was widely advertised as the "\$250,000 Ford Auto Show." Chevrolet used 10,000 square feet of space and considerable radio time to advertise their exhibit. Many of the radio shows were picked up from the exhibit.

Livestock and educational exhibits overflowed the huge exhibition buildings and many tents were pressed into service to accommodate latecomers.

Orangeburg Grounds Renovated; Acts Booked

ORANGEBURG, S. C., Aug. 21.—All buildings on the Orangeburg County fairgrounds have been renovated and the 51 acres of ground surrounding the buildings have been leveled and groomed in preparation for the fair, October 25-30, according to Jerry M. Hughes, secretary.

George A. Hamid's Fantasies revue will be the grandstand attraction and the James E. Strates shows again will be on the midway. Hughe, announced that a college football game between the Citadel and Erskine College elevens, their first meeting, will be a feature of College Day at the fair.

Four-Town Annual to Somers

HARTFORD, Conn., Aug. 21.—The 110th annual Four-Town Fair of Union Agricultural Society, which rotates among Enfield, Ellington, East Windsor and Somers, will be held at Somers September 29. Committee is under the chairmanship of President Arthur Olmstead. Philip Jarvis will be superintendent of grounds, with H. Leigh Herr as assistant.

Tioga, Pa., Annual Topples Records

TIOGA, Pa., Aug. 21.—Ninth annual Tioga Valley Fair (11-14), located on new grounds here, enjoyed the most successful stand in its history, according to Carl A. Forrest, secretary. Midway and grandstand grosses were far above any previous year, Forrest said.

Buddy Wagner's Hell Drivers performed before the two largest crowds in the history of the fair Friday (13) and Saturday as featured night attraction in front of the grandstand. The daredevils packed the permanent stands and portable bleachers to capacity on both nights and had them standing upon parked cars in the infield. Forrest estimated more than 6,000 saw stunts in action each night.

Barton's Society Circus was the featured grandstand attraction Wednesday and Thursday (11-12). A horse-pulling contest, won by James Allen, Canton, Pa., in the lightweight class, and Ray Kessler, Millville, Pa., in the heavyweight division, pulled a strong grandstand Friday afternoon.

The Gaiety Shows, with 10 major riding devices and shows, occupied the midway.

La. Negro Annual Set

NEW ORLEANS, Aug. 21.—A State fair for Louisiana Negroes is scheduled here September 21-27, the Louisiana Colored State Fair Association, Inc., sponsors, announced.

The recent session of the legislature appropriated \$5,000 to assist the organization in carrying out its program, according to Rev. W. Scott Chinn, president of the group.

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RAILS IMPROVE, SO DOES COLE

W. Va. Spots Give Big Biz

Full houses at Fairmont, Morgantown — Griebling's clown car destroyed by fire

FAIRMONT, W. Va., Aug. 21. — Railroad moves, insofar as Cole Bros.' Circus, which has been plagued the last couple of weeks with late arrivals, is concerned, improved greatly this week and, as a result, so did the show's business.

Three West Virginia spots—Fairmont, Morgantown and Charleston—gave with capacity houses, both matinee and night, and other spots proved better than okay.

At Charleston an outside prop wagon caught fire destroying Otto Griebling's clown car.

Business at Clarksburg, while okay, was not up to expectations. Matinee was strong but night house was weak. Circus followers in Clarksburg said the show played the town one day before payday for the mine and industrial workers and this may have accounted for business not being up to par.

At Buckhannon, W. Va., the show, despite overcast skies, had a near-capacity matinee, the only performance given.

Charleston, W. Va., gave with two full ones, with Covington and Charlottesville, Va., winding up fair. At Charlottesville, before departing for Richmond, org was hit by a storm. One wagon turned over at the runs and the show was delayed in its departure. As a result, it blew the matinee opening day, Thursday (19). Night business was excellent.

San Jose Biz Up 30% for Polack; 5 Matinee Straws

SAN JOSE, Calif., Aug. 21.—Polack Bros. Western Unit played to capacity or turnaway biz at virtually every performance during its stand here (5-11) under auspices of the Santa Clara Valley Shrine Club. Final figures revealed that business was up 30 per cent over 1947.

A capacity crowd of 3,200 jammed Civic Auditorium opening night, and it was the same story each succeeding night. Matinee biz proved even better, five of the six afternoon shows attracting straws.

Promotion was handled by Jimmie Rison, who performed in a similar capacity for the stand at Oroville, Calif. (16-17). Rison's schedule calls for him to leave Oroville, with a crew of 10 men, for a 3,000-mile jump to Baltimore, where they will handle that date for the org's Eastern Unit.

Flack for the stand here was strong and included a three-column picture layout in *The San Jose Mercury Herald*.

Rain, Threat of Polio Hurt King Bros. in Va.

DANVILLE, Va., Aug. 21.—Polio, and the threat of it, cut biz for King Bros. here Tuesday (17), with the result that a small crowd was on hand for the matinee and biz just fair at night.

A heavy rain, just before the afternoon show, hurt the matinee at Suffolk, Va., but night attendance was okay.



SNAPPED ON THE LOT of the Hunt Bros.' Circus at Thompson Stadium at Stapleton, Staten Island, N. Y., recently were, left to right: Elmer A. Kemp, Trenton, N. J., funeral director and ardent circus fan; Bert Cole, former banner man with Hagenbeck-Wallace for 29 years; Charles T. Hunt, owner of the Hunt show, and Joseph Dix Conway, former owner of the Reo Bros.' and Dix Bros.' circuses. Photo was shot by Frank D. Matlack, grandson of Charles Forepaugh, of circus fame.

RB Crowds Build; Preps Calif. Stands

Salt Lake, Ogden Winners

LOS ANGELES, Aug. 21.—Moving westward for its first stand here in seven years, Ringling Bros. and Barnum & Bailey Circus continued to build its attendance records. Show opens here September 4 with more than 200 movie stars slated to appear that night for the benefit of St. Johns Hospital, Santa Monica, Calif.

Playing one-day stands after leaving Denver, show turned in high matinee and night marks in Salt Lake City, Monday (16) and Ogden, Utah, Tuesday (17). Business for these spots was reported far ahead of previous years and near sell-out business greeted the Big One in both towns. Wednesday (18) the show played Pocatello, Idaho, and, altho the city is smaller, pulled well indicating that money is loose in the agricultural areas.

Thursday (19) the show moved into Montana to play Butte and then to Missoula Friday (20). Business in these spots was reported up to expectations.

J. C. (Tommy) Thomas arrived here Sunday (15), to handle the railroad contracts for the Coast and east from here. He said that the railroads were moving the show better than ever and that they were most cooperative.

Show moves into California Monday (30) for a four-day stand in San Francisco. En route to Los Angeles it plays one day in Santa Barbara, making the jump of 100 miles here that night.

Ralph Noble, 61, Dailey Bros.' Supt., Dies in S. Dakota

WATERTOWN, S. D., Aug. 21.—Ralph Noble, 61, in his 43d year in outdoor show business and for the last four years superintendent of Dailey Bros.' Circus, died of pneumonia Wednesday (18) in Lutheran Hospital here. He was a hospital patient only two days.

Surviving is his widow. The body was taken to Joplin, Mo., where funeral services will be held Monday (23).

Noble started his career in show business in 1905 with the Norris & Rowe show, working under Jack Pfeiffenburger, boss canvasman. In 1906-1907 he was on Pawnee Bill's Wild West Show and Historical Far East. Other shows with which he was connected were J. H. Chum's Tom Show, Burk's Tom Show, Yankee Robinson, 101 Ranch Wild West, Oklahoma Ranch Wild West Show, Gollmar Bros., J. H. Eshman's Circus, Jess Willard's Buffalo Bill Wild West, Al G. Barnes, Bernie Wallace, Rhoda Royal Circus, Gentry - Patterson, Golden Bros., Perry Bros., Fred Buchanan's Robbins Bros.' Circus, Sparks, Walter L. Main, Seal Bros., Ringling Bros. and Barnum & Bailey, Joe B. Webb, Bud E. Anderson and then with the Dailey org, which he joined in 1944.

Full House for Seal Bros.

RUSSELL, Kan., Aug. 21.—Despite the previous appearance of two carnivals and one circus, Seal Bros. played to a full house here Tuesday night (17), following a strong matinee.

Hunt Clicks at Woodstown

WOODSTOWN, N. J., Aug. 21.—With ideal weather prevailing, Hunt Bros. registered two capacity houses here Thursday (12).

Dailey Bros. Continues to Pack 'Em In

South Dakota a Winner

WAMPETON, N. D., Aug. 21.—Excellent business, which Dailey Bros. has been registering with clocklike regularity of late, continues for Ben Davenport's org as it swings thru North Dakota.

After a highly successful tour of South Dakota, with the exception of Mitchell, where it ran into extremely hot weather in the afternoon and rain at night, the show moved to Wampeton, its first N. D. spot. Ideal weather greeted the show here and the matinee was three-quarters, with capacity at night.

Full One at Night

Despite a noon arrival in Milbank, S. D., show put on a 4 p.m. matinee and was greeted by a strong house. A full one was on tap at night. Reason for the late arrival, officials said, was laid to the train's engine which developed a hot box at Appleton, Minn., on the switchover to the Milwaukee Railroad from the Great Northern.

Show hit the jackpot at Watertown, S. D., the matinee playing to a full one and an overflow at night, more than 200 persons being seated on canvas.

A sad note was injected here. Ralph Noble, show's superintendent, was sent to the hospital with pneumonia and died two days later. (See story in adjoining column.)

Rain hit the show at Brookings, but in spite of this it was a worthwhile stand. Rain started about 11 a.m., and when it had finished about noon, a total of 1.85 inches had fallen. The matinee, however, registered near-capacity and it was three-quarters at night.

Proves Surprise

Redfield, S. D., proved a surprise by giving two full ones. Rain hurt at Mitchell. This, coupled with a late arrival, held down attendance, both matinee and night shows getting little better than half houses. Late arrival was caused when the showtrain was sidetracked for one passenger and one freight train en route to Mitchell. Show arrived about 10 a.m. instead of 6 a.m. as scheduled. Night show was hurt when a strong wind came up about 8 p.m., and the performance was drastically cut in order to get the big top out of the air.

Scheduled to play Hawarden, Ia., Wednesday (11), the show was forced to pass the town up because of a railroad track washout west of Norfolk, Neb. As a result, the train passed thru Hawarden shortly before midnight and went directly to Mitchell, S. D.

Biz Okay at Night For Mills Bros. Org

POUGHKEEPSIE, N. Y., Aug. 21.—Night biz proved strong for Mills Bros. in New York State, but matinee attendance was off.

The org attracted a capacity crowd here Wednesday night (18), after a small matinee.

Friday (13) held no jinx for the show in Glens Falls, where it played to a capacity night crowd. Biz at the matinee, however, was fair.

Amsterdam gave with a pair of strong houses.

Ringling-Barnum

We at last, had a Ringling-Barnum chance to do some sight-seeing. Personnel busses made trips to Lookout Mountain and Buffalo Bill's grave in Denver, Saltair Lake and the Mormon Temple in Salt Lake City and to the Ogden Canyon in Ogden, Utah. The two long en route jumps provided us with plenty of time to watch the beautiful scenery.

Kay Kyser and members from moviedom visited in Denver and made many plans for our opening show in Los Angeles. Kay proved to be a real sport with everyone. The girls got him to go as far as putting on the cape for the Monte Carlo number. He backed out, however, when it was time to go on the track. The show was televised from the backyard by the radio station in Salt Lake City. The Tru-View picture people visited and made many shots.

The beautiful lot in Ogden was a treat after a series of really dusty ones. The high altitude and the heat seemed to affect all of us. Mickey Gradis made a trip to Columbus, O., to attend the ticket sellers convention. Bill Neinhart joined the ticket department. Kay Burslem returned to the show after visiting her father, Charles Clarke, on the Bailey show.

The show had a tragic note when the old-time groom, Milwaukee, passed away.

Our soccer team beat Kansas City, 3 to 1. Lola Dobritch closed and returned to Sarasota to await the stork. Mitzi Fein closed to join her husband in Milwaukee. Grayci and Harold (Tuffy) Genders celebrated their 16th wedding anniversary. Bones Brown celebrated his birthday.

Visitors: Richard Frey, CFA, Canon City; Mr. and Mrs. Harry Shalfant, CFA, Colorado Springs; Bozo Lamont, Mr. and Mrs. Gordon Seawell, Guy Toombs, Dorothy Allen and Joe Ward, the last named joining clown alley for a day.

Backyard scenes: All the clowns with their best make-up on for their group picture taken in Kansas City.

The two bare-footed Indians wrapped in their blankets, taking pictures of our personnel at the feed and water stop in Green Valley, Wyo.

Paul Horompo looking so much like the real Johnny in the Philip Morris gag that he has all the kids following him around when he comes off the track. Barbara White nursing a sore head after she had a collision with one of the wagon doors.

Bella Attardi and Charlotte Bell cleaning their trunks out as a matter of necessity. Ira Millette, Al Powell, Charley Morowski and the rest of the men still playing their usual games between shows.—MARY JANE MILLER.

Stevens Bros.

We are in the Bad Lands with beautiful scenery, tough roads and hotter than the hubs of hades.

It seems like every day something new is added. Last week, Vernon Pratt delivered a new truck to the show and after a hurried trip back to Hugo, Okla., he and Mrs. Pratt arrived with another new truck, seats, a calliope and a canvas loader.

In Harlowton the new Side Show top arrived. The new top is white with red and blue trim.

Two llamas arrived from New York ahead of schedule and have taken temporary berths in the bull truck until their new trailer is completed. Bob Stevens named them Punch and Judy in honor of the twins. Our latest arrivals are two bear cubs. After they drank about all of the pop at the candy stand, they were appropriately named Bill and Lee.

Harry Miller is doing all right with his new musical novelty. He has all of our small fry playing them even in spec for bally.

Johnny La Tosca and Ruth Johnson were hurt when the ring rigging fell but both are back in the program.

The Longs luckily saved their car from completely burning when the gas tank caught on fire when they

Dressing Room Gossip

Dailey Bros.

The hot weather hasn't discouraged the between-the-shows practice faithfuls, such as Walter Powell, the De Morale brothers, Charlie Ricci and several of the ballet girls. Incidentally, Powell is giving a good account of himself on the wire, and, from the size of the packages he carries on the lot, we fully expect him to blossom out in some new fall clothing.

Teddy Waters joined Jimmy Ray for the concert wrestling. Galen Merriam has taken over the grease joint and has elaborate plans to flash it up. Dressing room electricians Si Kitchie and Jesse Jackson tried in vain to fix one of the light sockets in the ladies' dressing room but it failed to work. Finally the old master, Holly Howard, was called in and now it works.

Duke Kamakua arrived to get things ready for his Hawaiian act in the Side Show. His troupe of four singing and dancing girls arrived a few days after Kamakua. Deep Sea Red, after being absent for several weeks, is back on this show. The big top crew has learned to expect a storm every evening around 6 p.m., so do their guying out early.

The Ray family, assisted by members of the dressing rooms, gave a birthday party for Rex Williams, ex-marine and now the elephant man. Carl Barron, whose birthday was the day before Williams's, also was a guest of honor.

Everyone was grieved to hear of the death of Ralph Noble. Kid Cummings, our oldest old-timer, was taken off the train en route to Milbank, S. D., and sent to a hospital. Our gal from Wyoming, Frances Benner, has the flu. Mrs. Jeff Kyser, ticket seller, was knocked off her feet when she inadvertently got in the path of the menage act.

Visitors: Ray and Sylvia Curtis, Betty Passmore, Mr. and Mrs. Fred Cribley and Dick Hunt and family.—HAZEL KING.

Hunt Bros.

Started the week with Cape May, N. J., to good business. Wildwood, two days, was fairly good. The rest of the week was okay. We had quite a visiting list at Aberdeen, Md. Among those present were: Mr. and Mrs. William Walleit and children, formerly of the Riding Walleits; Mr. and Mrs. Leo Kerns, known professionally as Kerns and Walleit; the former Alice Walleit and family; Jack and Sally Taylor, en route to the State Theater in Baltimore; Col. and Mrs. Jarrett, of Aberdeen Proving Grounds; Connie Johnson, former trouper and at present of Aberdeen Proving Grounds. Joe Brown from Boston is the new cook. At Westminster, Md., it was the first time the show had been there in 15 years.—NORMAN HANLEY.

Lee Bros.

For a show that hadn't had one rehearsal, this opera opened in a big way at Council Bluffs, Ia., Sunday and Monday (15-16). The Paulanes, comedy acrobats, opened and closed the show. Little Billie Alvers, age 11, of the Alvers Rolling Globe family, practically stopped the show.

Vernice Atterbury and the writer scored with a write-up in *The Council Bluffs Nonpareil*.

Captain Hart's lions worked beautifully and garnered plenty of applause, as did Vernice Atterbury on the swinging ladders. Bob Atterbury was a hit on the wire. The funny Ford gag got a bigger laugh from the performers than the audience. Reason was none of the personnel expected it would run.—BOZO LAMONT.

were having a trailer hitch welded.

A birthday party was given in the big top for little Carl Ray Stone with all the young set attending.—DOLLY JACOBS.

Polack Bros. Western

All records were broken in San Jose, Calif., with the local fire commissioner forced to stop the sale of tickets nightly. A great advertising feature was the eight-block hike of the elephants and horses thru the center of town four times daily.

The Jimmy Risons celebrated their birthdays and as per the custom, a party was given for show personnel at one of the top niteries. Besides the food, drinks, ice show, and dancing, continuous entertainment was given by the "Al Jolson of the circus," Louie Stern, whose songs bore a faint resemblance to the old Gus Edwards school. Rison was an excellent host and proved as good at emceeing as he is at promoting.

Millie Keathley was hospitalized in San Jose. She will rejoin the show at a later date. Visitor Jack Harris substituted in the Ward-Bell flying act the last day in San Jose. Somay Huang underwent minor surgery.

Since Walter Majjeski yielded to the urging of the shutter bug, 13 cine-photographers are in evidence on this org. They include Chai Huang, Ernie Wiswell, Roland Tiebor, Ed Raymond, Gus Bell, Pete Ivanov, Massimiliano Truzzi, Walter Majjeski, Nino Sambiasi, Chester Barnett, Otto Berosini, George Paige and the writer. Barnett, Berosini, and Paige are the owners of sound outfits with Bobo possessing a complete film library with full length technicolor features.

Most of the personnel spent their four-day layoff in San Francisco before continuing to Oroville for the final California stand of the season. Louie Stern and Ross Paul spent the time in Sacramento; the Dwight Moores and Franciscos in Modesto; Bobo Barnett in Los Angeles; Harry Dann in Alameda, visiting his cousin.

Frenchy Durant experienced one of the toughest jumps of the year with the MGM bulls, traveling the entire route by freight. Arthur Konyot combated the situation by moving his horses overland. Altho there were four days before the Oroville opening, the set-up was delayed until midnight the day before due to the League baseball games.—HAROLD BARNES.

Clyde Beatty

Now in Kentucky and the weather is cooler. A Sunday off in Cairo, Ill., was enjoyed by all, with the Cairo Hotel the meeting place for the many show-folks around.

John Staley says if the race for the cookhouse flag gets any stronger he will have to order a couple dozen flags to take care of the winners. Ted Gallop has come and gone. Jim Coughlin joined Whitey Haven's elephant gang.

We were all grieved to hear of the death of Lillian Compton's daughter, Myrtle.

The big top looks fine with the new paint job on all poles, props and ring-curbs. Seranton Harry is the smiling man who always sees to it that our water buckets are filled. Sue Staley, Mark Anthony, Shorty Sylvester, Bobby Kay, Bernie Griggs and Peg Waddell have been getting a lot of breaks with pictures in the movie mags recently.

Four new lions have been added to the menagerie. Kathleen Cline, the darling of the dressing room, is now the proud owner of two new teeth. Joe Remeletti joined in Mount Carmel as props boss. Jerry DeWayne is decorating several berths.

In Cairo, Johnny Cline, Oscar Lowande, Billie Powell, A. W. Kennard, Dorothy Herbert and Milonga and Kathleen Cline spent the day on a fishing trip and picnic.

Visitors were Reiner and Clara and Charles and Mamie Baker.—LAURENCE CROSS.

Dales Bros.

The heat thru Kansas and Missouri has been terrific. Our lot in Leavenworth, Kan., was a recently vacated cow pasture. Don and Hope McClenon left in Maryville, Mo., to play fairs. Tex and Marcie Maynard have the concert, Western and hillbilly after-show. Tommy Bentley has added a snake dance in the Side Show, using two large python snakes. Vivian Reeh made her debut in cloud swing. Charlie Cuthbert has added these to his band: Joe Oliverio, trumpet; Bud Summerlin, clarinet; B. T. Wiley, trombone.

Sam Murray has taken over the coffee stand out front in place of Owen Dillen, who is running a novelty stand. Janie Guyer joined for a few weeks' visit and is helping out in every department. On the sick list recently were Steve Jordan and Jerry Pressley. It took three of us to fill Jerry's place while she was out. Billie Henderson did swinging ladder; Gracie McIntosh, menage and wire, and yours truly, web.

Visitors: Mrs. B. C. Pressley, Pete and Lillian Sandusky and daughter, Raymond and Daisy Walton, Buck Owens, Jack Green, Ruth Swank and two daughters, Jack Collens, Connie Rodgers, Clark Queer and his niece, Midge.—CORA DAVIS.

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UNDER THE MARQUEE

Thomas R. Vaughn, Des Moines, spent a few days in St. Louis on business last week.

Among old-timers, no circus idea is good unless it's good and old.

Goldie Hampton, who closed with King Bros., has opened a shoeshine parlor in Philadelphia.

Frank D. Reed Jr. is establishing headquarters of the Lone Star Rodeo Company at 1474 Virginia Park, Detroit.

Acts at the Food and Home Show, Cincinnati, which opened August 24, include Eva and Joe Lewis, the Sky-High Devellos, and the LaBlondes.

Our favorite character is the canvasman who eluded a pusher during one set-up by having his hair cut.

Latest reports are that Ben Davenport, owner of Dailey Bros., is in Rochester, Minn., going thru the Mayo Clinic.

Charles Lewis and son Earl will be with the Hamid-Morton Circus this fall and winter. They caught Cole Bros. and Ringling-Barnum recently.

J. A. Gephart sends along copies of the new Cole Bros. advertising heralds, an attractive folder containing plenty of pictures and wordage about the show.

Biggest moment in a circusman's life is when he decides that his show is already too big to add any more to it.

Spencer and Helen Huntley report they caught Cole Bros. when the show played Litchfield, Ill., and enjoyed visits with their many friends on the show.

Slim Collins, producing clown with the James M. Cole Circus, again will be with the Hamid-Morton Indoor Circus, opening September 25 in Philadelphia.

J. W. Hartigan Jr., Morgantown, W. Va., saw Cole Bros. in Fairmont, W. Va., August 11, reporting a half-house at the matinee and capacity at night. After comments were praiseworthy, he said.

Circus day is an annual gift to any town where inhabitants are bored with the humdrum of everyday life.

After playing five weeks of fairs in Canada with Ernie Young's State Fair Revue, Charles and Peggy Kline have returned to the States and will be at the Missouri State Fair, Sedalia, and the Michigan State Fair, Detroit.

Tiny Olsen, fat boy in the Mills Bros.' Circus Side Show, left the org in Poughkeepsie, N. Y., for Boone, Ia., to attend the funeral of his brother. Olsen rejoins in Trenton, N. J.

Bonnie and Les Ulrich, CFA, spent two days on the Mills show, one at Catskill and the other at Poughkeepsie, N. Y. The org entertained several hundred children at both stands, with Legion co-operation.

Charles C. Burges, editor of The Milbank, S. D., Herald Advance, reports that when the Dailey show played his city he enjoyed visits with Fred Fredericks, Hazel King and Tiger Bill.

Nowadays the city fathers have put injunctions on almost everything except the habit of demanding passes.

John M. Lassar, bandman, cartoonist and tramp comedian, writes that he is now blind but has faith to regain his sight. His address is House 5, Ward 1, U. S. Naval Hospital, San Diego, Calif.

Members of the Circus Saints and Sinners will welcome the new Bluch Landolf Tent at Dunkirk, N. Y., Sunday (29) with appropriate inauguration ceremonies. A special bus for Bradford, Pa., members is scheduled.

W. L. (Bill) Montague, publicity director of the Circus Fans' Association, announces that the org will not hold a convention this year "due to conditions beyond our control." A convention in all probability will be held in 1949.

Serenade the Second, musical wonder horse, was presented with a blue ribbon and gold trophy by the Masonic Temple, Sarasota, Fla., for its performance at the Palamino Horse Show in that city August 8. The animal is owned and has been trained by Adolph Delbosq.

Confirmed berth car dweller is one who buys a 600-page book to read on the run to keep his mind off of the privilege car.

George and Bob Nissen, trampoline act, staged their stunts twice daily at the All-Iowa Fair, Cedar Rapids (15-21), as a part of Happy Harrison's circus. The Nissens are natives of Cedar Rapids and took the occasion to renew many acquaintances.

F. E. Cruse, Santa Cruz, Calif., with the Sparks Circus seven years, recently saw the Polack show in that city and reports meeting up with a number of acquaintances and that the org had several turnaways. He enjoyed the performance.

In Ripley's Believe It or Not! cartoon of August 18 appeared a sketch on Merle Evans, for many years band leader of the Ringling-Barnum circus. It mentioned that Merle has never missed a rehearsal or a performance nor has he been late for either.

The conservative showman is one who thinks the old-time founders had the right ideas and a liberal is one who thinks a few new ideas are scarcely enough.

After finishing 17 weeks' engagement in Canada with Garden Bros.' Circus, Dolly Jacobs and her unit

jumped 1,800 miles to join Stevens Bros.' Circus. En route they stopped over at Robbinsdale, Minn., where Terrell Jr. and Carrell (Junch and Judy) Jacobs joined and will remain until the start of school.

Acts at the Huntingburg, Ind., Fair, August 11-12, were Conner Troupe, jugglers and dog revue; Louis and Cherie, traps; Leo Francis, whiteface musical clown; Argentine Duo, bull whip and rope spinning; Mr. Sides, unicycle; Daffy Dan, minstrel; Free-land Sisters, dancers and acrobats. Klein Attractions booked the show.

Morris Nelson, announcer; Jeff Murphree and Smoky Rouse, clowns, with Ward Beam's Thrill Show at the Owensville (O.) Fair last week, were callers at The Billboard, Cincinnati, August 16. Nelson plans to again take out a stagershow this fall playing Southern circuits, and the joeys will make indoor circuses.

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Talker and wife and one more act for Side Show. Answer Clarksville, Tenn., Aug. 24; Paris, 25; Jackson, 26; Memphis, 27-28; or as per route.

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WANTED

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Hottest Deal in Nation! Top money. Steady. Drinkers, come on. But you don't drink from 9 to 5, or you don't stay on. Don't wire or phone—get here—will carry you till you produce. JOHN RILEY, 642 Hulbert Bldg., Cincinnati, Ohio

WANTED TELEPHONE MEN

Contact HENRY BARRETT
Representative Polack Bros.' Circus
Masonic Temple Lexington, Ky

AT LIBERTY ELEPHANT MAN

BILL WOODCOCK

203 1/2 WEST MAIN OTTUMWA, IOWA

-WANTED-

FREAKS OF NATURE (NO ACTS) FIVE WEEKS IN HAVANA, CUBA

Starting November 20th. Option fifteen weeks more on the road. Room and Board, transportation both ways from Miami. Name salary. Send photos. Address:

CHAS. L. SASSE

MORRIS PLAINS, N. J.

WANTED

First-class Animal Man capable of taking care of ten lions. Must be under 40, sober and reliable. Steady work, year round; to open Philadelphia, September 20, Hamid-Morton Circus. Reply immediately to:

DICK CLEMENS

BOX 344, THE BILLBOARD
New York 18, N. Y.

WANTED STEAM CALLIOPE PLAYER

For Mississippi River excursion steamer. Year-round proposition; south in the winter. Start immediately. Good salary, plus room and board to right party. Unless you are sober and reliable, don't answer.

STEAMER AVALON, INC.

Reakirt Building, 128 E. Sixth St., Cincinnati, O. Phone: DUnbar 6010

HENNIES UPS '47 ILL. TAKE

Pontiac, Mich., Okay for C-W; Lima Next Stop

PONTIAC, Mich., Aug. 21.—Business termed better than expected was registered by the Cetlin & Wilson Shows during the early days of the Great Pontiac Fair here this week. The fair is a new one and it pulled a paid gate ranging from about 4,000 to 6,000 nightly.

From here the org moves to Lima, O., for a still date, a fill-in before it rails to Indianapolis for the Indiana State Fair. The show had been skedded to show next week in Gary, Ind., but a conflict with the fair at Crown Point, Ind., not far distant, induced the show to cancel the Gary stand and substitute Lima.

At Ionia last week the Cetlin & Wilson Shows topped last year's gross, chalked up by a different org, and came within what fair officials described a small margin of matching the fair's all-time high midway gross set in 1946.

Wiltsie to Brydon; Norman Carroll Set To Handle Publicity

CHICAGO, Aug. 21.—Cash Wiltsie, until recently assistant manager of the John R. Ward Shows, has joined the staff of Ray Marsh Brydon, independent midway show operator. Wiltsie, now here, is serving as assistant to Ralph Clawson and will handle special agenting and be back in the lot for the early part of some of the fairs where Brydon will have stands. Wiltsie left the Ward Shows at Billings, Mont.

Norman Carroll, formerly on the Singling-Barnum staff, is due to arrive in Detroit Monday (23) from the West Coast to handle publicity for Brydon's attractions, starting first with the advance at the Michigan State Fair in the Motor City.



WLAP STAFF MEMBERS visit Johnny J. Denton Shows while in Lexington, Ky. Left to right, front row: Fred Cantrell, advance for the Denton org; Charlie Farmer, WLAP announcer; Mrs. Johnny J. Denton, Johnny J. Denton. Rear row: Henry Wilson, manager of the Denton Shows; J. A. Sparks, Denton concessionaire; Jimmie Young, WLAP commercial department. WLAP was on hand opening night in Lexington to do a 15-minute broadcast on the show.

Ward Personnel Up With Oday; Jamboree Nets \$1,200 to SLA

CASPER, Wyo., Aug. 21.—It's just one big happy family on the John R. Ward Shows, here this week at the Central Wyoming Fair.

Two successive big dates—the fairs at Billings and Great Falls, both in Montana—together with satisfactory business during the early days of the org's stand here has everyone going around with faces wreathed in smiles and long green in their kicks.

The two Montana fair dates enabled the Ward aggregation to shake off the jinx that tagged it since early season. And, the business here further bolstered everyone's holdings and broadened the smiles.

Symbolic of the turn in the tide was the success of the jamboree tossed Thursday (12) by the show at Billings for the benefit of the Showmen's League of America. It yielded close to \$1,200 for the SLA's cemetery fund.

Perry Cowan emceed the show, which was produced by Joy Ward. Entertainment included acts from the Barnes-Carruthers grandstand show, furnished thru the co-operation of Fred H. Kressmann, B-C rep.

Bill Cowan, Ward business manager, who is vice-president of the Miami Showmen's Association, announced another jamboree will be (See \$1,200 FOR SLA on page 83)

Sets Fast Gait First 7 Days

127G gross of last year to be topped if show maintains pace in home stretch

SPRINGFIELD, Ill., Aug. 21.—Shooting to match its 1947 gross of \$127,000 (after taxes), the Hennies Bros.' Shows thru Thursday (19), the seventh day of the 10-day Illinois State Fair here, was barreling along at a clip which, if continued, would enable it to turn the trick.

Greater fair attendance and better weather gave Hennies a ride and show take for the first seven days that topped by a slight margin the gross for the corresponding period. Figures showed the gross up, roughly, \$1,000 (after taxes) over 1947, the second best year in the history of the fair. In 1946, Hennies Bros. hit the peak on the midway with a take of \$146,000 after taxes.

Huge crowds Wednesday and Thursday (18-19), Democratic and Republican days, respectively, built up the Hennies Bros. gross. The earlier days of the fair had been under, slightly in most instances, the corresponding days of last year. It was the appearance of U. S. Senator Alben Barkley, Democratic candidate for vice-president, that sparked a record-breaking Wednesday turnout.

In recent years, the Democrats gave their day the lick-and-a-promise treatment but this year they pulled out all the stops. The Republicans came back the following day with Gov. Earl Warren, their candidate for vice-president, and thus spurred and goaded by the fact that they didn't want to be outdone by the Democrats, they came thru with an even (See HENNIES BOOSTS on page 83)

Winter Haven Pact Spurs Royal Crown On Tour of Fairs

WASHINGTON, Ind., Aug. 21.—Buoyed by assurance the org again will furnish the midway at the Florida Citrus Exposition, February 14-19, in Winter Haven, Fla., the Royal Crown Shows continued their heavy fair slate here.

Winter Haven will celebrate the 25th anniversary of the event, and contracts have been signed for presentation of radio programs and free acts in the \$150,000 amphitheater there. This will mark the fourth consecutive year Royal Crown Shows have furnished the midway for the festival, which ranks second only to Tampa's fair in attendance and gross.

Harry Wilson Hurt As Car Hits Bank

GALLATIN, Tenn., Aug. 21.—Harry E. Wilson, of Peppers All-State Shows, narrowly escaped death 10 miles from Gallatin early this week when he was forced to drive his car into a bank to avoid an approaching truck which hogged the roadway.

Wilson sustained a slight concussion, a fractured nose, severe bruises and possible internal injuries. He left the hospital after receiving treatment. His car was virtually demolished.

Biz Big in Stix; Cities Off

Gooding Reports On 1st 25 Fairs

Rural events up to or better than '47—farmers long on dough, city folks short

COLUMBUS, O., Aug. 21.—Agricultural fairs are fully as strong as last year. Those fairs in, or near, cities are off.

This is the observation of Floyd E. Gooding. And, the veteran showman should know. Up to this week, the organization he heads—Gooding Amusement Company, with headquarters here—had supplied midway attractions at 25 fairs, and it was bon business at those that he based observations.

The farmer, Gooding points out, has at least as much, if not more, (See GOODING REPORTS, page 83)

Hitler's Car Packs 'Em In

SPRINGFIELD, Ill., Aug. 21.—Hitler's car this week proved little short of a sensation at the Illinois State Fair. Veteran showmen, who have known more than a surprise or two in their long careers, were amazed at its powerful pull.

During the rush hours there was a constant line in front of the 30-foot long, yellow box-like set-up which houses the car. So strong was the car's lure that it was decided to advance the unit's opening time from 10 a.m., customary midway opening here, to 8:30 a.m. The early opening was more than justified. Many early arrivals at the fair thronged to see the car.

On some days over 5,000 persons paid to see it, with the adults giving up 50 cents, the children 25.

The car is spotted in a choice location, some distance from the midway, half-way between the fair's administration building and the women's building. The spot is one of the best on the grounds, inasmuch as almost everyone visiting the fair passes it.

Owned by Christopher Janus, Chicago importer-exporter, the car is booked by Amusement Corporation of America (J. C. McCaffery and Herbert W. Bye), with Cliff Wilson, veteran show operator, supervising.

The test of the pulling power of the Hitler car will come, it is believed, when it moves out of Illinois. In this State it has been the subject of widespread publicity because its owner is a Chicagoan and an ex-newspaperman in the Windy City.

NEW SPONGE RUBBER DART BOARDS

Waxed Linen Thread. No on the line or off the line. New Charts, New Size, this Dart Board does not hide your flash.

New Low Price **\$15.00**
on Account of Volume

Send Deposit. Write for Catalog showing the other 49 Hanky Pankies.

RAY OAKES AND SONS
BOX 108 BROOKFIELD, ILL.
Phone: Brookfield 7624

INSURANCE

IDA E. COHEN

175 W. JACKSON BLVD.
CHICAGO, ILLINOIS



NEW FORTUNE
Buddha Papers on
NEW WHITE

Paper
MASTER OUTFITS
NOW AVAILABLE.
S. BOWER
Belle Mead, N. J.

For Sale—\$3,500.00

Motor Drome complete. Can be seen in operation Sandy Creek, N. Y., this week, or as per route of King Reid Shows. All loads on 28 ft. semi with 5-ton C-60 International Tractor.

BILLY BOUDREAU

LARRY NOLAN SHOWS WANT

FIRST AND SECOND MEN ON RIDES. Must drive and stay sober. Wire, don't write. Can place useful Carnival People that can stand to make money.

Contact **LARRY NOLAN, Mgr.**
Oberlin, Kan., Aug. 23-26; Haigler, Neb.,
Aug. 27-29; Pine Bluff, Wyo., Aug. 30-Sept. 4.

For Sale and Help Wanted

1946 24-Seat Gruner Chairplane; Hot Beer Barrel, complete with carburetor, mounted on special built trailer; 1941 Chevrolet Tractor, new motor, and 22-ft. Frushauf Semi Trailer. All equipment in excellent condition and reasonably priced. Can be seen in operation. Good, sober Ride Help wanted who drive semi.
Aug. 23-28, Bolivar, N. Y.; Aug. 30-Sept. 6, Bradford, Pa.; Sept. 7-11, Millport, Pa.
JOSEPH S. ROXY
Eastman's Amusement Enterprises
P. O. Jim Vernon, get in touch.

RIDEE-O FOR SALE

Price, \$5500.00 cash. Portable 12-Car Ridée-O, in good condition, with Le Roi motor. Now operating in park. Can be moved after Sept. 11.

Address **MANAGER**
Oxford Lake Park
Anniston, Ala.

BENNY SPENCER CAN PLACE TWO CAPABLE BLOWER AGENTS

Wire: c/o HILL'S GREATER SHOWS
Miles City, Mont. (Fair), Aug. 22-28;
Sidney, Mont. (Fair), Aug. 29-Sept. 1.

OMAR'S GREATER AMUSEMENTS
Will book for Fairs and Celebrations—Tilt-a-Whirl or Octopus, Diggers, Photos, other Concessions. Want Agents, Ride Men, Want Girl Show. Have for Sale—100 Kw. Transformer, with or without transportation. Because of replacing with new will sell 5 Show Tops, 4 Concession Tops, A-1 shape; 14' Hit-Miss Ball Game, complete with punks; 3 Sound Systems, A-1 shape. Howard, Kansas, Fair, this week; Chatopa Anniversary following.

WANTED

Neat Grab Outfit, starting August 30th, Paris, Mo. Fair. Fairs the rest of the season.

Mound City Shows
Elisberry, Missouri

MIDWAY CONFAB

Vernon Huff opened August 9 at the Viking Club in Cleveland.

"Hot soup and sea-gar! Trade with the homefolks!" The fair season is on.

From F. J. Bligh, Springfield, Ill.: "After 28 years of talking on most every type of attraction, I wind up talking on Hitler's car."

Frank Ward, owner of Greater Rainbow Shows, has returned to the show after attending his father's funeral in Minnesota.

Gate & Banner Shows' cookhouse council decided upon a suitable route—one that eliminated day work.

Mrs. Annie Mae Miller, Cetlin & Wilson Shows, mother of Dottie Velez, is back on the job after five weeks' illness.

Mrs. L. W. Patterson, Box 756, Erin, Tenn., writes: "Anyone knowing the whereabouts of L. W. (Pat) Patterson, ask him to contact his family immediately."

First rule of a successful general agent is to start talking rapidly whenever he sees two other agents hanging around.

Billie Kamp, stripper, closed at a Cincinnati night club and joined Linda Lopez in the latter's Peggy From Paree show on the L. B. Lamb Shows.

On Friday (20), during their stand in Pontiac, Mich., personnel of the Cetlin & Wilson Shows staged a midnight jamboree for the benefit of the Michigan Showmen's Association.

A retired old-timer is a self-centered guy who spends the summer visiting shows just to see how everybody but himself has aged.

As a reward for the red one at Perry, Ia., Pinky Pepper presented personnel of his attraction on the L. B.

Lamb Shows with a portable typewriter, writes Louis-Louise.

Dixie Amusement Company furnished some of the attractions, such as the miniature train, Hi-Striker and novelties at the recent Forestville (Md.) Volunteer Fire Department's carnival.

The carnival biz is a profession that gets more delight out of signing a big date than it does out of making money off of it.

Mrs. Lillian LaBerta, formerly Mrs. Red Dulin, and Mrs. Stan Stanley, are in a convalescent home. Letters can be sent to them in care of Kittie Poole, 715 Tuam Street, Houston 6, Tex.

Al Smith, formerly associated with legit attractions, writes from Richmond, Calif., praising the manner in which Crafts 20 Big Shows departed that town. He reports the lot was left in tiptop shape.

It's always a shock to a manager when he peeks between the venetian blinds of his hotel window on a big day and beholds water falling on the streets.

Mrs. Tohe Utter is still in the Fine Camp Hospital, Richmond, Va., and would enjoy receiving mail from her friends. Mr. and Mrs. Fred Utter have been with the Cetlin & Wilson Shows for 21 years.

En route from Montrose, Mo., to Archie, Mo., Forrest C. Swisher was in an accident which demolished his new Ford panel truck and new Alma house trailer. He says that the trailer wheels had insufficient clearance in wheel housings.

In defense of general agents it may be said that some managers switch them yearly because show and ride operators demand the changes.

William W. Atterbury, the Sky King on the Garden State Shows, has had the following visitors recently:

POPCORN HEADQUARTERS

- TOP-POP Hybrid Popcorn is backed by a money-back guarantee if you are not completely satisfied in every respect. Send your order in today.
- 5 sizes boxes—cones—bags—snow cones—floss papers—colored napkins—spoons—ready-to-use flavors—apple sticks.
- Immediate delivery Star Poppers, Midway Marvel Candy Floss
- Machines—All-rubber shock-mounted. Stay ahead with Sno-King Ice Shavers—capacity, 500 lbs. per hour. Used Popcorn and Peanut Machines bought and sold. Guaranteed trouble free. Big money makers.

CHUNK-E-NUT PRODUCTS CO.

Serving You From Coast to Coast

MATTY MILLER 231 N. Second St. Philadelphia 6, Pa.
HANK THEODOR 2908-14 Smallman St. Pittsburgh 1, Pa.
JOE MOSS 1261 E. Sixth St. Los Angeles 21, Cal.

WORLD OF PLEASURE SHOWS

MICHIGAN'S FINEST MIDWAY

WARSAW, INDIANA, FREE FAIR

5 DAYS — AUG. 30-SEPT. 4 — 6 NIGHTS

SHOWS—Fun House, Mechanical City, Iron Lung, Snaks, Monkey, Minstrel, Animal and other worth-while attractions. Good territory for large Penny Arcade.

RIDES—Flying Scooter, Spitfire, Pony Track, Boat Ride, or Dark Ride.

JOHN QUINN, Mgr.

MARSHALL, MICH. (FAIR), UNTIL AUG. 28.

GREATER UNITED SHOWS

CAN PLACE SHOWS AND RIDES
STARTING AT
MT. PLEASANT, TEX.

TITUS COUNTY FAIR
SEPT. 6 TO 11

9 other TEXAS FAIRS to follow—9
CORNICANA, TEMPLE, NEW BRAUNFELS,
CALDWELL, YORKTOWN, VICTORIA,
GOLIAD, BEEVILLE AND KINGSVILLE

WANT
Funhouse, Crime and Fat Show, Monkey and Big Snakes (Mr. McClung, wire). Also Mechanical or any meritorious attraction.

RIDES
Can place Octopus, Spitfire, Miniature Whip or Pony Ride. (Mr. and Mrs. J. Robert Ward, write.)

WANT CAPABLE SECRETARY

Weatherby and Scott of The Gem City Shows, also J. G. Hamblett of New Orleans, am waiting to hear from you.

Also whereabouts of Robt. L. Overstreet, former secretary, missing since August 11.

WIRE

J. GEO. LOOS

c/o Kemp Hotel
Wichita Falls, Tex.

FOR SALE 18 SCOOTER CARS 1936 Model

Can be used for parts. Stored at Presque Isle, Maine. Contact **FRANK BERGEN, Gen. Mgr.** World of Mirth Shows. Essex Junction, Vermont.

United Exposition Shows

SOLDIERS — SOLDIERS — SOLDIERS
Celebration, Rantoul, Ill., Aug. 31 to Sept. 4, then

COTTON — COTTON — COTTON

Going south, Bloomfield, Mo., Street Celebration, and 10 weeks solid Celebrations & Fairs. Want Cookhouse. Girl Show Operator with 2 or more girls. Also Snake Show or Geck Show with talent. Dick Hyland wants Girls for Girl Show, percentage and guarantee of \$50.00 per week. Concessions—Hanky Pankies. What have you?

Wire **C. A. VERNON, Mgr.**
Clinton, Ill., this week

Midway of Mirth Shows

Want Stock Concessions of all kinds. Second Men on Rides. W. B. Reace wants Agents for Pea Pool and Penny Fitch. Must be sober. For Sale—Baby Ride. Address: Greenville, Ill. (Fair), this week; Augusta, Ill. (Fair); Sparta, Ill., Labor Day; then south.

DEMONSTRATOR TRAIN

Large size, 20 adults or 30 children; 240 ft. track. Can be seen on Moore Modern Shows, Albion, Ill., Aug. 24-27, or Newton, Ill., Aug. 30 to Sept. 4.

M. A. COLESON
Sales Mgr.

RIDES WANTED

For **CARDWELL COMMUNITY FAIR**
OCT. 10 THROUGH 17

Contact
W. D. ENGLISH, Cardwell, Mo.

JACK J. PERRY SHOWS

Want for

KIWANIS CLUB ANNUAL FESTIVAL, WEEK AUGUST 30, ROANOKE RAPIDS, N. C., AND TRI-CITY FAIR, WEEK SEPTEMBER 6, LEAKSVILLE, N. C.

LOOK AT THESE, TOO

THE GREAT ELKIN-JONESVILLE FAIR, SEPT. 13, ELKIN, N. C.
THE GREAT HIGH POINT FAIR, SEPT. 20, HIGH POINT, N. C.
CENTER OF NORTH CAROLINA FAIR, SEPT. 27, ASHEBORO, N. C.
CLEVELAND COUNTY NEGRO FAIR, OCT. 4, SHELBY, N. C.
SCOTLAND COUNTY FAIR, OCT. 11, LAURINEBURG, N. C.
LANCASTER COUNTY (WHITE) FAIR, OCT. 18, LANCASTER, S. C.
THE GREAT HARTSVILLE FAIR, OCT. 25, HARTSVILLE, S. C.

RIDE OWNERS

BOOK RIDES NOT CONFLICTING. SPITFIRE, CATERPILLAR OR TILT. PLACE FOR #8 WHEEL and KIDDIE RIDE. FOREMAN FOR WHEEL.

SHOWS

WANT WELL-FRAMED SHOWS WITH OWN TRANSPORTATION. SIDE SHOW, ILLUSION, SNAKE, ANY TYPE GRIND SHOW, MOTORHOME.

CONCESSIONS

NOVELTIES, PHOTOS, DUCK POND, BALL GAMES, STRING AND OTHER HANKY PANKS. WHAT HAVE YOU? WE CAN DO BIZ.
WANT SWINGER AND SIX CAT AGENTS. GENE ANDERS, COMMUNICATE; RUTH AND FRANK MATTHEWS, REPLY.

FREE ACT

TO START WEEK AUGUST 30 FOR BALANCE OF SEASON. ALBAN AND CURRAN, WIRED YOU. USEFUL SHOW PEOPLE WE CAN ALWAYS USE.

JACK PERRY, Manager—This Week, Williamston, N. C.

INDIANA STATE FAIR

Indianapolis, Ind., September 3 to 10, incl.

WE HAVE SEVERAL SPACES AND SEVERAL GOOD CORNERS ON THE INDEPENDENT MIDWAY FOR EATING AND DRINKING STANDS

CAN PLACE—Long Range Shooting Galleries, Balloon Dart Games, Basket Ball Games, Cigarette and Candy Cork Shooting Galleries, Short Range Shooting Galleries and Eating and Drinking Stands. No other kind of games permitted at Indiana State Fair.

CAN PLACE ROLL-O-PLANE.

CAN PLACE on account of disappointment one #5 Eli Ferris Wheel and a High Ball Ride. Can also place good Grind Shows for this big fair.

CAN PLACE Experienced Carnival Workingmen in all departments. Can also place Train Help and Mule and Cat Drivers. All address

CETLIN & WILSON SHOWS

Lima, Ohio, week August 23; then Indianapolis, Ind.

JOHNNY J. DENTON SHOWS

NOW BOOKING NOW BOOKING

EIGHT MORE BIG FAIRS TO GO

Scottsboro, Ala., Fair; Athens, Ala., Fair; Jasper, Ala., Fair; Cedartown, Ga., Fair; Gainesville, Ga., Fair; Cullman, Ala., Fair; Albertville, Ala., Fair; Troy, Ala., Fair.

CONCESSIONS—Good opening for Mug, High Striker, Custard, Snow Balls, French Fries, Candy Apples, Grab, Jewelry, Ice Cream and Juice.

SHOWS—Can place any Show with own equipment, 25% to office.

HAVE COMPLETE SILODROME, LOADS ON ONE SEMI TRAILER, FIVE MOTORCYCLES, P. A. SYSTEM. WILL TURN OVER TO RELIABLE OPERATOR. GOOD PROPOSITION. WIRE JOHNNY J. DENTON, GREENEVILLE, TENN. THIS WEEK;

FOR SALE: 50-Kw. Transformer, complete with jacks and switch box, \$500.00. J. C. Sparks, come on.

PEPPERS all States SHOWS

AMERICA'S FINEST

40 TRUCKS 20,000 FEET OF NEON - LIGHT TOWERS - LIGHT PLANTS 40 TRUCKS

EVERYTHING OPEN. Will sell exclusive on Mug Outfit, Custard and Snow Ball. Can place GRIND STORES; must also have Hanky Panks. Will also book Slum Stores. Want Dealer for Big Six. Can place Mouse Outfit and Mitt Camp. FRANK TOM, am ready to go business. Will book Grind Stores, 25% to office. Have 2 Girl Shows, beautiful Fronts and Tops, all equipped. RIDE HELP WANTED—Foremen and wives, Second Men and wives to sell tickets. Must drive Semis and have license.

RUSSELLVILLE, KY., Fair, this week; Columbia, Tenn., Fair, following week. All wires to:

FRANK W. PEPPERS

L. L. HETH Shows

cleanest show on earth

WANT SHOWS—Monkey Show or small Animal Show

RIDE HELP—Ferris Wheel Operator, Caterpillar Help, Second Man for Merry-Go-Round; must be semi-trailer drivers.

CONCESSIONS—Penny Arcade, Scale and Age, Hoop-La, Custard, High Striker, Glass Pitch, Short Range Gallery, other Legitimate Concessions. Playing all fairs. All replies, Dickson, Tenn., Fair now; Oneida, Tenn., Fair next week.

HURON COUNTY FAIR

Bad Axe, Mich., Aug. 30-Sept. 4

Can place PRETZEL and GLASS HOUSE or other Attractive SHOWS. LEGITIMATE CONCESSION SPACE still available

W.G. WADE Shows

Sandusky, Mich. (Fair), this week; Alpena County Free Fair, starting Labor Day (Sept. 6-11), follows Bad Axe.

CUSTARD FOR SALE

One of the best Frozen Custard outfits ever built. Large Electro Freeze Machine, used only twelve weeks; 200 gallons of running water, steam sterilizer and stainless steel containers. All aluminum floor and body. All stainless steel from serving side with round stainless steel counter. 200 feet of best No. 6 all rubber cable. Plenty neon and fluorescent lights. The entire outfit mounted on a 2-ton Diamond T 1941 with a 1946 motor. Will send picture on request.

TEO ZACCHINI GOODING AMUSEMENT CO., GREENVILLE, OHIO

AMERICAN BEAUTY SHOWS

WANT SHOWS OF ALL KINDS. WANT CONCESSIONS—LONG RANGE GALLERY, SHORT RANGE GALLERY, CANDY FLOSS, WANT CONCESSION AGENTS, ALSO PERCENTAGE DEALERS. WILL BOOK KIDDIE RIDES.

FOR THE NORTH EAST MISSOURI FARI, KIRKSVILLE, MO., AUG. 31 TO SEPT 3; THE OTTUMWA, IOWA. LABOR DAY CELEBRATION, SEPT. 4, 5 and 6, SATURDAY, SUNDAY and MONDAY; THEN SOUTH FOR 7 ARKANSAS FAIRS.

CONTACT: HAROLD EUTAH or JOE SHARPE Seymour, Iowa, Friday and Saturday, Aug. 27 and 28; then Kirksville, Mo.

WANT

Stock Concessions of all kinds. Agents for office-owned outfits, Percentage Dealers. Show with own equipment. We have the Ex at the following Fairs:

Bourbon County Fair, Fort Scott, Kan., Aug. 30 to Sept. 4, biggest Labor Day spot in Kansas; Louisburg, Kan., Sept. 6; Osawatomie Free Fair, Osawatomie, Kan., Sept. 7-11; Daniel Boone Days, Booneville, Mo., Sept. 13-18; Vernon County Fair, Nevada, Mo., Sept. 20-25; then long season South. Wire or phone:

DAVID S. REESE, Bogle & Reese Shows APPLETON CITY, MO., THIS WEEK.

WALLACE & MURRAY SHOWS

WANT For Mountain City, Tennessee, Bean Festival and Fair, Aug. 30 to Sept. 4. Parades, fireworks and free acts nightly. More good Fairs to follow.

Concessions of all kinds. Will book Swinger, Six Cats and Buckets. Good opening for Photos, Guess Your Age, Scales and Novelties. Will book two Mitt Camps. (H. Johnson, get in touch with me.) Will book Drome, also Shows that do not conflict with what we have. Can use two more Girls for Revue. Will book Octopus and Rollo-Plane for balance of season.

Address AL WALLACE, Mgr. Abingdon, Va. this week; Mountain City, Tenn., next week.

BRIGHT LIGHTS EXPOSITION

Shows World's Brightest Midway

Want Rides not conflicting. PLACE SHOWS. CONCESSIONS; must be legitimate. French Fries, Hanky Panks of all kinds. RIDE HELP. Write or wire:

JOHN GECOMA or L. C. HECK YORK, PA., THIS WEEK.

CONCESSIONS OF ALL KINDS WANTED

For Fall Celebrations. Playing North Dakota until October, and then going South. Squawkers and Cry Babies needn't answer. Will pay cash for small Merry-Go-Round and No. 5 Ell for Unit No. 2.

Ryder, N. D., Aug. 24-25; Washburn, N. D., Aug. 27-28; or as per route.

Olson Greater Shows

LAWRENCE GREATER SHOWS

AMUSEMENTS OF TODAY PLUS A BIT OF TOMORROW

WANT NOW FOR
WEST VIRGINIA'S FAIR, Charleston
TEN DAYS—Sept. 4 to 12

Show will move into Charleston direct from Washington, Penna., Fair and be open to the public Friday nite, Sept. 3rd. (Concessions and Attractions already booked for this date, advise space required quick.)

WANT HIGH CLASS AERIAL ACT to join at LEXINGTON, N. C.,
Monday, September 20, for 8 weeks' work.

CONCESSIONS ALL OPEN—Eating and Drinking Stands of all kinds, Photos, Guess Your Age and Weight, Dart Games, Candy and Cigarette Gallery, Long and Short Range, PENNY ARCADE, Candy Floss, Ice Cream, Snow Cone, Lemonade Shake-Ups, AMERICAN PALMISTRY, Hoop-La and Hanky Panks of all kinds. Also Percentage and Coupon Agents for office-owned Stores. RIDES—Will book PONY RIDE for this date and for FAIRS balance of season, also TWO MAJOR MECHANICAL RIDES not conflicting with what we have. SHOWS—Motordrome with or without transportation. Fat Show or any money-getting Show that conforms with a high-class midway. HELP—Men for all Rides, must be licensed truck drivers. Also Talkers, Canvas Men, Painters and useful Show People all departments. Replies to Washington, Penna. (Fair), now; then CHARLESTON, W. VA.

ROSS MANNING SHOWS

GREAT BARRINGTON, MASS., FAIR

AUGUST 29TH TO SEPTEMBER 4TH

Can place a few more concessions that work for stock. Space limited. Brookfield, N. Y. (Labor Day) to follow.

Shows: Can use Wild Life, Iron Lung, Crime Show. I have tops and sound for any Grind Show.

All Address:

ROSS MANNING

Norwich Fair, Norwich, N. Y.

MERIT SHOWS

WINDSOR, ME., FAIR, AUG. 31 TO SEPT 6; BLUE HILL, ME., FAIR, SEPT. 6-8
THIS WEEK, UNION, ME., FAIR

Want legitimate Concessions for a long run of Maine Fairs. Will be out until October 18.
No grift. Can use several Ride Men who can drive. All address:

HENRY FINNERAL

Per Route

RIDE HELP WANTED

CAN PLACE RIDE HELP IN ALL CAPACITIES. SECOND AND THIRD MEN ON ALL RIDES. Want reliable Men who are interested in permanent jobs year in, year out. Have heard and seen all of fly-by-nights I want. If you are not a real Ride Man and know your job, don't waste my time. ALL MEN MUST BE ABLE TO DRIVE TRUCKS AND HAVE CHAUFFEUR'S LICENSE. CONTACT

F. M. SUTTON JR., Mgr. Great Sutton Shows

ALL THIS WEEK, NASHUA, IOWA

FOR SALE

Rides . . . Rides . . . Rides

KIDDIE BOAT RIDE (PLATFORM TYPE), LOOPER,
FLYING SCOOTER, SPITFIRE

All in excellent condition. Can be seen in operation at C.N.E., Toronto.

J. W. CONKLIN

CAN. NATIONAL EXHIBITION

TORONTO, ONT., CAN.

A.M.P. SHOWS

UNIT #1

LABOR DAY GRAFTON, W. VA. SEPT. 6-11

100 Fire Companies • Parading and Bands • Fireworks • Something Every Day
CONCESSIONS—Want Cat Back, String Games, Dart Stores, Novelties, Shooting Galleries, Diggers, Pitch-Till-U-Win, Hoop La, any others not conflicting. SHOWS—Can place a Wild Life, Animal, Snakes, Monkey Show, Sherry wants Girls for Girl Show. Girls who have worked for me, contact "Custard" Blackie, contact Juggy.
This week, Nowburg, W. Va., Firemen's Celebration; next week, Masontown, W. Va., Firemen's Celebration.
Contact A. M. PODSOBINSKI

Aerial Sensations, Rich and Gracie Barnsdale, Sid Alcido and His Sky Rockets; Roy Romas, Mary Valentine, Mike Kuzick and Jeep, of the Flying Romas.

Mr. and Mrs. Charles S. Reed passed thru St. Louis recently en route to Springfield, Mo., where they plan to make their home. Reed, veteran carnival agent, said that due to the crowded conditions of the veterans hospitals, his throat operation has been postponed. He may continue to do some late fall bookings.

Heard at a Southern fair from a native standing in front of a Jig Show bally, "Damn! Cotton's falling on the ground going to waste and the darkies are up thar dancing."

John R. Ward Shows grabbed some neat publicity plugs during their stand as midway attraction at North Montana State Fair, Great Falls. Among them was a full page of laudatory editorial comment and pix which the Great Falls Leader devoted to the org in its August 3 edition.

Fred Holmes, of Pontiac, Mich., well known to most old timers in outdoor show business, was a busy man shaking hands Sunday (15) when the Cetlin & Wilson folks started arriving in Pontiac. Fred knows them all from way back. He was able to lend E. K. Johnson a hand in getting hotel reservations.

Cetlin & Wilson Shows celebrated a round of birthdays August 16 week, starting off with those of Mrs. Hazel Martin, wife of the show's press agent, and Pete Thompson, lot superintendent, on Tuesday (17); Mrs. Nita Swain, wife of concession secretary Doc Swain, Wednesday (18); Tonney Lewis, The Billboard agent and mail

FOR SALE NO. 5. ELI WHEEL

Excellent condition with beautiful star and circle with 24-foot trailer and tractor. Can be seen near New York City. Also 1 Allan Herschell 8-car Kiddie Auto Ride. Very reasonable. Both ready to move.

Box 346, The Billboard,
1564 Broadway, New York City 19.



SHRUNKEN HEADS
As the natives of the jungle prepare them. White native and others. Female heads with long hair, prepaid \$8.00; Male heads, prepaid \$6.00. Many other manufactured attractions: Wolf Boy, Fish Girl, Ape Boy, Cannibal Heads and Bodies, Shrunken Bodies, life size Mummies and Bodies. Attractions made to order. Write for Prices and Photos.

Tate's Curiosity Shop
5240 EAST VAN BUREN, PHOENIX, ARIZ.

STEBLAR GREATER SHOWS

WANT FOR HONAKER, VA.

GENERAL AGENT AND MANAGER

WEEK OF AUG. 23 TO 28.

Concessions all open but Bingo and Popcorn.

Shows: Snake or Monkey.

Address all mail to:
HONAKER, VA.

WANT

Bowling Alley and Count Store Agents. Playing Philadelphia lots. Wire or phone:

TONY BARESS & LEO LASALLE

Senator Hotel, Philadelphia, Pa.

ORANGE BLOSSOM SHOWS

WANT FOR FIREMEN'S LABOR DAY CELEBRATION AND HOME COMING

DILLSBORO, INDIANA—SEPT. 1-6.

Cookhouse or Small Grab, Bingo, Ball Games, Pitch-Till-U-Win, Bowling Alley, Fish Pond, Stock Stores of all kinds and Long or Short Range Gallery.

WANT GRIND SHOWS WITH OWN OUTFITS.

Want Ferris Wheel Foreman and Help on all other Rides.

Austin, Indiana, this week; Dillsboro, Indiana, next week; then south for the winter.
All replies to

A. P. HINNANT or W. H. MYERS

MAJESTIC GREATER SHOWS

UNIT #2

Can place for the Great North Branch Fair, North Branch, Mich., Sept. 3-8.

Eating and Drinking Stands, Popcorn, Apples, Floss, etc. Few P.C. Games.

Rides—Octopus, Chairplane, Roll-o-Plane, Kiddie Rides.

Address:

LEONARD GOULD

1731 LEE PLACE, DETROIT 6, MICH.

MERRYLAND SHOWS

Want for Newaygo, biggest Labor Celebration in Michigan, Sept. 4-5-6.

Will book Hanky Panks that work for stock. All Eating Privileges open. Want Jewelry, Hi Striker, Mug Outfit, Ball Games, Balloon Darts. Will book Octopus or Roll-o-Plane.

Vestaburg, Mich., on the Streets, this week; then Newaygo; then Mio Homecoming.

Have few open dates for September and October. Committees, contact us.

C. N. CRITTENDEN, Mgr.

LAST CALL!

WANT GOOD GRINDERS AND TICKET SELLERS FOR SIDE SHOW AND GRIND SHOWS.

FOR SALE

20x100 SIDE SHOW TENT, ROYAL BLUE, A-1 SHAPE, COMPLETE WITH POLES.
BEST OFFER TAKES IT.

Al DeLentz, wire me; can place you starting at Detroit Sept. 3.

Address **JACK KOREE**

Fairgrounds, Sandusky, Mich., Aug. 24-28; then State Fairgrounds, Detroit, Mich.

CAPELL BROS.' SHOWS

Want for Annual Mammoth Labor Day and Rodeo Celebration, next week, Henryetta, Okla., Sept. 2 to 6; with seven bona fide Fairs to follow.

Can place Stock Concessions of all kinds. Will sell "ex." on Custard. Want sober Help on 10 Rides, also Man to handle Neon Shop. Out until November. Wire or come on.
CHICKASHA, OKLA., THIS WEEK; THEN PER ROUTE.

WANT AGENTS

Six Cats, Razzle Dazzle, Slum Skillo, Rolldown, that can take orders and stay sober. Have 14 fairs ending in Dallas, Texas. Four fairs pending in Florida. Pay yours; I'll pay mine.

EDDIE GILLESPIE
ROSCOE WADE SHOWS,
 Wauseon, Ohio, this week.

DROME RIDERS WANTED

Trick Rider to join at once, also Straight Rider.

Geo. E. Murray
 -Strates Shows

Niagara Falls, N. Y., this week;
 Cortland, N. Y., to follow.

HELP - - HELP

Want to join immediately, Ride Help on all Rides who drive semis. Don't wire, come on; we will place you. Positively no drunks. Highest salary paid. CAN PLACE TALKERS for Side Show and Motor Drome. Can also place several good Working Acts in 10-in-1. Address all wires and mail to

LLOYD D. SERFASS

c/o PENN PREMIER SHOWS
 Huntingdon, Pa., Fair, this week; Mansfield, Pa., Fair, next. All Fairs until Nov. 11th.

New England Amusement Co. Wants

FERRIS WHEEL FOREMAN
 Salary and Bonus
CONCESSION HELP
 Wire Dalton, Mass., Now

man, who has been with C & W for 21 years and in show business 50. Saturday (21), and Edward K. Johnson, contracting agent, Sunday (22).

Skip Kirk has taken the front of the Rita Raye Wild Life Show on the United States Shows. Mrs. Jimmie Montello and daughter, of the Rita Raye show, recently visited her mother in Ashland, Ky.

The banquet hall of the Whispering Pines, Accomac, Va., was the scene recently of a buffet lunch served to personnel of the Heller Acme and Virginia Greater shows. Host was Victor Zarra, long a concessionaire on the Heller org. Entertainment was emceed by Harry Heller and skits were presented by Phil Rubin and Sam Bagles. Ladies of the bridge set had their annual get-together. Booby award went to Mrs. Harrison, and Mrs. Rubin won the Martin Byrnes award for 1948. The Harrison and Cooper families were well represented.

Zora, operator and owner of the Garden of Allah, has received a new top. A new front will be built for the attraction.

Mrs. Marie McHenry left the Penn Premier Shows at Batavia, N. Y., and has joined the Conklin Shows with her C-Cruise ride. She is booked for the Canadian National Exhibition, Toronto. Wally Akers is foreman of the ride and Fred Hultgren, second man.

Earl Meyer Sr. has four shows on the Ross Manning Shows. Line-up of his Circus Side Show: Dr. Jones, front; Harry James, Fred Hulsey, tickets; Tex Willis, human ostrich; Flora Goldie, electric; Bill Spaeth, fire; Ed Steed, iron tongue; June Edwards, blade box; John Williams, magic and Punch; Mary Wild, sword ladder; Harry White, elephant foot boy; Madame Shirley, mentalist; Earl Meyer, inside lecturer; Doreella, annex; Bob Collins, canvas. Unborn Show: Mrs. Doc Jones, front; Joe Dumer, inside. Double-head baby; Jack Estridge, front; Mrs. Estridge, nurse. Scandals: Joe Buckner, manager and front; Eleanor Dunn, Mary Tanya, Vicki Goldberg, Tillie Banger, Mrs. Joe Buckner.

GREAT SUTTON SHOWS

"AMERICA'S FINEST MOTORIZED CARNIVAL"

Can place for six big weeks, starting with Illinois' biggest Labor Day Celebration—the Tri-County Labor Day Celebration, Christopher, Ill., Sept. 5 & 6. This was one of our biggest spots last year. Four of the biggest Fairs in Mississippi to follow.

Can place Mug Outfit, Snow Cone, Frozen Custard, Wonder Bar, Popcorn, French Fries, Basket Ball Outfit, Ball Games, Fish Pond and any legitimate Stock Co. concessions. Also have one of the finest equipped Ride Shows on the road. Partly equipped inside, several illusions, 15 banner front, with 50 watt P.A. set and two large Universal speakers. If you have acts and can produce, contact me immediately. (Betty John and Moody, wire me.) Can place Octopus, Scooter, Roll-o-Plane and Spitfire, good proposition. (Jimmy Kuhn, get in touch with Mike Wiltse; have good counter job open on Bingo for you.) Also can place several more Countermen on Bingo. Contact

F. M. SUTTON JR., Mgr., Nashua, Iowa, all this week.

RIDES—WANTED—SHOWS

For South's largest Labor Day Celebration, sponsored by the Shriners' Southeastern Grötte Convention, September 4-5-6. Free Acts, Celebrations, Name Bands.

Will book for three days or week straight: P.C. Minstrel, Monkey or any high-class Show. Motordrome, Roll-o-Plane, Tilt, Caterpillar, Octopus, Fly-o-Plane or any Rides not conflicting. Need Kiddie Rides too. Can use Weight and Age, Fish and Duck Pond, Novelties. No deposit required. Lights and power furnished. Want P.C. Agent. Contact

J. L. MARLOWE, Gen. Mgr. Idle Hour Park

P. O. BOX 348 PHONE 47434 PHENIX CITY, ALA.

FREAR'S UNITED SHOWS

Want for a line of outstanding Fairs, starting at Iola, Kansas, Tri-County Fair, Aug. 29 to Sept. 4. Want stock-throwing Concessions of all kind, Agents for Country Stores, Penny Pitches, Milk Bottle, Ball Game, Slat, Cork City, Cigarette Gallery, all office owned, RIDE HELP—Wheel Foreman, Roll-o-Plane Foreman, Second Man on all Rides. Come on in, top wages.

ROY FREAR, Owner and Manager

EMPORIA, KANSAS

FIDLER UNITED SHOWS

WANT WANT

FOREMEN FOR TILT-A-WHIRL AND FLY-O-PLANE. MUST DRIVE SEMIS AND STAY SOBER. DRUNKS AND AGITATORS NOT WANTED. ADDRESS:

Sturgeon Bay (Fair), Wis., this week; Elgin, Ill., Labor Day week.

J. W. E. Jacks, wire me.

W. G. Wade Shows



UNIT NUMBER TWO

WANT FOR BAY COUNTY FAIR AND EXPOSITION BAY CITY, MICHIGAN

Monday, Tuesday, Wednesday, Thursday, Friday and Saturday, Aug. 30-31, Sept. 1-2-3-4. Legitimate Concessions and Demonstrators of all kinds. Rides—Roll-o-Plane, Spit Fire and Dark Ride. Shows—Pit Show, Snake Show, Life Show, Mechanical Show and Penny Arcade. Fair Grounds located in the heart of the city of 50,000 population, 13 miles from Saginaw—85,000 population. First County Fair in ten years. Livingston County Fair, Fowlerville, Michigan, Sept. 6-11; Branch County Fair, Coldwater, Michigan, Sept. 13-18, to follow. Write or wire

C. D. MURRAY, Mgr. W. G. Wade Shows, Unit No. 2

Wabash, Indiana, August 23-28, or

WEBSTER H. GAUSSER, Secy.
 of Bay County Fair and Exposition, Bay City, Michigan

DICK'S Greater Shows

WANT WANT WANT

SHOWS: SIDE SHOW ANNEX ATTRACTION, Tattoo Artist, Ticket Seller and Grinder, WILD LIFE, MOTORDROME. GIRLS for Posing Show; Salary, \$50.00 a week.

RIDES: KIDDIE AUTOS and TRAINS.

CONCESSIONS: Ball Games, Pitch-Till-You-Win, Fish Pond, Basket Ball, Long Range Gallery. POPCORN and Candy Apples, Candy Floss, Penny Arcade.

HELP WANTED: CHAIRPLANE FOREMAN, ROCKET FOREMAN. Second Men on all Rides, Semi Drivers preferred. TOP SALARIES. Patsy Rosanna wants to hear from Ben Karno, Jackie Owens, Frankie Costello, Abe Zuckerman. Write, wire or come on.

NOTICE

NOW BOOKING FOR LEHIGHTON FAIR
 STARTS LABOR DAY THRU SEPT. 11th—RIDES and SHOWS. Liberal percentage. CONCESSIONS of all kinds.

R. E. GILSDORF, Lebanon, Pa.

Orange State Shows and Ted Lewis Shows Combined

WANT AT ONCE—Cookhouse that will cater to show people.
CONCESSIONS of all kinds, what have you? Can place Tilt-a-Whirl, Octopus with own transportation.
SHOWS—Girl Show, Side Show with own outfit and transportation at once. Can place one more Free Act. Contact at once.

LEO M. BISTANY or TED LEWIS
 Martins Creek, Pa.

BINGO HELP WANTED

Good Salary, Good Conditions
ONE RELIEF CALLER — ONE COUNTER MAN
JOHN RICE, WALLACE BROTHERS SHOWS
 Falmouth, Ky., This Week

DROME RIDERS WANTED

Orville Higgins and Jimmie Wise, Jr., Answer

ART SPENCER, c/o Motordrome
CANADIAN NATIONAL EXHIBITION
 TORONTO, ONT., CANADA

SUNSET AMUSEMENT COMPANY WANTS

Octopus, Merry-Go-Round and C-Cruise Foremen. Unless you drive, do not answer. Can use Ball Games and all kinds Stock Concessions at Fairs at Postville and Marshalltown, Iowa; Hutchinson, Minn., and others.

Preston, Minn., Fair, this week; Postville, Iowa, Fair, next.

CAVALCADE OF AMUSEMENTS

Want Polers for Train, \$40.00 per week. Can use a few Chalkers, also Mule Drivers. Want Boss Canvasman for Carrie Finnell Show. Salary no object if you can handle men and get top up and down. Can place Workingmen and Ticket Sellers. Address:

AL WAGNER
 Sedalia, Mo., this week; Danville, Ill., next week (all Fairs now).

FOR SALE PARKER 3-ABREAST MERRY-GO-ROUND

Has new top and scenery, electric motor, in A-1 shape. Will deliver and set up within a radius of 500 to 600 miles. Reason for selling: Buying new machine.

Write, wire or phone:

LONE STAR AMUSEMENT COMPANY-
1701 Harrison Ave. Amarillo, Texas
Phone: 2-5783

Kay Amusement Company WANTS

RIDES: That don't conflict with Ferris Wheel, Kiddle Train Ride, Chairplane. Have red hot spots up to October 15th, all with Parades and Car Give-away. Free gate, free entertainment nightly. Could also use Custard, French Fries, Dart Game, High Striker, Photo Gallery, Cork Gallery. Now have one of every other kind. Positively no gypsies of any kind. If interested, will mail you my route. Could also use a small Animal Show. Wire or write:

KAY AMUSEMENT COMPANY
2758 N. 46th St. Philadelphia 31, Pa.

FOR SALE OR SWAP

Cuddle-Up, Bubble Bounce and Spitfire. Practically new. Any reasonable price takes all, or will swap for 3 or 4-abreast Merry-Go-Round. Write:

BOX D-28

c/o The Billboard, Cincinnati 22, O.

WANTED

First-class Talker for #2 Side Show, also high-class Mental Act. Have twelve Fairs, including State Fair of North Carolina at Raleigh.

Wire **CLAUDE BENTLEY**

JAMES E. STRATES SHOWS
Niagara Falls, N. Y.

FOR SALE

Spitfire, in good condition, with or without transportation. Can be seen in operation

CASINO PARK
Virginia Beach, Va.

PENN PREMIER SHOWS

*worlds * cleanest * midway*

ALL FAIRS—14

ALL FAIRS—14

AUG. 31-SEPT. 4—GREAT MANSFIELD FAIR—AUG. 31-SEPT. 4

CONCESSIONS—Can place Ball Games, Fish Ponds, Novelties, Jewelry, Short Range Gallery, Waffles, Grab, Juice and any other legitimate Concessions. Can place some Percentage for Fairs if you have Hanky Panks.
SHOWS—Can place any Shows not conflicting.
RIDES—Need none as we have 17 office owned. Can place Second Men for all Rides that drive. Semis. Don't write, come on.
AGENTS—Can place Agents for Count Store and man for head of Pin Store, office owned.
TALKERS—Can place first-class Talkers for Side Show and Drome.
WANT—Acts for Side Show as follows: Mental, Fire, Pin Cushion, Tattoo Artist, or other good Acts. Shaw, come on. Address all wires to:
LLOYD D. SERFASS, Penn Premier Shows
Huntington, Pa., this week; Mansfield next; followed by Juniata County Fair, Port Royal, Pa.

HOME STATE SHOWS

Want for nine days, starting Sept. 1, downtown Omaha, VFW Fall Festival. Concessions—Photo, Lead Gallery, Watchla, any other Hanky Panks not conflicting. **SHOWS**—Mechanical. Have Pit Show top and front; want Manager and Talent for inside. Any worth while Show with own transportation. Have opening for one more Flat Ride. Nebraska Fairs to follow.

APPLETON, MINN., this week.

AMERICAN EAGLE SHOWS

WANT

WANT

WILL BOOK HIGH STRIKER, CANDY FLOSS, HEART PITCH, BLOCK PITCH, CORK GALLERY, PENNY PITCH, FRENCH FRIES, BEAT-THE-DEALER, PAN GAME. WILL ALSO BOOK GIRL SHOW AND MECHANICAL SHOW. CAN USE RIDE HELP THAT DRIVE. Guarantee you 16 weeks in Mississippi, 8 bona fide Fairs. 2 Labor Day Celebrations.

FOR SALE

CHAIR-O-PLANE AND ROLL-O-PLANE, WITH TRANSPORTATION.
ADDRESS: ROSEVILLE, ILL. (FAIR), AUGUST 21-28.

FOR SALE

ONE CATERPILLAR AND ONE RIDE-O

Both in operation

PLAYLAND PARK

2222 NO. ALAMO STREET

SAN ANTONIO, TEXAS

FROM THE LOTS

Crafts Exposition

NAPA, Calif., Aug. 21.—Shows and rides pulled in here at the county fair grounds Monday (9) after a week in Chico. Everything was ready to go for opening of Napa County Fair at 10 a.m. August 12.

This is the first of our fall fair dates. Everything has been painted. The writer did a lot of lettering on concession counters and also on new trucks that were brought up from winter quarters.

Louis Cecchini and Johnny Levaggi, partners in concessions operating on this show and also on Crafts 20 Big Shows, are building and painting new concessions which will make their debut at the Los Angeles County Fair at Pomona September 17. Cecchini estimates that he and his partner will have between 25 and 30 concessions for that date alone. Recently, Cecchini spent a few days in Oakland and San Francisco, where he bought two carloads of merchandise

James A. Rose booked a candy wheel here. Maynard Monette, president of the Show Folks of America, San Francisco, also booked a monogram hat and novelties for this stand. New shows booked are Jack Joyce with his Wild Life Exhibit, and Jim Coleouth, Armadillo Show.

On August 6 the personnel of the show staged a picnic and swimming party at Bidwell Park in Chico. During the afternoon a baseball game was played. Those present were Mr. and Mrs. J. C. Larue, Jack Keck, Mr. and Mrs. Montagna and son, Jerry; Mr. and Mrs. Jack Williams, Wally Wangen, Shirley Held, Frenchy Windel, Helen Prit, Mr. and Mrs Bill Cramer, Ralph Richard, Mr. and Mrs. Bromide, Speedy Mullins, Jackie Conolith, Mr. and Mrs. Gillfallon.—VINCENT KUROPATWA.

Pacific Coast

BAKER, Ore., Aug. 21.—A boom-erang effect was enacted when an opposition show flooded Baker with advertisements and paper to discourage the public from patronizing this org. It resulted in the second best week of the season. From the opening night the midway was packed and the 9-cent children's matinee Saturday drew 5,678 paid admissions. The show was situated across the street from the Baker 4-H Fair operating in the city park which added to the attendance. The extensive program over Station KDKR, together with the advertising program in *The Baker Herald*, brought satisfactory results. A 15-minute program was conducted by Station KDKR on the midway opening night.

Mr. and Mrs. Harvey Kirkbride and sons, William and Kenny, departed for Kansas to place their sons in school. Kirkbride will return at the next location. They were accompanied by Betty Wells who departed for college in Missouri. Clarence Emmel returned from his trip to Missouri with his truck to carry his newly purchased pony-go-round. George Dunn arrived to join Grover Wright's concessions. Chick Lansdowne was confined to his trailer with illness for three days. Jim Davison took his place in hoopla. Joyce Freeman replaced Betty Wells in the ticket box on the Ferris Wheel. General Agent Charles Mason, of the American United Shows, visited opening night.

Al and Gladys Wells returned from their four-day trip to Portland. Leonard and Dorothea Bowman and son, Ronny, left to take a position with a logging concern 45 miles out of Baker. Bowman will drive a logging truck and his wife will take over the cookhouse. Mr. and Mrs. Pete Stevens and Catherine Stevens left to join their family in Guerneville, Calif.—WALTON DE PELLATON.

John H. Marks

PORT READING, N. J., Aug. 21.—Shows wound up a week on the Carteret Road lot Saturday (14). The stand broke the long jump from New London, Conn., to Winchester, Va.

The date netted fair business despite rainouts Wednesday (11) and Thursday nights. Local laws prevented bingo and other games from operating. The Saturday turnout was good and rides chalked up good business. Back lot shows seemed to have difficulty in turning tips, but eventually got the crowd to loosen up. Slim Kelly's Side Show, with flashy banners, was top money-maker. Vanities also did good biz.

Other shows on the lot were Ethel Simpson's Hot Chocolates, Artist Models, Zoma Pit Show, Life and the Educated Monkeys Show, which makes use of novel cut-out motifs on its front. Rides were the Ferris Wheel, Octopus, Caterpillar, Whip, Fly-O-Plane, Looper, Flying Scooters, Merry-Go-Round, Dive Bomber and several kiddie rides.

Jimmy Hurd, in charge of Ray Marsh Brydon's Side Show in Pali-sades Park, spent some time on the lot with owner Marks and Slim Kelly. Walter K. Sibley, executive secretary of NSA, also was a visitor.

Thompson Bros., No. 2

RIDGWAY, Pa., Aug. 21.—Jump from Hastings, Pa., here was made without a mishap. Biz started slowly but built up and parade Friday drew a big crowd, which spent freely. Kiddies' matinee Saturday was good but at night business was slow. Ferris Wheel and Merry-Go-Round received top money. Stewart Yingling was injured in the teardown Saturday night.—BUD WIEGAND.

WANTED

CONTRACTING AND PRESS AGENT

FOR HITLER AUTOMOBILE

Must be capable of independent booking and general publicity.

AMUSEMENT CORP. OF AMERICA

155 N. CLARK ST. CHICAGO, ILL.

WINTERQUARTERS FOR SALE

25 Miles from St. Louis on Highway 60. Consists of 4-room house with furnace, stoker, deep well, hot and cold water in house, shower, one truck garage (4-stall), 14 ft. high, 20x40 concrete floor. One shop, 20x40, wood floor, approximately 14 ft. to eaves. 16x24 barn with concrete floor. One other building, 8x20, wood floor; about one acre of ground. Best location, on corner facing Highway 60. Good reason for selling. Price, \$9,500.00.

HOWERTON TIRE & RUBBER CO.

BOX 25, EUREKA, MO.
(Phone: Eureka 2927)

FOR SALE

Addition Miniature Steamline Train, ticket booth, fence; Long Range Lead Gallery, 19 cases splatterless shot, 300 loading tubes, 7 Remington Automatic Rifles; mounted on 30' Fruehauf Van Trailer with living quarters; 1942 Dodge Tractor. Everything in A-1 condition.

MABEL F. DOYLE

7041 N.E. Killingsworth Portland 13, Ore.

FOR SALE—\$4,500.00

35-Ft. Parker Merry-Go-Round, electrically driven; two-abreast, 22 horses, one chariot, ticket box, music, etc. One 1941 Chev tractor and semi-trailer.

E. G. GRAUMLICH

BOX 444 SUNLAND, CALIF.

FOR SALE

8 Car Whip in A-1 condition. Is in operation at present time. Best offer takes it. Write

BOX D-27,

c/o The Billboard, Cincinnati 22, O.

FOR SALE

1 Hi-Ball, used only two months. Will sell because lease not being renewed.

1 Spitfire, used six months. Best cash price takes it.

Write **BOX D-31**

c/o The Billboard, Cincinnati 22, O.

WILD LIFE FOR SALE

WITH 10 BIG FAIRS BOOKED

Complete with 20x20 tent and transportation. Still have 10 Fairs booked and can be seen in operation on Priel's Broadway Shows at Uniontown, Pa., this week. No calls, no letters or wires answered. If you want a real buy, bring the money with you and you can be in the Wild Life business immediately. Will sell for any reasonable offer.

BILL DUBOIS

c/o Wild Life, Priel's Broadway Shows

FOR SALE

Smith & Smith Kiddie Airplane Ride, excellent condition, 1947 model. Can be seen in operation at Eik's Convention, Barr Street, Cincinnati, Ohio, week Aug. 24-28. This Ride can be bought with transportation, and it is booked on this show for balance of season. Contact:

HAROLD THARP

c/o QUEEN CITY SHOWS
Barr St. Cincinnati, Ohio

AGENTS WANTED

For Coke Bottles, Ans. Penny Pitch Ball Game and others.

E. L. WINROD

c/o Imperial Shows, Fairbury, Ill., this week!
Alinda, Ill., next. All Fairs till November.

FOR SALE

40-Ft. 2-Abreast Allan Herschell Merry-Go-Round, new Top, up and running, \$2,100.00. Come and see it.

C. V. COX

222 W. 91 James St. Taylors, N. C.

Virginia Greater

CRISFIELD, Md., Aug. 21.—At last week's stand in Salisbury, Md., the weather was good for a change and business was satisfactory. Wednesday (11) was under-privileged children's day, under the supervision of the Salvation Army and the American Legion, and Manager Rocco Masucci offered all rides and shows free.

Rides are being readied for fairs which start next week. Raleigh and Fletcher Gibson are touching up their Merry-Go-Round. Kiddie Train and Auto Ride are also being refurbished. Arthur Gibson is rebuilding a center pole and electrical parts of the kiddie aeroplane. The Whip crew is painting the ride. The Bob Colemans are giving their house trailer a new color. Manager Rocco Masucci spent two days in Suffolk, Va., on business.

Mrs. Edna Gerald gave a party to celebrate Harry White's birthday and many of the show's teen-agers attended. Harold Humphrey and his sister, Doris, are enjoying their vacation on the show as guests of their uncle and aunt, Mr. and Mrs. Rocco Masucci.

Harry Heller was a frequent visitor when the show played Salisbury, his show having played nearby Pocomoke. Harry Harrison held an impromptu crab feast under the awning of his trailer. Mr. and Mrs. Buck Tilghman, Salisbury circus and carnival fans, were visitors.

Pioneer

HORSEHEADS, N. Y., Aug. 21.—Org had the banner week of the season here with the firemen's convention on. Ara, popcorn king, has joined with a new jeep, and George Wilson and Chester Hepp with four concessions. Jerry Higgins bought a new house trailer and Slim Fein a new truck to haul his concessions. S. Silverman has framed two new concessions. Jim Silas joined with Moradrome. Pete Purcell bought a new high Striker.—MABEL ENDWELL.

SKOOTER CARS

FOR SALE
LUSSE MAKE

Now operating on Show.

\$150.00 Each

F. O. B. Show.

IMPERIAL EXPOSITION

This week, Albert Lea, Minn.; next week, Fargo, N. D.

CHAIR-A-PLANE RIDE

FOR SALE

24-seat capacity. Excellent condition. Can now be seen in operation. Contact

M. J. LEON

Lake Quassapaug Amusement Park
Middlebury, Conn.

WANTED

Middle Man, Waiters, Dish Washer, Yard Man, etc. on. Clear Louie, answer. Grab open.

J. B. "RED" KELLY

c/o IMPERIAL SHOW
Fairbury, Ill., this week; Alado next.

CAN PLACE SENSATIONAL FREE ACT

FOR TEN SOLID WEEKS OF BOOKING (COMMENCING AT ONCE)

Prefer High Poles or Wire Act. Salary must be reasonable as you get it every week. All wires

C. C. GROSCURTH, Gen. Mgr., BLUE GRASS SHOWS

BRIDGEPORT, ILL., all of this week; TELL CITY, IND., week of Aug. 30; then as per route.

PAGE BROS.' SHOWS

Nothing But Fairs, No Still Dates Left.

Want Show Concessions of all kinds: Custard, Cotton Candy, Jewelry. Will sell X on Mitt Camps, Grab Outfit.

Side Help on all Rides.

Want Top and Banners. What have you to put in it? Will consider Girl Show; must be first class.

Murfreesboro Fair this week; Lafayette Fair next week; all Tennessee; then 8 more Fairs.

R. Geo. Emersonman wants Count Store Agent.

Mighty Page

KNOXVILLE, Aug. 21.—Org played Newport, Tenn., July 26-31 to fair biz, then went to Johnson City, Tenn. Rain prevented shows opening Monday night and most of the week was rainy. Biz was not so good. It was decided to stay over for a second week, but teardown was made Wednesday night. We moved to LaFollette, Tenn., for a 10-day run. Page opens the fair season week of August 23 at the East Tennessee Colored Fair here. Org has received some new canvas. The front end is under direction of High Pockets Lindsay. Harris is operating the office-owned Minstrel Show; Frank Zorda has the Side Show, and Roy Price the cookhouse. At Johnson City a country dinner was served at the home of Frank Honeycutte, brother-in-law of the writer, and dinner was prepared by Mrs. Gibbs Honeycutte, mother-in-law of the writer. Showfolk present were Mr. and Mrs. Bill Page, Mr. and Mrs. Bill Thompson, Mr. and Mrs. Bob Buffington and W. C. Daniels Jr.—BOB BUFFINGTON.

Midway of Mirth

OAKLAND, Ill., Aug. 21.—The last few weeks of warm weather certainly are appreciated after weeks of cold and rain. Business here was very good. William Schueter's cotton candy scored heavily, as did Roy Spears and his watchla.

Betty and Bill Barrett, who have been spending their vacation on the show, returned to their home in Decatur, Ill., to get ready for the opening of school. Mrs. Everett Muirhead is a guest on the show. Recent visitors were Major Deacon Lanus and his bride.

Tommie Davis, who left a few weeks ago to play Michigan with his Madam June attractions, writes that business has not been up to expectations and he is looking forward to going south soon. Morris Simmons and Frank Haines, who have been spending the summer in Minnesota, write they will rejoin the show in the cotton country in a few weeks.

Mr. and Mrs. William Hoffener entertained Mrs. Esther Speroni and Frank Lavall at their home in Peoria.—ROSIE DAVIS.

L. B. Lamb

ROCKWELL CITY, Ia., Aug. 21.—The two-fair-per-week schedule calls for plenty of fast moves. Run here from Perry, Ia., was made in good time and everything was up on schedule for opening. The grounds here were ideal, with biz just fair.

Frank Shortridge visited. Estell and Mary Barr took delivery on a new trailer and Jimmy Payne came up with a new truck and trailer. Those purchasing new cars or trucks include Capt. (Joe-Pete) Bell, a Dodge; Andy Allen, Dodge pick-up, and Barney Lamb, Chevrolet panel.

The org enjoyed a good opening night at Allison, Ia., following a slow start that day. Harry Finch and family joined there with their mug and ball game. Harry also will manage Andy Allen's diggers. Ray Walton is back with his Wild Life and Mickey Mouse shows. Carl's miniature sawmill has been added.—ERNIE MURRAY.

C. C. (SPECKS) GROSCURTH PRESENTS BLUE GRASS SHOWS

FEATURING THOROUGHbred ENTERTAINMENT
FAIRS - FAIRS - NOTHING BUT FAIRS
AND BONA FIDE CELEBRATIONS

Mr. Showman and Mr. Concessioners: LOOK THIS OVER AND COMPARE SAME WITH ALL OTHERS AND THEN MAKE YOUR DECISION

- 1 TELL CITY, IND.—BIG FALL FESTIVAL
Week of Aug. 30th
- 2 BOONVILLE, IND., SUNDAY, SEPT. 5, and LABOR DAY
"BOYS, THIS IS IT"
- 3 HARTFORD, KY. (OHIO COUNTY FAIR)
Wednesday, Sept. 8th, to Saturday, Sept. 11th
- 4 WOODBURY, TENN., CANNON COUNTY FAIR
Week of Sept. 13th
- 5 DECATURVILLE, TENN., DECATUR COUNTY FAIR
Week of Sept. 20th
- 6 LAWRENCEVILLE, GA., GWINNETT COUNTY FAIR
Week of Sept. 27th
- 7 THOMSON, GA., McDUFFIE COUNTY FAIR
Week of Oct. 4th
- 8 CORDELE, GA., CENTRAL GEORGIA FAIR
Week of Oct. 11th
- 9 SWAINSBORO, GA., EMANUEL COUNTY FAIR
Week of Oct. 18th
- 10 AMERICUS, GA., SUMTER COUNTY FAIR
Week of Oct. 25th
- 11 SYLVESTER, GA., WORTH COUNTY FAIR
Week of Nov. 1st

Can place for the above BONA FIDE PROVEN ROUTE: Legitimate Show Stock and Direct Sales Concessions of all kinds. No exclusive on games. Will place any worth-while Show with own equipment and transportation; very liberal percentage. Will place any Ride not conflicting with the 8 Rides we own.

WANT SENSATIONAL HIGH FREE ACT TO JOIN AT ONCE FOR THE ABOVE LIST OF FAIRS AND CELEBRATIONS.

All wires:

C. C. GROSCURTH, Gen. Mgr.

"BLUE GRASS SHOWS"

BRIDGEPORT, ILL., all this week; week Aug. 30, TELL CITY, IND.; then per route.

WATCH GARDEN STATE IN '48

WANT FOR
RHODE ISLAND STATE FAIR

KINGSTON, R. I.

10 DAYS — AUGUST 28-SEPTEMBER 6 INC. — 10 NIGHTS

The only real FAIR in Rhode Island. Horse Show, exhibits, acts, displays, Jimmie Lynch Death Dodgers, State displays, 4-H clubs, contests, implements, autos, machinery. Complete grandstand Circus twice daily. WANT—Concessions of all kinds. No gypsies, eats, drinks. Will place french fries. Bingo, scales, age, novelties, custard, floss, popcorn-apples. Everything open. What have you?

Will place ROLLOPLANE, OCTOPUS, CATERPILLAR, MERRY-GO-ROUND, ROCKET, FLYOPLANE, SILVER STREAK or any new major rides.

Can place Side Show, Girl Shows, Grind Shows, Fun House, Arcade, Snake Show. NOW locating on FAIRGROUNDS. Wire, no time to write. All address

R. H. MINER JR.

Rhode Island State Fairgrounds, Kingston, R. I.

TURNER BROS. Shows

WANT

WANT

For DU QUOIN STATE FAIR (Illinois Largest)

9 BIG DAYS AND NIGHTS—9 - - - OPEN SUNDAY, AUG. 29, THRU LABOR DAY

Can place Stock Concessions that work for 10¢ (NO EX.). Can use Midget Show, Fat Show, Snake Show, Mechanical Show or any attraction of merit with own transportation and equipment.

This week, WIRE Greenup, Ill.; then DU QUOIN.

NEW CHEVROLET TRUCKS
AT REGULAR ADVERTISED PRICES
—NO PREMIUMS—

Factory Warranty—G.M.A.C. Terms. A Direct Dealer Deal.

McNALLY-PARKER

"MACK" "BOB"

5675 N. E. 2d Ave., Miami, Fla.
Phone: 78-1886

Box 111, Delavan, Wis.
Phone: 801J

PICK UP
IN MIAMI OR
WILL DELIVER

PIONEER SHOWS

high class midway attractions

CAN PLACE FOR FULTON COUNTY FAIR

McConnellsburg, Pa., day and night, where they come out at 7 a.m. and really spend money. Get well here.

Legitimate Concessions, Diggers, Eating and Drinking Stands, Pop-Corn, Apples, Floss, Waffles, French Fries. Also want Shows and Arcade.

Fair Secretaries and Committees, have open time in September and October. Contact

M. PERCELL

Troy, Pa., Fair this week; McConnellsburg, Pa., next week

MIGHTY PAGE SHOWS

FAIRS

FAIRS

Playing eight of North Carolina's and Virginia's best Fairs, including Spruce Pine, N. C.; none promotions. WANT SHOWS: Wild Life, Fat, Monkey, Fun and Glass House, Mechanical City and especially Motor Drome, or will buy Drome. Drome grossed \$3,000.00 last year in Spruce Pine. WANT FOLLOWING CONCESSIONS: Basket Ball, Bumper, High Striker, Whiskey Bottle, Country Store, Long Haunce Gallery, Cane or Knife Rack, Watch-La, Mitt Camp, Six Cats, Swinger, Diggers and Penny Arcade. None of these on Midway at present. Sell exclusive on Jewelry, Grab Bags, Ice Cream Sandwiches, Hush Puppies and French Fries. A few other Concessions open. Wire what you have. WANT: Foreman for Wheel and Little Beauty Merry-Go-Round; join on wire. Top salary if sober. WANT: P.C. and Age and Scale Agents. WANT: Talker and Girls for Girl Show, also Side Show People in all departments. Salary guaranteed from office. Jackie Lynn, contact Dave Diercke. Due to disappointment, want High Pole Free Act for 5 weeks, beginning Sept. 13. Spruce Pine, N. C. George Lanning, answer if at liberty. All replies to:

BILL PAGE, Mgr.

MIGHTY PAGE SHOWS, KNOXVILLE, TENN.

P.S.: Pee Wee Calhoun, wire me. Will send you ticket.

FOR SALE

ORGANIZED CARNIVAL—BUY ALL OR ANY PART OF IT

Merry-Go-Round, Allan Herschell make, 40-ft., 2-abreast, Wurlitzer organ, new International motor. Ride in perfect condition. Price, \$4,000.00. With transportation, 2 tractors and 2 trailers, \$6,000.00.

Eight-Car Octopus, perfect condition. Brand new motor and new tubs. Price, \$4,500.00. With transportation, tractor and trailer, \$6,750.00.

Smith & Smith Chairplane, steel fence and special steel gears. Ticket box well lighted. Price, \$2,000.00. With 20-ft. Auto Car Truck, perfect condition, \$3,000.00.

Double Loop-o-Plane, perfect condition. New electric motor. Price, \$1,500.00. With transportation, 20-ft. Auto Car Truck, perfect condition. Price, \$2,250.00.

Gasoline Generator, 50-Kw. A. C., mounted on new Diamond T truck, 3 1/2 tons. Special built body opens on all sides. 2,000 feet of cable. Generator fully equipped. Price complete, \$2,500.00.

Office Truck, G.M.C. Fully equipped. Separate private office. Price, \$1,000.00.

Concession Stock Truck, International, closed steel 16-ft. body. Price, \$1,200.00.

All listed Rides have extra new parts on hand. Have many more accessories which go with show, but too many to list. Selling because of illness. This Show operates every day, doing big business, playing city lots only from April 1 to October 15. This Show is well equipped and in excellent condition; no junk. Can be seen in operation in Philadelphia, Pa. Will stay with buyer until he is fully acquainted with Show and will turn over personal contacts, lots and committees, and will turn over complete season's bookings. If buyer so desires he can take Show out as he pleases. Show operates in Philadelphia with Rides and twenty-five Concessions on different locations weekly. Has been doing this for many years and is of good standing. Right buyer can make a lot of money. Very little operating expenses for this Show.

Contact **MAX GRUBERG**

P. O. BOX 101

PHILADELPHIA 5, PA.

A.M.P. SHOWS

Juggy

UNIT NO. 2

OAKLAND, MD., LABOR DAY CELEBRATION

AUGUST 30 THRU SEPTEMBER 6, AND A GOOD ROUTE SOUTH

Can place Milk Bottle, Ball Games, Dart Stores, String Games, Hi-Striker, Novelties, Penny Pitch, Hoop-La, Diggers, Basket Ball, Six Cat, Photos, Swinger, Pitch Till-U-Win, Guess Your Age, Scales, Bingo, Custard, Mitt Camps, Coke Bottle and others not conflicting. SHOWS with own equipment. Will book Fun House or Glass House, Animal, Wild Life, Snake or Monkey Show, Girl Show, P.C. Agents WHEEL FOREMAN, SECOND MAN FOR TILT, ELECTRICIAN, Ride Help, wire J. P. MILLER, c/o Show ALL WIRES:

TOMMY SCOTT

Lumberport, W. Va., this week; Oakland, Md., next week.

EDDIE MILLER WITH HAPPYLAND SHOWS

Wants one good flashy Stripper with wardrobe to feature; salary \$65 to \$75. Also Dancing and Posing Girls; youth and looks more important than experience. Work only 5 or 6 hours a day—5 days a week. Best of treatment. Pay sure. Wardrobe and transportation furnished. Betty Dewees, Grace Miller, Jude Dean, Norman MacDonald, Florence Patterson, Laurine K., contact me if interested.

EDDIE H. MILLER

c/o Happyland Shows, Caro, Mich., Fair Grounds, this week; Traverse City next.

FROM THE LOTS

W. C. Kaus

BRIDGETON, N. J., Aug. 21.—Org's stand in Alpha, N. J., last week proved a surprise from the standpoint of attendance, with the gate saving what otherwise would have been a dismal blank. Spending was way below this season's average.

While here our chief electrician, John Riggle, and Fred Foran, of Dave Fineman's bingo crew, were married. Dorothy Gargrantz returned from New Bern, N. C., after a week's vacation with her sister, Marie Kaus, off the road this season. Marie sent word that her son, W. C. Kaus Jr., has passed exams for Army Officer's Candidate School and is now stationed at San Antonio. Dave Fineman's wife, Virginia, visited, coming up from Miami, where she recently purchased a home. Mrs. Bertha Cohen and daughter, Sandra, also from Miami, visited her husband, Ben (Strings) Cohen, of Fred Zehille's staff.

Sid Alcido, head man of our free act, presented his wife, Gladys, with a new Buick Roadmaster here.

Date here this week was just so-so. About the only compensation for the slack business and crowds was the beautiful lot and the nearness of the Atlantic City racetrack where, it is rumored, Slim Dunlap, George Whitehead and Dave Fineman got plenty well. Lola Donahue, representative for Bob Parker's diggers, reports her business is much better to date than last year.

Leroy Dabney left for Miami to take delivery on a new house trailer, while his wife, Teddy, shops for baby clothes. Mr. and Mrs. Cole entertained Mrs. Cole's sister here.

The Greenie Club, a club within the Swingland Revue, held a meeting Wednesday (18), to which the shows' personnel was invited, with Walter (Dustball) Lewis emceeing a well-balanced program recruited from the the midway.

General Agent Graves Perry announces that our fair route is complete, with dates set in Virginia, Tennessee, Alabama and Mississippi. Perry is having a little difficulty in obtaining the three cars to be given away at our Labor Day date.

Kathleen Kaus leaves for college soon, after having spent her school vacation with her aunt and shows' secretary, Mrs. Helen Owens. Visitors here included Mr. and Mrs. Tommie Carvella, Walter Marks, Herb Shive, Mickey Purcell and Bob Parker.—**GEORGE F. WHITEHEAD.**

Garden State

NEWTON, N. J., Aug. 21.—Moved here from Phillipsburg, N. J., where org was sponsored by the American Legion. Crowds came out but Wednesday (11) was lost by rain. J. Tiernan has taken over as general agent. The royal blue top arrived for the Mon-keydrome, which is still taking top money. R. (Pud) Parker is no longer with the outfit. K. Whitehead is now the electrician. Fair season will open at the Rhode Island State Fair, Kingstons, August 28. Joe Fiore has joined with drinks and French fries. Visits were exchanged with personnel of the W. C. Kaus Shows, which played near-by Alpha, N. J. R. H. Minier Jr. is lot superintendent. Albert (Slim) Hall, formerly with this show, and residing in Allentown, Pa., renewed acquaintances, Celia Whitehead spent several days at her home in Northampton, Pa.—**HIP ROBERTS.**

L. J. Heth

NASHVILLE, Aug. 21.—Opening here was above expectations and indications pointed toward a winning stand. Business Manager Floyd Heth has been granted a private pilot's license and has placed an order for a plane.

The Flying Fishers joined the org last week and will be the free attraction for the remainder of the season. Matinees, under the direction of Earl D. Backer, have been successful. The bingo crew is painting and getting stocked up for the fairs.

Mrs. Joe Fontana's mother and sister from Birmingham are visiting here. Joe Mooney closed here with the Posing Show and it was taken over by Harry Baker. Maynard Gardner has replaced Paul Reynolds as chief mechanic and director of the searchlights.—**DENNIS R. HETH.**

Park Equipment For Sale

Allan Herschell 2-abreast Merry-Go-Round, Spitfire, Roll-o-Plane, Sultane Choo Choo. All 1947 and excellent condition. Also Swing, Viking Popcorn Machine, Candy Floss Machine, Grill, Slush Merchandise, equipment for Ball Game, Dart Ballon, Cork Guns, Six Cats, Shooting Gallery, Hoop-La, Penny Pitch.

Contact:

P. T. HOWARD

at 2110 Boise Avenue, in Boise, Idaho

BUFFALO SHOWS

MIGHTY MIDWAY

LAST CALL

FOR THE ALLEGANY COUNTY FAIR

Angelica, New York—NEXT WEEK—Sept. 1-4, Day and Night. Will book any legitimate Concessions which work at New York Fairs. Cook Houses all sold. Will book all kinds Independent Side Shows. This week, Canaseraga, New York.

MINEOLA FAIR

SEPTEMBER 14 TO 18 INCLUSIVE

WANTED

Concessions—Merchandise only. No wheels go. If you haven't what we ask for, save stamps and telegrams.

Want Help on all Rides and Foreman for Chair-o-Plane.

I. T. SHOWS, INC.

1539 E. 29th St.

Phil Isser, Gen. Mgr.
CLoverdale 8-1061

Brooklyn, N. Y.

BULLOCK AMUSEMENT CO.

Lean entertainment for the whole family

WANTS

Experienced Ride Help on all rides that can drive truck. All still dates, no fairs, long season South. Men agents for Ball Game and High Striker. McRae, come on back, why lose your bonus. Will book few more Legitimate Concessions. No gate. No racket. Business excellent.

Mt. Hope, W. Va., this week; Page, Va., week August 30th; Sophia, W. Va., Labor Day week, location by city hall.

MARKS SHOWS

MILE LONG PLEASURE TRAIL
WANT FOR FAIRS WANT

FOR OUR SOUTHERN ROUTE OF FAIRS

Great Roanoke Fair, Aug. 20-Sept. 4; Lynchburg, Va., American Legion Fair, Sept. 6-11; then North and South Carolina Fairs until Nov. 6.

SHOWS: Motor Drome with or without transportation, Fat Girl, or any other money getting Show.
CONCESSIONS: American Palmistry, Photos, Ball Games, Six Cats, Jewelry, or any Legitimate Stock Concessions.

Address:

MARKS SHOWS

GALAX, VA., this week; ROANOKE, VA., next week; then as per route.

H. B. ROSEN AMUSEMENTS

WANT WANT WANT

For Sebree, Ky., in the near of the Coal Fields, Aug 30-Sept. 4, Downtown Location; next, Murray, Ky., for one of the best Labor Day Celebrations in the South; then in Alabama for six of the best Fairs in the Cotton Section, and Mississippi for three Fairs. Closing Thanksgiving week.

SHOWS: Want capable people to take charge of Side Show. Will furnish 20x80 Top with 110-ft. Banner Line. What have you? Want man to take complete charge of 20x40 Girl Show with Panel Front. Must have not less than three Girls. Want reliable man to take charge of Animal Show. Will give good proposition.

RIDES: Want Foreman and Second Man for Loop-the-Loop. Want Second Man for #5 Ferris Wheel. Will pay top wages and good treatment.

CONCESSIONS: All Concessions open. Have good opening for Penny Arcade, Diggers, High Striker, Frozen Custard, Bowling Alley, Balloon Dart, all Hanky Panks.

WANT: A-1 Carnival Electrician.

WANT: Billposter with car or truck who will put out paper.

HALPH GILLY wants Agents for Hoff Down. E. B. Ensley wants Agents and Outside Men for Slum Skills. Only one on Show.

HILL MILLER, contact me at once; have good proposition for you.

WANT: Agents for all Hanky Panks. All replies to:

H. B. ROSEN, H. B. ROSEN SHOWS, Livermore, Ky., this week; Sebree, Ky., to follow.

WANTED

MICHIGAN STATE FAIR

DETROIT — SEPTEMBER 3-12 INCLUSIVE

Caterpillar, High Ball, C-Cruise, Auto Scooters. 900,000 people attended this great exposition in 1947. One million attendance expected this year.

Address inquiries

GOODING AMUSEMENT COMPANY

1300 Norton Avenue

Columbus, Ohio

"HERE ONCE AGAIN"

Brazil, Indiana, Annual Labor Day Celebration

SEVEN BIG DAYS, AUG. 30TH THRU SEPT. 6TH.

Free Acts, Band Concerts, Prizes Given Away. 20,000 Attendance Last Year. Free Gate.

ESPECIALLY WANT: Octopus, Roll-o-Plane, Spirlire; good proposition.

CONCESSIONS: Custard, Age and Weight, Lemonade Shake-Up, Novelties, Grab Outfit, Tuffy, Caramel Corn, Candy Apple, Balloon Dart, Add-'Em-Up Dart, Coke Bottle, Fish Pond, Duck Pond, Hit-Miss, Cat Rack, Basketball, Hoop-La, Pitch-Till-U-Win, Penny Pitch, Short Range.

SHOWS: Monkey, 10-in-1 Snake Class House, with own equipment; good proposition.

JOHNNY'S UNITED SHOWS

Now playing Danville, Ind., on the Streets, Aug. 25-28.
All replies: JOHN PORTEMONT, Mgr.

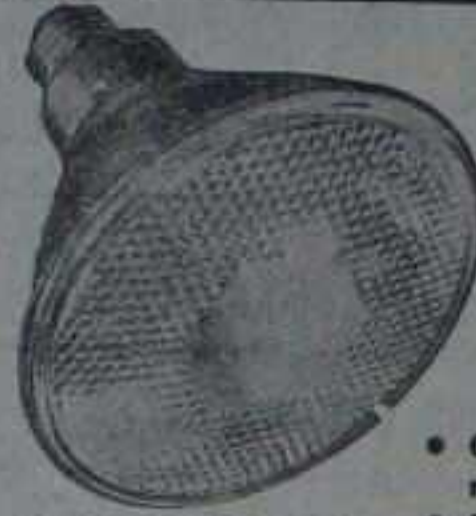
HOME COMING LEGION CELEBRATION

AUG. 26-27-28, SCRANTON, ARK.

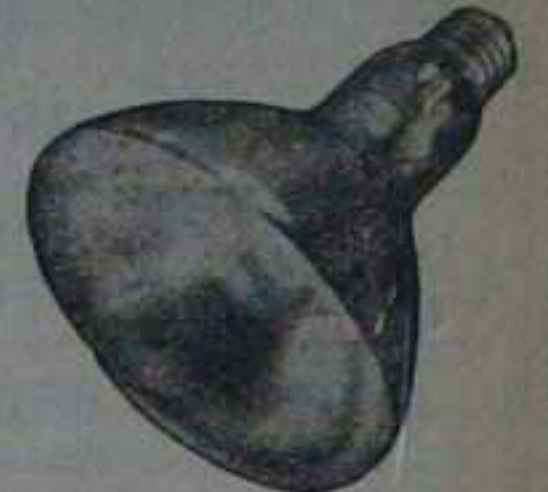
Will book Concessions of all kind that work for stock. Will book or buy Auto Kid Ride or Train.
Bob Bullock get in touch.

JOE STARR SHOWS

CARNIVAL Lighting Requirements



PROJECTOR
FLOOD
OR
SPOT



FOR OUTDOOR
USE
150 WATT

We also carry a most complete stock of GE Fluorescent, Incandescent and Insect Repellent Lamps.

- Orders shipped same day received.
- Overnight service within 500 miles of Chicago.
- REQUEST OUR COMPLETE LAMP CATALOG AND LIST PRICE SHEETS.

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USE
150 or 300 WATT

WRITE, WIRE OR PHONE
Eddie Murphy or Max Aver
Phone: ENGLEwood 7500

EXCELLENCE IN ELECTRICAL PRODUCTS

Englewood

ELECTRICAL SUPPLY CO.
5801 S. Halsted St., Chicago 21

CRAFTS 20 BIG SHOWS

WANT FOR LOS ANGELES COUNTY FAIR

AT POMONA, SEPTEMBER 17 TO OCTOBER 3

Shows and Rides that don't conflict. Limited Concession Space available. Can place a few outstanding Kiddie Rides.

Wire or Write:

CRAFTS 20 BIG SHOWS

7283 Bellaire Ave., North Hollywood, Calif.

Phone: Sunset 2-3131

Eddie  Young's

Royal Crown Shows

"AMERICA'S FINEST CARNIVAL"

LAST CALL

LAST CALL

GIBSON COUNTY FAIR, PRINCETON, IND., STARTING SUNDAY, AUG. 29, 7 Days; followed with a string of Fairs South: Madisonville, Ky.; Union City, Tenn.; Dyersburg, Tenn.; Attala, Ala.; Roanoke, Ala.; Dothan, Ala.; Fitzgerald, Ga., and other Fairs and Celebrations until Nov. 20.

CONCESSIONS—Grab, Snow, Floss, Ice Cream, Shake-Ups, Ball Games, Fish Ponds, Hoop-La, Darts, Striker, Photos, Palmistry, and any Hanky Pank Concession.

Wire:

E. L. YOUNG, Mgr.

JASPER, IND., UNTIL THURSDAY, AUG. 27; THEN PRINCETON.

WANT

For 15th Annual Labor Day Celebration, Mt. Vernon, Ill., Sept. 3-6, City Park. Sponsored by C. I. O. and A. F. L. in 5 Counties.
Place Cookhouse, Pop Corn, Floss, legitimate Stock Concessions. Clean Shows with own outfits. Can place soner Ride Help. All reply:

J. L. (JIMMIE) HENSON SHOWS

Mansfield, Ill., now; Mt. Vernon, Sept. 3-6; then Arkansas in the cotton.

WANTED

MERRY-GO-ROUND FOREMAN FOR 40-FT. MACHINE THAT LOADS ON ONE NEW SEMI. Salary, \$50.00 per week and bonus if you can drive a truck and keep sober. Don't answer unless you intend staying all season. All wire.

C. C. GROSCURTH, Gen. Mgr.

"BLUE GRASS SHOWS"

Bridgeport, Ill., all of this week; Tell City, Ind., week of Aug. 30; then as per route.

CARAVELLA AMUSEMENTS

10 RIDES ROLLING BIGGER AND BETTER 10 SHOWS

LAST CALL BOOKING NOW FOR ALL OUR FAIRS — LIMITED SPACE LAST CALL

ARMSTRONG COUNTY FAIR, Sept. 6 to 11, FORD CITY, PA.

THIS IS IT

THIS FAIR RE-OPENED FOR THE FIRST TIME IN 5 YEARS
RUNNING RACES AND PARI-MUTUELS

CUMBERLAND COUNTY FAIR, Sept. 13 to 18, CUMBERLAND, MD.

DAUPHIN COUNTY FAIR, Sept. 20 to 25, GRATZ, PA.

WILLIAMSBURG COUNTY FAIR, Sept. 27 to Oct. 2, KINGSTREE, S. C.

CLARENDON COUNTY FAIR, Oct. 4 to 9, MANNING, S. C.

KERSHAW COUNTY FAIR, Oct. 11 to 16, CAMDEN, S. C.

HORRY COUNTY FAIR, Oct. 18 to 23, CONWAY, S. C.

ALL FAIR SECRETARIES AND COMMITTEEMEN ARE CORDIALLY
INVITED TO VISIT OUR SHOW. WE ARE NOW BOOKING FOR 1949.

ALL CONCESSIONS OPEN

Custard, Popcorn, Ball Games, Bowling Alley,
Age and Scale, Blower, String, Darts, High
Striker, Photo, Jewelry and Novelties.

AGENTS WANTED

P. C. Agents, Stock Store Agents.

RIDE OWNERS

Can place at once for all the above Fairs:
Pony Ride, Chairplane, Spitfire, Moon Rocket,
Tilt-a-Whirl, Fly-o-Plane; also Ferris Wheel
or any non-conflicting Rides.

SIDE SHOW

Organized Side Show needed at once. Want
Freaks and all Side Show Attractions FOR
ALL OUR FAIRS.

SHOWS

Can use Girl Show, Monkey Show, Snake Show,
Motor Drome, Posing Show and Hawaiian.
Can use Colored Minstrel FOR ALL OUR FAIRS.

RIDE HELP

Needed at once on all our Rides. Want Ferris
Wheel Foreman, also Octopus Foreman. High-
est salaries paid, also bonus. Agitators and
drunks not tolerated.

HELP

Useful Carnival Help in all departments.
Canvas Man. Good Sign Painter and all round
Painters.

FRANK CARAVELLA, Owner and Manager

Mifflin County Fair, Reedsville, Pa., this week
Philipsburg, Pa., week August 30th to September 4th

Morris Hannum Shows

One of the Great Eastern Shows

FLEMINGTON AGRICULTURAL FAIR

FLEMINGTON, N. J., AUGUST 30-SEPTEMBER 6

SHOWS—Want Independent Shows, Funhouse, Unborn, Wild
Life.

CONCESSIONS—All legitimate Concessions, no exclusive.

RIDE HELP—First-class Foremen Rocket and Chairplane.

Twin County Fair, Northampton, Pa., to follow.

Kutztown, Pa., Fair, now; Flemington, N. J., Aug. 30-Sept. 6.

WANTED

For CETLIN & WILSON SIDE SHOW

BALLY ACTS THAT CAN STOP A TIP. WRITE OR WIRE

A. L. TOMAINI, Mgr.

LIMA, OHIO, NOW; NEXT, INDIANAPOLIS, IND.

Alamo Exposition

SPRINGFIELD, Mo., Aug. 21.—The show opened Friday night (13) for a preview about 9:30 and stayed open till 1 a.m., with the midway packed most of the time. Saturday (14), was the official opening day at the fair but rain kept the crowd down. The rain let up around 2 p.m. and business picked up. Sunday (15) was the biggest day in the history of the fair. Fair manager Glen Boyd said the attendance and grandstand records were broken.

The shows and rides had exceptionally good biz. The Merry-Go-Round and Ferris Wheels led the rides and the Monkey Show led the shows, with the Girl Shows and Side Show close behind. Mr. and Mrs. J. T. Hutchins visited from Joplin, Mo. Pat Downey, Downey Supply Company, St. Louis, also visited.

Owen and Ruth Jones and their son, Corky, joined. Mr. and Mrs. Fred Miller were visited by relatives as were Curly and Eileen Helton and their daughter, Mary Jane. Celebrating birthdays this month are Mary Jane Helton, J. C. and Melba Davis, Eileen Helton, Mrs. Fred Miller and Sammy Sapson.

The show goes to Vinita, Okla., for the rodeo, following the close of fair here.

Page Bros.

GALLATIN, Tenn., Aug. 21.—Shows broke in a new lot here to fair business. This was the final still date before moving into the fairs. All equipment has been painted and repaired in preparation for the fair line-up.

Carlina Simmons added another joint. Tex Branner made a trip to Greenville, Miss., for a physical check-up. Mr. and Mrs. Whitey Elam joined with three joints. Earl Denton returned after visiting her mother in Knoxville.

Mrs. Johnny Butler visited her mother in Scootsville, Ky. George Emmerson took delivery on a new Plymouth.

Visitors here included Mack House, Johnnie Reed, Johnny Keef and Bob Roberson.

FOR SALE

ONE ONAN ELECTRIC LIGHT PLANT

Powered by four-cylinder gasoline motor, used as standby plant Radio Station U. S. Navy. Used only on test runs, in perfect condition, practically new. A.C. 115-230 volts, 10,000 watts, 43 amperes, 60 cycle, also D.C. 15 volts, 30 amperes, 450 watts, 1800 R.P.M., uses 12-volt battery. Price includes complete panel control board. Priced to move quick at Six Hundred (\$600.00) Dollars, F. O. B. Summerton, S. C.

L. H. GODWIN

P. O. Box 321 Summerton, S. C.
Phone: No. 69

PAUL OLLIS WANTS

RAZZLE AGENTS
SWINGING BALL AGENTS
DUMONT SHOWS
Charlottesville, Va.

D. D. HALE WANTS

Agents for Razzles, Rolldowns and Buckets. Clifford Farmer, Jack Stein, Bill McLaughlin, Wheeler Brown, Pee Wee Manning, Lee Carlson, contact me at once. All replies to

D. D. HALE

JOHNNY DENTON SHOWS
Greenville, Tenn., this week; then to
Alabama for the big ones.

DYER'S GREATER SHOWS

BEST ON EARTH

Want Mechanical Show and others. What have you? Mug and Hanky Panks open. I have three Concessions and Truck, will turn over to sober, reliable man and wife on 50-50 basis. Wire Sac City, Iowa, this week; Fort Dodge, Iowa, and Mineral Point, Wisconsin, following; then south.

WANTED

Slum Skillo and Razzle Dazzle Agents. Must be sober and capable. Playing good Fairs in Oklahoma and Texas. Contact

CHARLIE BAILEY

Heart of Texas Shows, Walters, Okla.

INTERNATIONAL SHOWS

WANT

WANT

SECOND MEN ON ALL RIDES. Must drive semis. WANT STRONG ANNEX ATTRACTIONS, ALSO WORKING ACTS FOR SIDE SHOW. CAN PLACE SLUM CONCESSIONS, NOVELTIES, SCALES, BALLOON DARTS, COKE BOTTLES, HOOP-LA, WATCH-LA, BUMPER, FISH POND, BALL GAMES, POST OFFICE AND JEWELRY. WANT FLOSS AND CANDY APPLE CONCESSIONS. ADDRESS:

Tripp, S. D. (Fair), Aug. 26-28; followed by Franklin, Nebr. (Fair); then Junction City, Kans., Labor Day week, under the Shrine, and 7 Oklahoma Fairs to follow.

GREAT WESTERN SHOWS

WANT

WANT

WANT TO BOOK TILT-A-WHIRL, ROLL-O-PLANE, CHAIR-O-PLANE. ALSO SHOWS THAT HAVE THEIR OWN OUTFITS. CAN PLACE SNOW CONES, COTTON CANDY, LONG RANGE GALLERY, BALL RACKS AND STOCK CONCESSIONS. We have the cream of the cotton country in Southeast Missouri and Eastern Arkansas. Address:

Lebanon, Mo., Aug. 23-28; De Soto, Mo., Aug. 30-Sept. 4; then the cotton country.

BOHN & SONS UNITED SHOWS

WANT

WANT

WANT

For following Celebrations—Atlanta, Mo., Aug. 23-24-25; Bucklin, Mo., Homecoming, Aug. 26-27-28; Lewistown, Mo., Fiesta, Sept. 2-3-4; Green Castle, Mo., Labor Day Celebration, Sept. 5 & 6. CONCESSIONS—Cookhouse, Dingo, String Outfit, Hoop-La, Hanky Panks of all kinds. RIDES—Will hook Merry-Go-Round, Octopus or any Flat Ride not conflicting. SHOWS—Will book Shows with own outfits, such as Side Show, Snake, Athletic or any Show not conflicting. AGENTS—Want capable Roll Down and Skillo Agents. Also Balloon Dart Agent. All replies:

CARL BOHN, Mgr.

ATLANTA, MO., THIS WEEK; THEN PER ROUTE.

STANDARD AMUSEMENTS

WANT

WANT

Concessions of all kinds for Wartrace, Tenn., Horse Show and Fair; other Fairs to follow in South. Hanky Panks, \$16.00. Good proposition to Monkey Show or any other Shows. Want Foremen for Ferris Wheel and Chairplane. Willie Cowgill wants Agents for Hanky Panks.

Central Amusement Company

"DIXIE'S OWN AMUSEMENTS" • YOUR SATISFACTION OUR SUCCESS

WANTS FOR FOLLOWING FAIRS

Ahoskie, Murfreesboro, Belhaven, Tabor City, Pembroke, Whitakers, Windsor, Scotland Neck, all N. C., and Loris and Andrews, S. C., with big Armistice Celebration to follow. Want Hunky Panks of all kind, P.C., Concessions if you have Stock Stores to go with them. RIDES—Spitfire, Tilt, Octopus or any Major Ride not conflicting. Also Kiddie Rides. Can use Agents for office-owned Concessions. Can use Show People in all departments. Want Shows with or without outfit. Have new complete 10-in-1 for right party. Want Jig Show. We have complete outfit. Want Girl Show. Frank Shepard wants Girls for Girl Show, salary no object. Want Free Acts to contact immediately. State lowest in first wire. No time to dicker. Want to hear from following people: Johnnie Riddick, Zadu, Bob the Kiddie Man Ride, Side Show Dr. Andrews that was here last year, Mike Zigler, Les Price and all people that were with us before, as you know what Fairs are. Tobacco selling highest in years. FOR SALE—Elaborate factory-built Cookhouse in Twin Coach Bus. Will sell or lease for balance season to right party. Also Popcorn Trailer, tully equipped with Candy Apple Outfit and Peanut Machine. One Candy Floss Concession. This equipment is first class, no junk. Now in operation on this show. Must be seen to be appreciated. Come look it over. All contact

SHERMAN HUSTED, Mgr.

Jackson, N. C., this week—all telegrams to Weldon, N. C.; Ahoskie, N. C., week of August 30.

McBRIDE BROS.' SHOWS

WANT QUICK

SHOWS—Side Show or any Show of merit. CONCESSIONS—Arcade, Custard, Novelties, Basketball, Bowling Alley, Snow Cones, Floss or any other legitimate Concessions. AGENTS—Can use several good, sober Agents. HELP—Can place Experienced Help. No drunks wanted. Patsy Lucky Daryle, get in touch with Jack Tilley as A. F. Meeker wants to buy Bucket Store, quick. What have you? Huckley Buck preferred, three sets. Wire, don't write. Address all wires to

WOODY McBRIDE, General Manager, or BILLY BURTON, General Representative
Giles County Agricultural and Industrial Fair, Pearisburg, Virginia, August 23d through 25th; Co. Reunion, Oceana, W. Va., August 29th to September 4th.

BARNEY TASSELL UNIT SHOWS

WANT WANT WANT

For my tobacco festivals in Virginia and all winter in Florida, CONCESSIONS of all kinds. Ride Help in all departments. Must drive Semi Trailers. Want Bingo Caller to take complete charge of Bingo. Can place Spitfire and Rolloplane Foremen. This week, Bladensburg, Md.; Bowling Green, Va., week of August 30. Wire, write

BARNEY TASSELL UNIT SHOWS
4501 Madison Ave., Riversdale, Maryland

SIX COUNTY FAIR

ELIZABETH CITY, N. C., SEPT. 6-12

This is Eastern North Carolina's first and biggest fair. Three-day race meet, stock car, auto race, two days, thrill show, Station WRVA Barn Dance, grand stand show and fireworks every night. Want Demonstrators and Straight Sales for Exhibition Building. Can place on Independent Midway—Eating Stands of all kinds, Age, Scales, Palmistry, Photos, any legitimate Concession that works for Merchandise. Good opening for Derby Race Game; P. C. will work. All address

A. J. GREY, Fair Manager, Elizabeth City, N. C.

P.S.—Can use one more High Act; six weeks' work.

MODEL SHOWS, INC.

WANTED

MAN TO TAKE COMPLETE CHARGE OF MOTORDROME, 50-50 PROPOSITION. GOOD EQUIPMENT. JOIN AT ONCE. Will book Photo Gallery.

John L. Robinson, Model Shows, Inc., West Union, Iowa, this week; Nauvoo, Illinois, Great Festival next week.

C. A. STEPHENS SHOWS

WANTED

CONCESSIONS—Snow, Floss, Apples, Photo, Ball Games, String Game, Novelties, Palmistry, Booths. Can place one more Count Store. John Middle Terry needs Agents for Count Store, Six Cat, Buckets. Bob Donahin, what happened? SHOWS—Need Girl Show that will work and give more than one show per night. Loey, please contact. Frances Javlonki wants Magician and Girl for Blade Box. RIDES not conflicting.

Pound, Va., this week; Blacksburg, Va., and Newcastle, Craig Co. Fair.

M. A. SRADER SHOWS

WANT FOR THE MOST OUTSTANDING FAIRS IN WESTERN KANSAS AND OKLAHOMA.

Shows—Any Show except Side (10-1) Show, Girl Show or Athletic Show. Good opening for Fun House or Glass House. Rides—Ball-o-Plane, Spitfire or Looper. Concessions—Have few openings for Stock Concessions. St. Francis, Kansas, Fair, week of Aug. 30; Dodge City, Kansas, Fair, week of Sept. 6; Baxter, Oklahoma, Fair, week of Sept. 13; Guyton, Oklahoma, Fair, week of Sept. 20; Boise City, Oklahoma, Fair, week of Sept. 27.

M. A. SRADER SHOWS, Goodland, Kansas, Fair, Aug. 23-28.

FOLK CELEBRATION SHOWS AND THREE-RING CIRCUS

WANT for New Mexico State Fair, Albuquerque, N. M., September 19-26 Inclusive—Eastern New Mexico State Fair, Roswell, N. M., September 28-October 2 Inclusive—Celebration, Hobbs, N. M., October 4 to 9 Inclusive.

Want first-class eight-piece uniformed Circus Band. Want first-class High Flying Act, Tumbling Acts, Elephant Act (Dollie Jacobs, answer), Trained Animal Act, Dogs and Ponies, High Pole Act, Wire Act, Comedy Mule Act (Irving Romit, answer), Trapeze Acts. Would like to hear from any other good act that can produce. Can use capable Canvas and Seat Man.

CONCESSIONS — Can place legitimate Stock Wheel and Grind Concessions of all kinds. Penny Arcade, Novelties, Frozen Custard, Scales and Guess Your Age.

SHOWS—Fun House, Glass House, Ten-in-One, Miniature City (Joe Teska, answer), Monkey Show, Motordrome. Any other good Show that can produce.

RIDES—Will book or buy Caterpillar, Looper, Dodgem, Fly-o-Plane, High-Ball, Miniature Train.

RIDE HELP—Wheel Foreman that can handle Twin Wheels or one foreman for each wheel. Also Spitfire Fireman. Can place good Second Men on all Rides.

CAN PLACE sober, reliable Billposter.

Write or wire

FOLK CELEBRATION SHOWS

Walsenburg, Colo., August 24-29.

Permanent address: BOX 1005, Albuquerque, N. M.

Groves Greater Shows

AMERICA'S CLEANEST MIDWAY

BATON ROUGE, LA., AUG. 23-SEPT. 6

Can place Fishpond, Bowling Alley, Blower, Glass Pitch, Frozen Custard, Hi-Striker, Scales. Want Agents for Hit or Miss and Milk Bottle Ball Game. Want Foreman for Smith & Smith Chairplane. Want Second Men on Ferris Wheel, Tilt and Caterpillar; must drive trucks. Married men; give wives place. Want Relief Caller for Bingo. Have five Louisiana Fairs, beginning September 27 at Jonesboro, La., with Marksville, Ruston, Tallulah and Sulphur, La., to follow. Those joining now given benefit of these dates. All replies

ED GROVES

Baton Rouge, La., Royal and Terrace Sts., August 23-September 6.

JIMMIE CHANOS SHOWS

WANT

Legitimate Concessions of all kind. Hi-Striker, Ball Games, Pitch-Till-You-Win, Jewelry, Fish Pond, Duck Pond, Snow Ball, Custard for a big Labor Day Celebration, New London, Ohio.

All reply to

JIMMIE CHANOS
McCOMB, OHIO

THOMAS JOYLAND SHOWS

WANT SHOWS

Especially want Organized Girl Show for Kentland, Gary, Goshen and Hartford City, Indiana, Fairs. Can use a few more Concessions.

All wire **L. I. THOMAS, Thomas Joyland Shows, Crown Point, Indiana.**

SOMERSET COUNTY FAIR

Meyersdale, Pa., six days and nights, Aug. 30 to Sept. 4. Biggest fair in history of county. Horse racing and \$5000 free act. Program space available. All kinds legitimate Concessions, Eating and Drinking Stands, Independent Shows. Write or wire

M. A. BEAM

MERCER, PENN., FAIR FOR SPACE

P.S.: Can use Concession Agents and Ride Help.

VIRGINIA GREATER SHOWS

The Show With The Proud Reputation

KELLER FAIR, VIRGINIA, THIS WEEK

Then first show in Suffolk, Virginia. Followed by Warsaw, biggest little fair in Virginia.

WANT AT ONCE—Jake Shapiro, answer. Will book for six weeks of fairs, starting Warsaw. Tilt-a-Whirl, Octopus, Moon Rocket or Spitfire. Want Motordrome. Louis Augustino wants Agents for grind stores and Talker for Wild Life. Larry Ostrom, come on. Mail and wires

WM. C. BILL MURRAY

WILLIAMS AMUSEMENT COMPANY FAIRS AND CELEBRATIONS

BIG BEAN FESTIVAL, WEST JEFFERSON, N. C., AUG. 30 TO SEPT. 4

BLAND COUNTY FAIR, BLAND, VA., SEPT. 6 TO 11

FIREMEN'S CELEBRATION, SEPT. 13 TO 18

RUSSELL COUNTY FAIR, LEBANON, VA., SEPT. 20 TO 25

THEN NORTH CAROLINA AND SOUTH CAROLINA TO FOLLOW

WANT CONCESSIONS—Lead Gallery, small Cookhouse or Sit Down Grab, Hoop-La, Watch-La, Clothes Pin Pitch, Devil's Bowling Alley, String Games, Mug, Novelties, Candy Floss, Jewelry, Guess Your Weight and Age, Diggers, Rotaries, French Fries, Bumpers, Custard, Duck Pond, Coke Bottles, High Striker. **RIDE HELP WANTED**—First and Second Men on #5 Wheel, First and Second Men on Merry-Go-Round, First and Second Men on Rolloplane and First and Second Men on Octopus. Want A-1 Mechanics for 10 trucks, must drive semis; also Electrician Combination. Must be sober and reliable. No drunks. All replies to

TROY E. WILLIAMS, Williams Amusement Company
Saltville, Va., this week; West Jefferson, N. C., next week.

JOHN R. WARD SHOWS

WANT

Trainmaster, Ride Help, Fly-o-Plane Foreman, Merry-Go-Round Foreman (Lee Springfield, answer), Rocket Foreman, Scooter Foreman, Operator for Grab Outfit.

Answer: Rapid City, S. D., Fair; Aberdeen, S. D., Fair; Louisville, Ky., Fair.

JOHN R. WARD SHOWS
RAPID CITY, S. DAK., THIS WEEK.

MAD GODY FLEMING

SOME BIGGER • NONE BETTER

WANT FOR ALL FAIRS FROM NOW ON

Including the Big 7 County Dixie Fair at Waycross, Ga. Fast Griddle Man, Custard, Few 10-Cent Grind Stock Concessions, \$30.00 a week. Dutch Schilling wants fast Counter Men for Bingo. No fast Concessions. No Mitt Camps. No Drunks. **MAD GODY FLEMING, Lawrenceville, Ga., this week; then Blue Ridge, Ga., Fair, Aug. 30 to Sept. 4.**

JAMES E. STRATES SHOWS

WANT HIGH CLASS CAPABLE TALKER

For Georgia Southern Revue. Good proposition to right man who can sell performance of this character. Wire, don't write.

Niagara Falls, N. Y., this week; Cortland, N. Y., Fair, Aug. 30 to Sept. 4.

GREATER RAINBOW SHOWS

No Drinkers—No Lovers—No Agitators

Want Foremen for Tilt, Wheel, Kid Rides, and other Help. Ball Games, Cork Gallery, other Concessions open.

Fairfield, Neb., Street Fair, Aug. 24, 25; Minden Fair, Aug. 26, 27, 28; Seward Fair, Aug. 30, 31-Sept. 1.

FOR SALE

12 CAR OCTOPUS and SUPER ROLLOPLANE

Now in operation at Riverview Park, Chicago, Illinois.
Available at close of season—Sept. 12. See

M. J. SMITH

Foreman at Park, or call BITTERSWEET 5897 after 1 p.m.

Barlow's Big City Shows

WANT

CONCESSIONS, RIDE HELP AND SHOWS for Wilsonville, Ill., Annual Homecoming, Aug. 25-28; Benid, Ill., 54th Annual Labor Day Celebration, Sept. 2-6; Wellsville, Mo., 28th Annual Fall Festival, Sept. 8-12; then our Southern dates.

ADDRESS: PER ROUTE ABOVE.

WANTED AGENTS

SWEDE OLSON WANTS

Ruzzle Dazzle Agents that will work according to orders. The only Count Store on the midway. If you can't work to orders, don't bother to answer this ad. Address:

c/o GREAT SUTTON SHOWS
Nashua, Iowa, all this week; Christopher, Ill., Labor Day.

CLUB ACTIVITIES

National Showmen's Association

154 Broadway, New York

NEW YORK, Aug. 21.—Bibs Malang has friends agog over his recent steenth marriage. Lawrence Carr, of the show of the same name, visited while awaiting his plane for Boston. Leo Bistany and Bill Wolfer, of Miami, among club visitors. Received notice of the death of Al Hamilton, promotional agent of the Hamid-Morton Circus. Syd Goodwalt left for Malone, N. Y., to assemble his equipment, which he had to leave behind when he became ill. Sam Walker and Frank Blatsky joining World of Mirth Shows at Skowhegan (Me.) Fair.

Fred Murray returned from a business trip to Washington and the South. Charlie Lawrence still out West with the *Annie Get Your Gun* company. Charles (Doc) Morris writes from Florida that he will again do some promoting in the North. Counsellor Max Hoffman returned from Arizona where he acquired another hotel.

Letters received from Lester A. Stone, Holyoke, Mass.; Dave Solomon, who is leaving for an extended trip, and Warren Webster, of Gardiner, Me. Letters in the office for Louis D. King, Frank Rappaport, Danny Schnair, Charlie Davenport, Francis Murphy, Jack Hornfeld, Joe Dubin, Frank Cappel, Edward McKeon, Edward Turbin, Joe Green and Jackie Owens.

Visited Palisades Park recently and was hosted by P. P. Jack Rosenthal. Business great. Also made the periodical checking visit to the club's burial plot in Ferncliff Memorial Park. Everything in finest possible condition.

Clubrooms taking on a fine appearance now that decorating is nearly finished. Printing for the banquet and year book has been delivered, so ticket deliveries will begin at once.

The building fund campaign is gaining momentum now that fairs are under way and the boys are making some money. The \$8,000 which is to be awarded in the campaign may help keep many a carnie in buns and beans this winter. Also a Buick Dynaflo may be yours, so better get busy and be in on this.

Advertising now being accepted for the year book, which will eclipse all previous issues. Banquet Thanksgiving Eve, November 24. Dues are due. —WALTER K. SIBLEY.

Pacific Coast

Showmen's Association

1235 S. Hope Street, Los Angeles 16

LOS ANGELES, Aug. 21.—A brief session marked the semi-monthly meeting of the club Monday night (18). C. E. (Candy) Moore, fourth vice-president, presided in the absence of Everett W. (George) Coe, president, who is on the road with the West Coast Shows. Ed Mann, secretary, was on the rostrum, as was Al Weber.

Harry LeMack, pinch-hitting for Al Flint, executive secretary, who is on vacation, reported that Flint had telephoned from San Francisco. Flint, who has been visiting the shows, including West Coast Amusement Company, California Amusement Company and Douglas Greater Shows, told LeMack he was heading back to Los Angeles with over \$1,000 he had raised and a large number of membership applications.

Charlie Soderberg, injured recently in a fall, was reported on the sick list. He has been visited by members of the club at his room. There were no others reported on the sick list.

Next membership meeting will be at the clubroom Monday (30).

Showmen's League of America

400 So. State St., Chicago

CHICAGO, Aug. 21.—First regular fall meeting is scheduled October 6. Applications on hand awaiting balloting include those of Childs A. Small, Lawrence Stone, Lake G. Boseley and Fred W. Scifres, credited to the Johnny J. Jones Exposition, Joseph J. Fontana and Vince McCabe. Literature pertaining to the cemetery fund also is in the mails.

The club was notified of the death of E. A. Brams at Superior, Wis. Rudolph Singer is confined to Billings Hospital here. Herman Pluda is on the mend. Tom Vollmer and W. C. Deneke remain confined. Sam Kinly Wolf stopped in town, en route to Pontiac, Mich. Other callers at the club rooms have included Harry Simmonds, Charles Levine and Chester Michaels.

Arthur Briese, co-chairman of the banquet and ball committee, advises that some interesting news is in the offing. Rube Liebman is asking for more action on the membership drive and reminds of the prizes awaiting the two winners. There is mail at the club rooms for Eugene A. Harper, Charles V. Winkley and Sam Wilner.

A REAL OPPORTUNITY

For anyone wanting to buy a going Carnival and Merchandise Supply House. This business has been managed by a well-known operator who is willing to remain at a nominal salary with new owner to acquaint them with the trade and concession supply business. PRICED RIGHT FOR A QUICK SALE. ADDRESS:

P. F. DOWNEY (Agent)

390 Arcade Bldg. St. Louis 1, Mo.

1947 SPITFIRE RIDE

FOR SALE

With factory-built Trailer and 1947 Two-Ton Ford Tractor. Can be seen with Gen City Shows here, per route. Ride booked for season with Gen City Shows.

C. J. HOWE

Manitowoc, Wis., this week.

JO VINCENT

(MERRY-GO-ROUND JO)

OR ANYONE KNOWING HIS WHEREABOUTS, CONTACT ME IMMEDIATELY. IMPORTANT.

CASEY SENS

c/o Lawrence Greater Shows
Washington, Pa., this week; then per route.

RIDE HELP WANTED

Spitfire Foreman and Second Men on all Rides. (Don Jurden, your wire received too late; wire me for ticket.)

DON FRANKLIN SHOWS

San Marcos, Texas, this week

FOR SALE

Ferris Wheel, Steam Train, factory-built Roll-o-Plane, Merry-Go-Round, Mix-Up. All in first class shape. Cash or terms

POP HALE

WACO, TEXAS

WANTED

Stock Concessions, Cookhouse, Ice Cream, French Fries, Penny Pitch. Also one more Flat Ride. Flora, Ill., Fair, this week; West Plains, Mo., Fair, next; Ironton, Mo., Fall Festival; Farmington, Mo., Fair, and the best cotton spots to follow.

Contact:
JACK WALLACE, Flora, Ill., this week.

BINGO HELP WANTED

EXPERIENCED COUNTERMEN AND RELIEF CALLED. Must be sober. Out until Decem. Good pay. Wire:

Ray Johnson's Bingo

c/o Pike Amusement Shows, Mountain Grove, Mo.

AT LIBERTY
FOR FAIRS AND CELEBRATIONS IN PENNSYLVANIA, VIRGINIA AND WEST VIRGINIA
Ferris Wheel, Roto Whip, Streamlined Train, Ball Games, Duck Pond, Pop Corn and Candy Apple. All equipment in A-1 condition. Have own transportation.
Contact:
MARTIN LOZIER
1635 W. Pratt St., Baltimore 23, Md.

HAYWOOD SHOWS
WANT CONCESSIONS
Long and Short Range Gallery; Doc Cross, get in touch. Concessions not conflicting, wire what you have.
SHOWS—Except Girl.
RIDES—Tilt, Roll o -Plane, Merry - Go Round for balance of season. Ride Help for all Rides; Bingo Help; all kinds of Agents, wire or come on.
TRIBUNE, KAN., FAIR AND RACES, AUG. 23 THRU 26.

FOR SALE
Candy Floss and Candy Apple Trailer, now booked with Queen City Shows. Have X. Can be booked on this Show. Trailer is 11x12, glassed and screened in, all white with white masonite tile board inside. Has kitchen sink, cabinets and work bench in rear 2 Floss Machines, one new Super Wizard; Candy Apple outfit, including rack for 8 trays. No reasonable offer refused. Now playing the Elks' Convention on Barr St.
H. R. CANTRELL
c/o Queen City Shows, Cincinnati, O., this week; Lynchburg, O., next week.

FOR SALE
MANGELS ROTY WHIP, like new, in tip-top shape; has EXIT and ENTRANCE with sign electrically lighted on front. Ride in operation at present; can be seen at Smyrna, Del., Aug. 25 thru 27. Too many Kiddie Rides; am making room for large Ferris Wheel, my reason for selling. Also one Public Address System and one 300 Watt Portable Light Plant. Price of Whip, \$2,100.00 CASH.
Need two men to work on Kiddie Rides. Don't want drunks or chasers, and ones afraid of work. Must have license and drive Semi Trucks. Good treatment and salary. All replies to:
HEGEMAN'S KIDDLAND
SMYRNA, DELA.

W. E. ATTRACTIONS
Can place a few Slum Concessions. Want Ball Game and Slum Concession Agents. Can place a good man on Rides; must drive. No boozers or chasers wanted.
GATES, TENN., this week;
HOLLAND, MO., to follow.
W. E. WEST
P.S.: OSCAR BURLINGAME, come on.

WANTED AT ONCE
Agents for Stock Stores, etc., run on percentage basis and good treatment. Can use Photo, small Bingo and Concessions that don't conflict. No flats, drunks or agitators; that is the reason for this ad. All Fairs and Celebrations:
Lamont, Okla., Watermelon Day Celebration, Aug. 25 thru 27; Ringwood, Okla., Watermelon Celebration and Fair, Sept. 1-2-3-4; back to Kansas Fairs. If fit the bill, be there ready to start to work. GIFFORD'S SHOWS, Lamont, Okla., Aug. 25 thru 27.

FOR SALE
1947 COMET RIDE
Fun House with transportation. Manies, Star and Gas Popcorn Machine, A Warbler Organ for ride or work. Laughing Lilies C'rown. Inquire
FITZPATRICK AMUSEMENT AGENCY
35 Winthrop St., BRISTOL, CONN.
Tel. 7256

COOKHOUSE FOR SALE
All modern equipment: steam table, electric refrigerator and pop cooler, French fryer, coffee maker, 14' by 20' frame.
DICK GLASS
310 Heisterman Bad Axe, Mich.

SECOND-HAND SHOW PROPERTY FOR SALE
\$19.00 Wax Head Woman with cat eyes.
Jingle Board and wood cane rings cheap.
\$10.00 Wax Face one of James Gand. Bargain.
\$5.00 Flashy Band Built. Cost \$20.00.
\$18.00 Iron Boot Torture subject. Very rare.
WEIL'S CURIOSITY SHOP
20 So. 2nd St., Philadelphia 6, Pa.

WANT DROME RIDERS
For long season. Also useful and experienced Drome Help. Jibbie Martin, wire me.
MARION PERRY
Fair Grounds, Rapid City, South Dakota

Gooding Reports On 1st 25 Fairs

(Continued from page 71)
money than last year to spend. The city man, on the other hand, has less and feels the squeeze of the higher cost of living, Gooding adds. To this, Gooding ascribes the difference in patronage and spending at truly agricultural fairs and those which rely more on city dwellers.
Some of the agricultural fairs are setting new records, not only on the midway but in all departments, Gooding declares. Citing grosses at fairs played by some of his units, Gooding reported that the fair at Urbana, O., was a record-breaker in attendance as well as in midway receipts. Washington Court House, another Ohio annual, topped last year's midway take by some 25 per cent, he also disclosed.
The Monroe (Mich.) Fair, established only last year as a two-dayer, this year had a five-dayer, and despite the loss of one day by rain, the midway business was four times higher than in '47, Gooding reports.

At the fair at Warren, O., the ride gross was down about 20 per cent from '47. This drop-off, according to Gooding, stems from the fact that Warren is a substantial industrial center, with the workers' fair spending curbed by the high cost of living.
Gooding anticipates that the fair business for his organization will hold up to the '47 levels, with pickups in grosses at agricultural fairs offsetting drops at those fairs which derive much of their attendance from cities.

Last week the Gooding organization supplied riding devices at eight different fairs. Currently, Gooding points out, 72 rides are in operation under the Gooding banner and the total soon will be increased to 75.

Hennies Boosts 1947 Ill. Take

(Continued from page 71)
larger crowd. Midway business Wednesday was up by more than \$1,200 (after taxes) and Thursday by more than \$3,500. These increases more than offset the slight drop-off in the earlier days of the fair.
Rain hit twice, opening night Friday (13), and Tuesday (17). Biggest drop from last year's take was Tuesday, with the receipts shaved by \$2,500 as a result of rain which fell at 8 p.m.

Topping the business on the midway is the Girl Show headed by Bobby Breen, former flicker star, and Margot. Unit goes for 74-cent admission, as against the even dollar charged last year for the Sally Rand unit, then the top midway attraction.
Business on the midway here is particularly notable, inasmuch as less space is devoted to the principal lineup of rides and shows. Four rides, most of them for kiddies, are spotted in a hollow, immediately adjacent to the regular midway zone.

\$1,200 FOR SLA

(Continued from page 71)
staged during the org's stand at the Kentucky State Fair, Louisville. He predicted the sum raised there will top the Billings figure.
At Billings, the Ward org piled up a record-breaking gross for the fair's midway. The take would have been higher had it not been for a storm that broke Thursday night (12) just as the grandstand show let out.

Here, weather has been clear but high winds and dust have been factors. Business, nevertheless, held up satisfactorily.
Visitors here included Clem Schmitz, insurance rep, and Mrs. Schmitz, who spent four days visiting the show while en route to the West Coast.

Prell's BROADWAY SHOWS
"BROADWAY AT YOUR DOOR"
Want for Indiana County Fair, Indiana, Pa.
WEEK AUG. 30 TO SEPT. 4
CAMBRIA COUNTY FAIR, EBENSBURG, PA., LABOR DAY WEEK, SEPT 6 TO 11 AND 10 MORE BIG FAIRS TO FOLLOW
WANT: Eat and Drink Stands, Photo and Scales, Groceries, Fruit and Blanket Wheels open. P.C. Dealers, or what have you?
WANT: Penny Arcade.
RIDE HELP: Semi Drivers preferred. Jake Aughtman wants Acts and Talkers. Professor Valdala wants Colored Performers.
All Answer:
SAM E. PRELL
UNIONTOWN, PA.

W. R. GEREN Presents
MIGHTY HOOSIER STATE Shows
Featuring the Zachini Cannon Act
Want Stock Concessions That Work for 10c
This Show will close the season the third week in October. All Street Celebrations after Labor Day week.
FOR SALE—1 16x36 Bingo, complete ready to operate; less P.A. Set and Stock. New this year; Anchor Canvas, Khaki color. Priced to go at \$750.00. The following Rides in A-1 condition and with the best of transportation. They can be seen in operation: 1 No. 5 El Wheel, 1 8-Tub Flying Scooter, 1 Spitfire, 1 Roll-o-Plane, 1 8-Tub Octopus. Don't wire or phone; come, see for yourself. These Rides and Trucks are far above the average. I am not quitting the business, nor am I sick or broke. I am just cutting my Show from 12 Rides to 6 Rides for 1949. All replies to:
W. R. GEREN, Owner
MIGHTY HOOSIER STATE SHOWS
Converse, Ind., this week; Marion, Ind., to follow; then the big one, Bremen, Ind., Fair.

WANTED FOR THE FALL FAIRS
Jewelry, neat Sit Down Crab or small Cookhouse, High Striker, Novelties, Bowling Alley, Clothes Pin Pitch.
FIRST FAIR: PORT ALLEN, SEPT. 20TH.
FOREST DONOVAN, write me.
Also want Show Painter about December. Address all replies to:
HARRY BURKE SHOWS
BOX 95, BATON ROUGE LA.

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Now booking Concessions for the big one, Hamilton, Mo., Aug. 31 thru Sept. 4.
All Concessions open. Attendance last year 50,000 people. After that all Fairs till late October. Need Octopus Foreman, new ride; top salary. Wire, phone or come on.
GEORGE CRABLE, Mgr.
BLUE RAPIDS, KANSAS (FAIR), AUG. 24-28.

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of Seashores, Inc.
All Concessions and Shows now open for 10 weeks of the best spots in the tobacco territory, everything open. This is the place to get your winter B.R. Show has 7 office-owned Rides and first that come on will be shown preference. Want well-framed Bingo and Cook House that cater to show people. Need First Men on some Rides, Second and Third Men on all Rides. Your salary every day if you want it and don't drink; can't use drunks. Show carries Free Act, John Marks and Floyd Shieks, contact me at once; suggestion by C. M. Rumley, nice opportunity for you. All replies to:
Myrtle Beach, S. C., until Sept. 6, and then as per route.

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STYLE-SELECT MFG. CO.
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Bazaars, Carnivals and numbered Laydown Charts; Milk Bottles; Cats; Hoopla Blocks and Rings; Horse Race; Dice Cages; Bingo Cages, Cards and Markers; Penny Pitch Charts; Darts and many others. Catalog on request.
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AMUSEMENT**

Friendsville, Md., Firemen's Celebration, August 30th to September 4th.

Want Photos, Lead Gallery, Palmistry, Water Game, Pop Corn, Apples, Floss, Crab, or what have you? SHOWS—Wild Life, Monkey or Girl with own transportation, Book Roll-o-Plane, Octopus, Tilt or Flat Ride. We have four good Rides, Sober Ride Help, come on or contact. Long season south.

Address c. Wire:

WILLIAM MESPILT or DAVE WISE

Friendsville, Md.; Grantsville, Md., this week.

WANTED

A Carnival or Rides of all kinds, Side Shows, some Concessions; no Bingo, for Mardi Gras Fountain Lake Carnival, Hot Springs, Ark., Sept. 1-6, six days.

This will be an annual event. All State advertising radio and poster. Fireworks display on Sept. 6th. Contact

W. C. (BILL) BROCK

Route 4, Fountain Lake, Hot Springs, Ark.

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WANT

Man to take over Athletic Show. Also Cook House or Grab Joint. Appleton, Minn., this week; then Omaha, Neb.

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LOOPER RIDE**

Like new. Must be seen to be appreciated. Now booked in Palisades Park. Can be rebooked next year. Must be sold before Sept. 12. Quick cash sale.

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1025 Palisades Ave. Palisade, N. J.

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10 big Fairs booked, Uniontown, Penna. this week; Indiana, Penna., Fair, next week. No letters, wires or calls answered. Bring cash. Will take any reasonable offer.

BILL DUBOIS

Care Wild Life, Proll's Broadway Shows

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FOR ANNUAL COTTON FESTIVAL

Sept. 20th thru Sept. 27th. Good location in center of business district. Sponsored by V.F.W., Parma, Mo. Contact

ORVILLE BANKSTON

Ph. 58

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SEPT. 8, 9, 10, 11

Will book the following Concessions—High Striker, Guess Age and Weight, Lemon Shake Up, Diggers, Custard, Pan Game, Mouse Game, Novelty, Jewelry, Penny Arcade, Basket Ball and Snow Ball. Write to:

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STRASBURG, ILL.

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Platform and Net Free Acts, Concessions, for 66th Annual Labor Day Celebration, Streator, Ill. Address:

FRED SALVATTI

General Chairman

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1937 International Truck

New motor, new tires, 22-foot Fruehauf Trailer. Twelve hundred dollars. Wire **CHARLES GRIGGS**, care Western Union, Ashland, Ky.

WANTED

A good, lean Carnival to play

SALINE COUNTY FAIR

September 14 through 18.

Call or Write U. S. FLOYD, Benton, Arkansas.

Endy Bros. Shows

WANT

WANT

For VIRGINIA STATE FAIR, WEEK AUG. 30, STAUNTON, VA., and the Most Outstanding Fairs in the East as Follows: YORK, PA.; BLOOMSBURG, PA.; FREDRICK, MD.; WILSON, N. C.; MACON, GA.; SOUTHWEST GEORGIA FAIR, ALBANY, GA.; ORLANDO, FLA., and Closing in MIAMI, FLA.

Can place Eating and Drinking Stands. WANT TO BOOK Rides not conflicting, especially want Spitfire and Chair-o-Plane.

Also want any Novelty Show or Attraction. Can place Midget Show, Walk Thru, Mechanical City, Glass House and Dark Rides.

Useful Show Help—Ride Men, Canvas Men, Talkers and Grinders, come on. Can place Man and Wife to handle Unborn Show, we have all equipment. Address:

ENDY BROS.' SHOWS

Beckley, W. Va., this week; then per Route.

PINE STATE SHOWS

Want for Fairs and Celebrations in Georgia & Florida

Out all winter. Marietta, Ga., this week; Columbus and Macon to follow. CONCESSIONS—All Eating and Drink Concessions open. Sell "X" on Custard, Popcorn and Novelty. All 10¢ Stock Concessions open. Good proposition for Penny Arcade. SHOWS—Ten-in-One, Snake. Want Manager with Girls for Girl Show, Jig Show with own equipment. Will get plenty of money on Columbus and Macon lots. Will furnish top for same. RIDES—Will book Rolloplane and one Major Flat Ride. Good proposition for Kiddieland.

JOHNNY CARUSO, Mgr.

STANLEY ROBERTS, Assl. Mgr. and Agent

P.S.: Rusty McNutt, come on.

JOHNNY J. DENTON SHOWS, Unit #2

WANT

WANT

WANT

For Ohio County Fair, Rising Sun, Indiana; then back to our Fairs and Celebrations in the Coal Fields of Kentucky.

CONCESSIONS—Will sell X on Long Range Gallery and Jewelry. Good opening for Candy Floss, Candy Apples, String Game, Coke Bottles, Cigarette Gallery, Sit Down Grab. Will place any Stock Concessions. SHOWS—Have Tops and Banner Lines and P.A. Sets for any Show of merit, such as Ten-in-One, Animal Show and Unborn Show. We have equipment, what have you? HELP—Can use sober, reliable Help in all departments. All replies to **J. A. SPARKS, Rising Sun, Indiana, this week.**

REDWOOD EMPIRE SHOWS

WANT FOR THE FAIRS AND CELEBRATIONS

Out till Armistice Celebration, Hillsboro, Oregon; Longview, Wash.; Union and Moro, Oregon. Fairs, 3 Fairs in California to follow. No Ex. on the Fairs.

Want WILD LIFE and ATHLETIC SHOW with equipment, Girl Show, any Grind Show, low percentage. Write us what you have. CONCESSIONS—Stock Stores, Percentage, Pan or Rat Game. Write what you have. Can place Rides not conflicting. ALL USEFUL CARNIVAL PEOPLE WRITE.

MR. ANTHONY MASSETH, Owner & Manager

FRANK WARD, General Agent

BOX 391, SAN LEANDRO, CALIF., or as per route.

ALL KIND OF CONCESSIONS WANTED

For St. Casimir's Church Lawn Party of Maynard, Mass. Week end of August 23rd thru Aug. 28th. Also St. Mary of the Assumption Church International Highway Celebration, of Linden, Mass. Week of Aug. 30th thru Sept. 6th, including Sunday. Don't miss these two red spots. Contact

JIM DEARY

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WANT GOOD CLEAN CARNIVAL WITH RIDES

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At TROTWOOD, OHIO . . . SEPTEMBER 16, 17 and 18. Contact

Del Stauffer or D. J. Trimmer

Trotwood-Madison Boosters' Club, Trotwood, Ohio

DICKERSON SHOWS

Want for Nine Fairs in the Heart of the Tobacco Belt

Popcorn, Candy Floss Show Cone, High Striker or any Stock Concession, \$15.00 per week. Can place Chairplane, Airplane, Train or any Ride that doesn't conflict. Howard Jallet, answer. Can place Ride Help for all Rides. Wire

FRANK DICKERSON, Dickerson Shows, Darlington, S. C., this week; Doveville, S. C., next week.

Want—LEE BECHT SHOWS—Want

... CONCESSIONS ...

Small Bingo, Penny Arcade, Fish Pond, Duck Pond, High Striker, Guess Your Weight, Add 'Em-Up Dart, Balloon Dart, Box Ball Huck or any Stock Concession that works for 15¢ or 25¢. Also will book Popcorn and Snow Balls. Positive no crooks

Adams County Fair, West Union, Ohio, Aug. 24-27; Grant County Fair, Williamstown, Ky., Sept. 2-6.

**SALE OR TRADE
FLY-O-PLANE**

With or without 30-foot trailer, no tractor, or will trade for late model Tilt or factory-built Pretzel, or will sell half cash, balance terms one year. Can be seen in operation Crown Point, Ind., Fair, Aug. 23 to 29.

B. H. BRITT

Joyland Shows, Crown Point, Ind.

VIRGINIA ROSE SHOWS

WANT FOR OLDHAM COUNTY FAIR

August 26, 27, 28, La Grange, Ky.

Count Store Agent, Hanky Pank Agents. Will book Mills Spill, Photos, Slum Stores, Roll Down, Skillo and 2 Mitt Camps. Can work.

All replies:

M. F. KAUFMAN JR.

VIRGINIA ROSE SHOW

1244 South 3rd St.

Louisville, Ky.

Telephone: MA 1918

GIRLS—GIRLS

WANT DANCERS AND STRIPPERS

FOR ONE OF THE FINEST GIRL SHOWS ON THE ROAD. Top salaries and percentage.

Contact:

SANDY TAYLOR

c/o Great Sutton Shows

Nashua, Iowa, this week

WANTED

EXPERIENCED BINGO COUNTER MAN

No drinkers. Wire

BILL STACY

Harris Shows

Mountain View, Oklahoma

SPITFIRE FOREMAN

Good treatment and long season south. Can use Agents for Evans Race Track and Glass Pitch. Can place Jewelry, Spring Game, Pop-In and Hanky Panks that don't conflict.

PLEASURELAND SHOWS

WILLARD, OHIO, THIS WEEK; Kalida, Ohio, August 30.

THE THREE LITTLE KITTENS WITH MITTENS ON

Have at present time three Kittens who have feet that look like Mittens. Wonderful Exhibit for Wild Life or 10-in-1. These Kittens have Five Toes on Each Foot. Anyone wanting to see these Kittens please contact:

MRS. SADIE McANDREWS

611 16th St., Virginia Beach, Va.

AGENTS WANTED

FOR STOCK CONCESSIONS. ALSO AGENTS FOR P.C. Can use the best P.C. Agents in the business. For this spot—Jackson, Mo. (On the Streets.) WIRE, DON'T WRITE:

JACK THOMAS

c/o BUFF HOTTLE SHOWS

Mayfield, Ky., this week; then Jackson, Mo.

WANT GIRLS

For Posing and Revue. Top salary and transportation.

BOB ANDERSON

(as. J. Kirkwood Shows, Lynchburg, Va.

**AT LIBERTY
LEGAL ADJUSTER**

Show must have six Major Rides and going south. Wire **LEGAL ADJUSTER**, care Western Union, Ashland, Ky.

WANT LEGAL ADJUSTER

At once. Also Concessions of all kinds. **Charles Sutton, Mack House**, get in touch. All wires

FRANK HARRISON

Blackstone, Virginia

Optimism Up!

CINCINNATI, Aug. 21.—Officials of Sefferino's Rollerdom here are looking with optimism toward the fall-winter season. The optimism is based on the fine season the rink experienced last year and the many telephoned inquiries received in recent weeks as to when the rink will open, said C. V. (Cap) Sefferino, assistant manager. Closed since late May, the rink has undergone its usual summer renovation. It will reopen about September 10.

RSROA Enrolls 4 New Members

DETROIT, Aug. 21.—The addition of four rinks to the membership roll of the Roller Skating Rink Operators' Association of the United States was announced this week by Fred A. Martin, association secretary-treasurer, at his offices here.

Operators of the new member-rinks are Ruth Smithson and Cecile Ligouri, Midwest Roller Rink, Des Moines; Arthur E. Litzenberger and Richard A. Brandi, Crystal Palace Roller Rink, Philadelphia; William T. Guseman, Melody Roller Rink, Uniontown, Pa., and James E. Steigner Jr., Venetian Roller Rink, Miami.

Speed Events Hypo Gate at Riser Spot In Columbia, S. C.

COLUMBIA, S. C.—Bill Winning stayed true to his name as he captured feature one-mile roller skating speed event at Carolina Roller Rink here Saturday (14).

A total of 33 skaters from here and Charleston, S. C., participated. Jack Harper won the half-mile backward event, and Ed Rogers captured the half-mile forward race.

Mrs. Juanita Sinclair was victor in the quarter-mile event for women.

All winners were Columbians. They will meet other South Carolina contenders at Charleston in early autumn.

Bill Riser, Carolina Roller Rink operator, reported good attendance at the races, and he was generally pleased with the affair.

Roller Skating Making Rally In Germany's Western Zone

GERMANS in the Western zone are stirring once more with the urge to roller skate, according to an article in the July issue of *Skating News*, official organ of the Roller Skating Rink Operators' Association of the United States. The article is based on material supplied by Elsbeth Muller, of Detroit.

"The 'rollsport' is calling after several years of complete eclipse," the article says. "American and allied bombers practically eliminated all of the German rinks during the last two years of the war in Europe, since most if not all were being used as military depots."

But what of past roller skating—before and during Hitler's regime? "Most Germans could and did roller skate, as a matter of fact," the article states. "In the winter ice skating was king—and with the coming of warm weather the skaters hung up the blades and donned the rollers, trudging to the countless outdoor rinks. The big attraction was, of course, figure skating. Free skating (called art skating there) and pairs occupied the attention of the couples."

"Little attention was paid to the dancing and speed skating," according to Miss Muller. "Dancing is tame in Teutonic terms and speed skating is uninteresting."

"... The old-timers and a few new enthusiasts are now actually holding competitions for amateurs and the rules have not been forgotten. Technique, altho ignored for years, is being touched up and actually, it will only be a few years before the Germans are again ready for international skating. Naturally, there will be political and social obstacles to surmount, but this must come with time."

"The most active of the known roller skating amateurs in Germany at present is Lothar Muller, who, singly and with his partner, Irma Fischlein, has been quite successful in the past few months in winning titles. Muller is 21 and lives in Frankfurt-am-Main, where he has been skating since he was quite young."

One of the rinks at which Muller skated before the war was the Roller-Parade, a barge rink. "The bombings of the war nearly smashed the rink and nowadays only half can be used," *Skating News* reports. "It is known as the Mosler Rollschuhbahn. Naturally, during the winter, there can be no roller skating nowadays since snow covers the outdoor 'terrace rinks.'"

"The German championships (senior) are expected to be skated at Hannover in September, while the junior championships will be held in Schweinfurt and roller hockey at

Langen, near Frankfurt.

"Professional skating in Germany today is probably confined to the American sector of Berlin, where Charlotte Oelschegel, well known to American skaters as the child star of *Flirting at St. Moritz* at the New York Hippodrome in pre-World War I days, is conducting a skating ballet. She was banned from skating during the Nazi reign due to the fact that she would not skate in the propaganda shows. While ice is impossible to secure in Germany, Charlotte and her husband will do as well on the little rollers," the article concludes.

"Rollers can and will come back. Permits have been given manufacturers to build skates once more and the more energetic youths crave the roller sport. It will only be a matter of time," says Muller.

Laurey Hunting Coast Location; Plugs Pro Meet

CHICAGO, Aug. 21.—Joe Laurey, secretary of the Old-Timers Roller Skating Club of Chicago and former champion professional long-distance skater, is on the West Coast investigating locations for a roller rink, according to Bill Henning, club president. Laurey has also visited a number of operators on the Coast, including Charles Hines, of Ambassador Roller Rink, San Francisco, Henning reports.

In commenting on present-day conditions in the rink business, Henning says he believes operators are making a mistake in not offering programs of a more varied nature. "Skaters like to participate in games, races, giveaway nights and other events that are available to operators," Henning says, and he believes that professional races in rinks will help the box office. "Too many operators today open their doors and expect the public to amuse itself," he declares. "Years ago there was a slump in the rink game and we licked it by putting on something new each night. Races, both amateur and professional, were big drawing cards in those days."

Laurey and Henning, who have been associated with roller skating since 1909, propose that operators get together to stage world championship races for professionals, believing it would stimulate business by increasing public interest.

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ROLLER RINK FOR SALE

Open all year, does good business. Building 125x60, with 3 rooms and bath (modern) on property. All new equipment, in good condition. Land 200x500. Price \$38,000.00; terms.

A. Rose 9-W Rink
Saugerties, N. Y.

WANTED

Building in Midwest suitable for Roller Skating Rink. Have all equipment, including new Hammond Organ and Vibesharp. Twelve years' experience. State all, first letter.

M. W. EVANS
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FOR SALE

200 pr. Richardson Rink Skates, standard assortment; 1 Skate Grinder; all in excellent condition.

Thomas J. Mulligan

207 1/2 North St. LAKE MILLS, WIS.

FOR SALE OR TRADE

Comp. Ford Roller Rink, 70 by 150 ft.; year round business, 2 1/2 acres of land, picnic grounds, 200 pairs skates, 100 pairs shoe skates, grinder, etc. \$20,000.00. Will trade rink and cash for a better rink. For further information write
PAUL MCGANNON, Rt. 1, Box 110, Tyler, Texas.
Phone 8176W2

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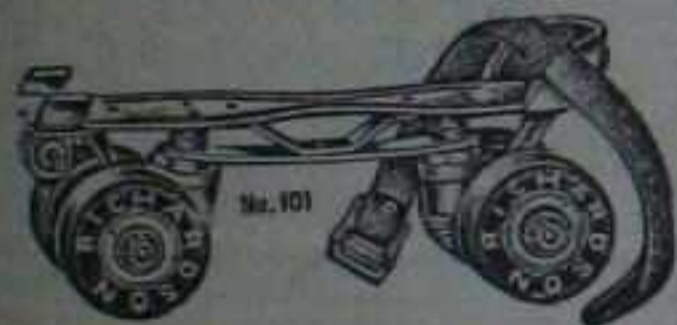
About 400 pr. Chicago, 5 Lund Speakers, Turn-Table, plenty of Parts and Wheels. First certified check for \$1,000.00 takes all. A bargain. Make check payable to R. E. GRAY, P. O. Box 1141, Hartford, 1, Conn.

RINK ORGANIST

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THE PLASTIC RINK SURFACE

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PERRY B. GILES, Pres. Muskegon, Mich.
Curvecrest, Inc. Originalator and Sole Distributor

RSROA of New York Plans Resumption Of Garden Benefit

NEW YORK, Aug. 21.—Benefit amateur roller skating shows in Madison Square Garden here under sponsorship of the New York chapter, Roller Skating Rink Operators' Association of the United States, will be resumed next year, it was learned this week.

The chapter has made tentative plans to produce the 1949 show some time during March. As in the past, big numbers will probably be prepared by individual rinks, with specialties by outstanding skaters and champions.

The first Garden show was presented in co-operation with a local newspaper.

RINK MEN WHO USE CHICAGO SKATES

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There's a reason. Chicagos are strong, can take hard wear, low up-keep cost, Easy rolling. Simple to replace worn parts after



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Martin Surveys Ohio Skateries, Finds Summer Activity at Peak

CINCINNATI, Aug. 21.—In this issue Fred A. Martin, Detroit, secretary-treasurer of the Roller Skating Rink Operators' Association, continues the narration of his visits to rinks about the country. His latest visits, however, were confined to rinks in the Northern Ohio area. During the 30 days preceding the RSROA national championships at Cleveland's Rollercade, Martin made frequent trips to the Ohio city to consult Jack Dalton and Clarence and D. J. Reynolds, Rollercade operators, on matters pertaining to the championships, and it was on these trips that Martin was afforded the opportunity of stopping at rinks en route to Cleveland.

"Stopped at Toledo one hot summer's day to visit a few minutes with our good friend, Al Kish," Martin wrote in *Skating News*, the RSROA publication. "Al operates a successful summer open-air rink at Pearson Park. The surface is of well-polished cement and the rink is set up into a track-shaped oval with a grass center set in with walks and benches so that the skaters can rest. On one side of the oval there is a shelter house which serves as skate room and refreshment room. When we visited the park we

found it quite well patronized with a crowd of young folks who were enjoying every type of fun—roller skating, cycling, baseball, tennis and horse riding—and what seemed to be most enjoyable as a trouble chaser was the hayride that takes crowds around the entire park every hour.

From the rink we went to the main shelter house situated about 200 yards away and there found the rest of the Kish family—the missus and the two youngsters, Mr. and Mrs. Gilmore, who have been with the Kishes for many years—busily serving the hundreds of youngsters with refreshments, carrying cases of pop, repairing bicycles for rental, and popping corn. So, from the looks of things, Al and Company are having a busy season.

Toledo Rinks Fine

"Toledo has the good fortune of having some fine rinks, and all of them good-sized floors. Stopped to see John E. Free at his Coliseum on Summit Avenue to find him busy selling tickets and planning what he is going to do to improve the rink for the coming season. The Coliseum is quite attractive. The John had the misfortune of an interior fire a few months ago, such was hardly noticeable. The floor I judge to be about 80 by 200, with all services to skaters along the front. In my conversation I was informed by Johnny that he intends to carry on with skating classes this season. The fact that Toledo skaters did so well in competition this year has given him an incentive. The Coliseum is well maintained and managed, and skaters seem to have a good time.

"Visited our good friend, Mary Shuman, widow of Jack Shuman, original '17-man' founder of the RSROA and former board member. Mary was in the midst of fixing the music box of one of her rides at Crystal Beach Park at Vermilion, O. You can imagine, if you have had any experience with parks, that Mary had a pretty good man's job on her hands keeping all of her five rides going, but she had her sleeves rolled up and her hands greasy. Anyone who knows Mary, knows that she is not one bit afraid of work, and that is the spirit which has kept her busy and financially well set thru the hard years. Mary stated that at present she had no skating operation but that she is thinking seriously of again starting in the fall at Alberta, O. Her children? Well, I hardly knew them, they have grown so. Both girls were having a grand time around the park.

"Stopped to see Ruth Stevens at the Coliseum situated at Lorain, O. This spot always appeals to me. I like its location and the spacious parking space in front of it. It's a nice building, both inside and outside, with a good-sized floor and good music, both Hammond and recording. Stepped in just as the afternoon class was in progress to find a lovely crowd of young Lorainians going thru their daily gyrations under the capable Mary Tyler, pro. Found Mrs. Stevens, as usual, busy as a bee but never too busy to stop and visit and tell all about improvements and business—and another batch of toy fox terriers. It seems that every time we visit the Coliseum we find a new litter of terriers.

On the way back we stopped to see the Logans at Toledo's Rollercade. This was formerly known as the Ice Rink. It is a fine building with plenty of seating capacity and a spacious floor with a 20-foot promenade the full length of the floor on one side. On the other side and across the front are many rows of raised seats. All service quarters and refreshments are found well set up in a large foyer at the entrance.

PLASTIC FLOOR OWNERS!

For Sale for IMMEDIATE Delivery, one only FINNELL #213-P, 110 A.C. 60 cycle POWER DRIVEN FLOOR SCRUBBER, with powder dispenser and rinsa water Assembly. LIKE BRAND NEW!

Factory List, \$1,815.00.
This is Finnell's latest model.
WILL SACRIFICE FOR CASH.

\$1350.00

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Wire or write at once!!!

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RINK AND EQUIPMENT

One complete portable, 40x100 tent, new in May this year, 6 center push pole type, dark green, trimmed inside in red and blue, 3/4-in. chains instead of ropes, heavy duty side poles with double rails; Maple floor, 3 years old, in good condition; interlocking sections, complete frame, plenty of blocking, all sizes; 144 pr. Chicago skates in very good shape, pop cooler, clock tools for rink benches, portable counter, inside and outside light wire, light poles, outside switch box, 2 inside switch boxes; one complete P.A. system, first-class condition; 75 good skate records. This rink is now operating. Business is good; buyer can continue in present location. Reason for selling: going into other business. Owner and operator built this rink. Will sacrifice at low price of \$3,500.00 cash. Best buy in rink equipment. All answer: BOX D-34 c/o Billboard, Cincinnati 22, O.

FOR SALE PORTABLE SKATING RINK

MUST BE SOLD BY SEPT. 15TH.
Size: 115x50'; Maple floor, sanded once, 100x50'; 859 pair Chicago skates, 70 pair shoe skates all in good condition, 12" sander, skate grinder, P.A. system, turntable, speakers and records, 2 cases wheels, 1 case toe stops, plenty parts and tools. Changeable flash instructing board, Neon signs, colored lighting system, center pole drape, drink box, 10x20 counter, guard railings, learner's frame, horns and turtles for racing, spectator and skater seats, Green tent, orange and blue trim. Two years old. Has to be sold by Sept. 15. YOURS FOR \$5,500.00; ACT NOW.
Come look at this Rink. This is a real buy. W. R. JONES, P. O. Box 531, Griffin, Ga. Telephone 3574

FOR SALE

Portable Skating Rink, 50x120, in operation 1 1/2 years, in excellent condition. Campbell Flameproof Tent, blue with red trimmings, telescoped center poles, sides double roped for extra strength, complete with stakes and posts. Tyler Built-Rite Floor in 3 1/4 x 10' sections, all kiln dried maple. 225 pr. CHICAGO Rink Skates, extra Parts, Pop Cooler, Counters, Benches, Skate Boxes, all wiring complete. Astatic P.A. System Recorder, 2 Speakers, Mils. Records, all in excellent condition. Priced at \$9,500.00. Buyer may finish this season on present location. Reason for selling, building permanent rink. Contact KELLER BROTHERS, Ogallala, Nebr.

FOR SALE

Portable, 50x135; second season up. Excellent floor and tent. Hand roped tent, 53x138; push pole, chain sides, 10-oz. double filled khaki; had perfect cars. 255 pr. Chicago skates, 60-watt amp., 6 speakers, over 100 records; all new equipment last year. New grinder, portable pop stand, fence lights and all complete. Priced right because we plan indoor rink.

WIGWAM ROLLER RINK

3600 E. Washington Ave. Madison, Wis.
Fairchild 2475-M

FOR SALE

One of the largest outdoor Skating Rinks in Southern California, located near Los Angeles. Skating surface 14,000 square feet. Rink is fully equipped with Hammond organ, two H40 speakers, P.A. system, 125 pair of good shoe skates for rental, 300 pair of rink skates, electric cooler, about \$2,000.00 worth of new skates, parts and other equipment. Rink now in operation doing good business. Reason for selling, other business operations require my full time. Total price, \$22,500.00. Terms to right party. Inquire BOX D-32, c/o The Billboard, Cincinnati 22, O.

WANT ROLLER RINK

I will trade the best Beer and Cafe, fully equipped, on Main Street, doing good business. Trade even or balance cash on Roller Rink. Depends on the size of the rink. For snapshots and details, please write to:

ST. HELENA CAFE

112 S. Front St. Wilmington, N. C.

WANTED

Portable Roller Skating Rink with equipment. 40x100 or near same. Must be in East. Install if possible.

MR. MANNING

64 W. 108th St. New York City

FOR SALE

Portable Rink, 40x104; Campbell Tent, good maple floor, complete foundation, Chicago skates, grinder sound system, etc. Now operating. \$4500.00.

W. P. MARTIN

627 Byrne St. Houston 9, Texas

FOR SALE PORTABLE SKATING RINK

Blue Flameproof Campbell Tent, less than 2 years old, 50x120 ft., extra thick Northern Hard Maple floor, all in good shape; 200 pr. Chicago skates, 20 pr. shoe skates, wheel grinder, plenty skate parts, 40 w. amplifier. Rink now in operation in Harlingen, Tex.

Cash Price, \$7,000.00.

P. T. BURNS

518 N. 1st St., Harlingen, Tex. Phone 1632-J.

Our Production Goes Up!

Popularity of Dance-Tone Records With the Rink Operators of the Country and Canada Sent Our Production Sky High and the Result Is

Ours and Your Costs Go Down!

NOT A SALE!

NOT TEMPORARY!

THE PERMANENT PRICE OF Dance-Tone RECORDS 79¢ EACH

(TAX INCLUDED—BUT POSTAGE WILL BE EXTRA)

Owing to the huge increase in business, the DANCE-TONE RECORD MANUFACTURING CO. announces the appointment of a new distributor for their product. In the future all roller skating rinks will be serviced by the

Dance-Tone Record Distrq. Co. 1 BOULEVARD REVERE 51, MASS.

On and after Monday, August 16th, all orders should go to this new address and all orders sent to Box #85, Medford, Mass., will be forwarded to them. All roller skating rinks on our monthly service shipment list will be turned over to the DANCE-TONE RECORD DISTRIBUTING CO., and they will bill all the latest August releases at 79¢ each and on all record orders after August 16th.

BETTER TONE! BETTER QUALITY! THE SAME SUPERLATIVE RECORDS!

featuring PHIL REED at the Console of the HAMMOND VIBRATO ORGAN on all Hammond Organ Recordings and

PHIL REED and FRANK PICHER on the combination HAMMOND ORGAN-STEINWAY PIANO RECORDS that are taking the country by storm!

Dance-Tone's AUGUST RELEASES ARE READY

Side A	Title	Side B	Title	Dance	Metronome
#230—	Dardenella (O&P)	The Man I Love (O&P)	Fox Trot 92
#231—	Moonlight Cocktail	If I Had You	Fox Trot 92
#232—	La Golondrina (The Swallow)	Paradise	Waltz 108
#233—	Ten Little Fingers	Linger Awhile	Two Step 92
#234—	Stormy Weather (O&P)	Solitude (O&P)	Blues 92

NON - ASCAP

#235—	Glow Worm (O&P)	I Can't Remember To Forget (O&P)	Fox Trot 92
#236—	The Same Old Story	It's You Again	Fox Trot 100
#237—	Laughing on the Outside	My Sister and I	Fox Trot 92
#238—	Oleto Lindo (O&P)	Popocatepetl (O&P)	Waltz 108
#239—	Sugar Chilla Boogie	Boogie in D Minor	Boogie 100
(O&P—Organ & Piano)		(C—Chimes)			

Every Record Guaranteed for Timing and Material!

Dance-Tone RECORD PRICES!

5 Records (10 Sides) \$3.95 per set, tax included, postage extra
10 Records (20 Sides) \$7.90 per set, tax included, postage extra

No orders less than 5 records will be accepted.
(On trial orders less than 5 records—25¢ packing charge.)

SEND ALL FUTURE ORDERS, CHECKS AND MAIL TO THE

Dance-Tone Record Distrq. Co. 1 Boulevard Revere 51, Mass.



The Most Famous RINK SKATES in the world

Advertised to many millions in the Official Roller Derby competition. Manufactured to highest quality standards.

MODEL "B" ROL-O-WAY Precision Dance Skates with the Patented Cushioning.

ROLLER DERBY SKATE CO. 4533 Payne Ave. Cleveland 3, Ohio

BARGAINS

Must Be Sold Immediately!
Our Loss, Your Gain!
Buy Now From Ad. No Catalog!



Novelties, Toys, Brooches, Pins, Necklaces, Jewelry, Plus Many Other Items.

100 LBS. \$50.00

Some Items Retail Up to 25¢ Each.

- Plastic Compacts, Large, Colors, Doz. \$2.50
Walties (Genuine Leather, Asst.), Reg. 64 Retailers, Doz. 3.00
Plats, Brass, All Branches of Service, All Sizes, With or Without Stones, Gross 4.50
Lockets, 24-Kl. G.P., 18-in. Chain, Doz. 4.50
Crosses, 24-Kl. G.P., 18-in. Chain, Doz. 4.50
Identification Bracelets, Doz. 2.00
Earrings, Asst., Plastic Backs, Gr. Pr. 2.25
Earrings, Asst., Metal Backs, Gr. Pr. 7.20
Pins, Asst. Styles, \$1.98 Retailer, Doz. 3.00
Findings: Jewelry Parts, All Kinds: Stones, Clasps, Chains, Etc. Lb. 1.50
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Key Chains, Boxed, Doz. 4.00
Necklaces and Beads, Asstid, Doz. 2.00
Stones From Jewelry, 1000 Asstid. 4.50
Indian Beads (Bulk), Lb. 1.50
Snap Cuff Links, Doz. Pair 1.00
Cuff Buttons, Gr. 7.00
High Grade G.F. Cuff Buttons, Doz. 3.00
Yellow Gold Collar Buttons, Gr. 2.00
Gold Filled Collar Buttons, Gr. 10.00
High Grade Stick Pins, Doz. 2.50
High Grade Sterling Birthstone Rings, Doz. 3.50
2-in-1 Sterling Rings, Doz. 2.50
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B. LOWE

HOLLAND BLDG. ST. LOUIS, MO.

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FOR THE FOLLOWING WEEK'S ISSUE

To insure publication of your advertising in the earliest possible issue arrange to have your copy reach the publication office, 2160 Patterson St., Cincinnati 22, early in the week.

ACTS, SONGS & PARODIES

A-1 PARODIES, SPECIAL SONGS, MATERIAL for any act. 1948 catalog free. Kleinman, 1735 N. Bronson, Hollywood 28, Calif. se25

CATCHY POPULAR TUNE — PROFESSIONAL singers copies free. James C. Finney, 258 Kinnard Ave., Dayton, O. se4

EMCEE MAGAZINE — CONTAINING BAND novelties, comedy, parodies, monologs, patter. Subscription, \$1. Emcee, 1608-B S. Homan, Chicago 23, Ill. se11

SENSATIONAL SONG PARODIES — ORIGINAL material, written by an established writer who specializes in good, solid nite club parodies. Over 150 to select from. Different situations, socko and funny endings. Current and standard tunes. Can be used anywhere. Free lists on request. Manny Gordon, 819 W. North Ave., Milwaukee 8, Wis. au28

SENSATIONAL PARODY "MANANA" THAT is sweeping Hollywood, \$1. Hundreds of specialty songs, Gags, Blackouts, etc. Sample copies, list, \$1. Writers' Mart, P.O. Box 309, Culver, Cal. se4

SING "PENNSYLVANIA HILLS," "THE Merry Mound Was a Horse." Dr. Grimes, Shubert Bldg., Philadelphia, Pa. se11

AGENTS & DISTRIBUTORS

AMAZING OFFER — \$40 IS YOURS FOR SELLING only 50 boxes, each containing 25 new, entirely different Deluxe Christmas Cards with or without name imprinted. Also 50 for \$1. Free samples. Other boxes on approval. Write today. It costs nothing to try. Cheerful Card Co., 370 White Plains, N. Y. aug28

BEAUTIFUL SHELL JEWELRY AND GLASS Novelties, wholesale only. \$2 brings 25 samples returnable. Free illustrated folder on request. Wonderland Studio, Inc., P. O. Box 709B, St. Petersburg, Fla. sept4

BEWILDERED NURSE — NEW COMIC FOLDER has the whole country laughing. Sample and wholesale prices, 10c. Jack Blades, Box 944, Altoona 5, Pa. se4

BIG PROFITS — MAKE EASY MONEY. SELL famous patented CurlocComb. It's new, purse size, plastic, retractable tooth comb. Automatically curls, combs and pins hair. Every woman and girl wants a CurlocComb. Attractively boxed. Sells on sight. Good for long or short hair. Ideal for use with home permanents. So simple a child can use it. Terrific demonstrator. Write today for free sample and full information. Long markup. Easy terms, nominal cost. Immediate delivery anywhere. Rollocurl Corp., 510 Sixth Ave., New York 11, N. Y. se4

BRAND NEW VERY HOT NUMBER — PLASTIC P. P. Man, \$15 gross prepaid; sample dozen, \$1.50. Bottoms Up (Shifferin), \$15 a hundred; dozen, \$2. Rubber Man in Barrel, \$18.50 a hundred; \$2.50 dozen. Deposit must accompany order. No samples. M. S. Posner, 4851 N. 8th St., Philadelphia, Pa. au28

CONCESSIONAIRES, SALESMEN, PITCHMEN — Grab this hot item: Nu-Twist Sun Hats for sale and girls currently promoted by large department stores, now made with stenciled political hurray! folds double to 9 inches. Pops open into beautiful surprise cartwheel. Great for beaches, fairs, carnivals, conventions. Send one dollar for postpaid sample and proposition. Same day shipment. Ferris Factories, Inc., York, Pa.

FREE SAMPLE — BIG PROFIT OPPORTUNITY with amazing Glow-in-the-Dark House Numbers, Switch Plates, Pictures, Decals, Religious Articles. Represent large manufacturer. Madison Mills, 303 Fourth Ave., New York 10, N. Y. np

MAKE SENSATIONAL PROFITS! NEW, SELL-ON-SIGHT plastic line: Tablecloths, Aprons, many other splendid fast-selling items, novelties. Postal brings free details, special deals! Royalty, Box Y-748, Passaic, N. J. se25

MEXICAN RESURRECTION PLANTS, \$20 thousand; \$2.50 hundred; ten, 80c. Mexican Desert Cactus Plants, blooming size, 36 hundred assorted; 25 for \$2; fifteen, \$1.25. General Mercantile Co., Laredo, Tex.

NEW EXTRA MONEY PLAN — MAKE UP TO 100% profit, without experience, showing Christmas, Everyday Card Assortments, Wrappings, Stationery, Coasters. Unusual, attractive, Bonus. Special offers. Send for free samples 30 different Name-Imprinted Christmas Cards, 50 for \$1; 25 for \$1 and \$2. Stationery, Coasters, Christmas, Everyday Assortments on approval. Thomas Terry Studios, 90 Union Ave., Westfield, Mass.

MEXICAN NOVELTIES AND CURIOS — CLAY novelties: Armadillos, Alligators, moving the head and tail, \$8.40 gross. Big Black Spiders (Tarantulas), wire legs wiggle, \$14 gross; five gross lots, \$12 gross. Fur Drum Major Monkeys, \$18. Fur Platinum Monkeys, \$12. Skeletons and Devils, \$7.50. Fun Snakes, \$20. Witches, \$15. Cane Slicks, 22", \$12 each gross. Small Curio Horse Saddles, \$5. Mexican Palm Shopping Bags, assorted, \$7.50. Aztec Walking Cane, 30" curve end, \$12 each doz. General Mercantile Co., Laredo, Texas.

ORIGINAL KOEHLER SIGNS — LEADER SINCE 1890 1500 varieties for stores, taverns, etc. \$4 per 100. Free catalog. Koehler, 335 Goetz, Lemay 23, Mo. se11

SELL TELEVISION SIGNS TO CAFES, TAV-erns, etc., where they have television. A 50c seller. Each sign comes with 8 sporting events to hook on. Sample, 25c, details free. Hudak, 24 Charles St., Throop, Pa. se4

SENSATION OF AMERICA — TWO SIMULATED Wedding and Engagement Ring Bracelets a-glimmer with finely cut rhinestones set in rhodium silver plate metal, joined with fine safety chain and gorgeous Earrings to match, beautifully boxed, only \$24 per dozen, F. O. B. Cleveland. Be the first to reap the harvest. Send remittance for samples. Cleveland Wholesale Jewelry, 431 Schofield Bldg., Cleveland 15, O.

START HOME MANUFACTURING BUSINESS making Cleaning Compounds, Soaps, Insecticides, Cosmetics, Polishes, Food Flavors. No machinery. Literature free. Kemik, Park Ridge, Ill. se4

SWEET SMELLING PERFUME BEADS — JOBBERS' prices. Particulars free. Sample line, \$1. Mission 3328-B W. Pico, Los Angeles 6, Calif. on2

WATCHES — NEW — POCKET, \$1.58, \$1.78, \$1.98; Wrist, \$2.69, \$2.98, \$3.29. Samples C. O. D. Catalog free. United Watch Wholesale, St. Cloud, Minn.

50 DOZEN PLASTIC APRONS — OTHER QUICK-selling quality buys, including matching Tablecloth-Apron Sets, \$12 dozen. Sample set, \$1.25. Free catalog. Jole Mfg., 262B E. 179th St., New York, N. Y.

100 NEW RAZOR BLADES PLUS FREE GIFT, only \$1 prepaid. Agents wanted. Weiss, 3518 82d St., Union City, N. J.

ANIMALS, BIRDS, PETS

AFRICAN LIONS, BEAR CUBS, JUNGLE RATS, Sloths, Prairie Dogs, Porcupines, Opossums, Spider Monkeys, Acandals, Sika Deer, Owls, Eagles, Vultures, Skunks (deodorized), Snake Dens, Boas, Chase Wild Animal Farm, Egypt, Mass. au28

AGOUTIS, ANTEATERS, SPIDER MONKEYS, mother and baby combinations; Giant Iguanas. Ross Allen, Silver Springs, Fla. se11

FOR SALE — LIVE ARMADILLOS, HARDY specimens, good feeders. Shipped immediately, \$5 each, \$9 pair. Cash with order, also Armadillo Novelties. Apelt Armadillo Farm, The World's only, Salado, Tex.

FREAK 6-FOOTED BLACK STALLION HORSE, age 8 years, weight 800 lbs. Gentle, can be ridden, excellent show horse. Open for offers. Sam Perryman, Silver Springs, Fla. au28

GOLDEN SPIDER MONKEYS — SMALL, MEDIUM or large, \$25; Mother and Baby Spider Monkey, \$50. Real South American Ant Eaters, \$50. White-face Ring Tail, \$32.50. Armadillos, \$5 each. Fifty percent deposit, balance C.O.D. Tropical Bird & Monkey Farm, Little River, Fla. se4

MEXICAN YOUNG TAME SMALL BURROS for riding, \$45 each or \$65 prepaid. General Mercantile Co., Laredo, Tex.

MICE — WILD FIELD. IMMEDIATE DELIVERY. 75c each F.O.B. E. K. Barbour, Route 4, Hopkinsville, Ky.

PURE-BRED GERMAN SHEPHERD PUPPIES — Whelped June 5th. Males, \$40. No papers. Pictures on request. Burgess, 4415 Union Rd., Buffalo 21, N. Y. se4

SNAKES — HARMLESS, POISONOUS, MIXED Snake Dens. Fresh, poisonous, hot or fixed. Alligators, Turtles, Preserved Specimens. Ross Allen, Silver Springs, Fla. au28

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TAME ARMADILLOS FOR PETS, \$9 PAIR. Mexican Chipmunks (Whistling Squirrel), \$8 pair. Wild Turtles, \$3 for two. Horned Toads, \$2 doz. General Mercantile Co., Laredo, Tex.

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All Extra Heavy Mountings

Hustlers and all stone ring workers, buy direct from one who understands your needs!



#B404 PER DOZEN \$22.50

1/20 12K Gold Filled. Large white stone center, two ruby colored or all white side stones. (Pat. Pending)



#B406 PER DOZEN \$20.25

1/20 12K Gold Filled. White center stone on massive setting, 3 ruby colored stones each side.



#402 PER DOZEN \$18.00

1/20 12K Gold Filled. White center stone set on sterling top, ruby colored stone each side.



#B410 PER DOZEN \$18.75

1/20 12K Gold Filled. Extra large white center stone, real flash.



#B632 PER DOZEN \$23.25

1/20 12K Gold Filled. White stone center, 6 ruby colored side stones.



#408 PER DOZEN \$21.00

1/20 12K Gold Filled. Fine tailored mounting, all white stones.



#B400R PER DOZEN \$18.00

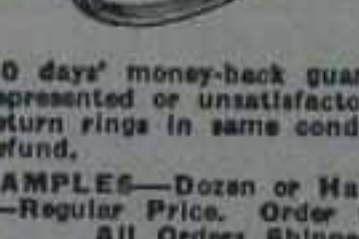
1/20 12K Gold Filled. Large white center with side stones. Without side stones, #B400, \$15 per doz.



WEDDING SET 1/20 12K Gold Filled. \$9.00

#B528 Engagement ring. PER DOZEN \$6.00

Large center stone, 4 side stones. \$6.00 PER DOZEN



10 days' money-back guarantee if rings not as represented or unsatisfactory in any way. Full return rings in same condition received for just refund. SAMPLES — Dozen or Half Dozen Your Choice — Regular Price. Order the Sizes You Need. All Orders Shipped Same Day. TERMS: C. O. D., Money Order or Check. DES MOINES RING CO. 1155 28th St. DES MOINES, IOWA

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Large assortment of NEW 1948-49 outstanding creations. Perfect quality. Excellent workmanship. Distinctive furs of all types at popular prices. Earn EXTRA MONEY in your spare time selling furs to your friends and neighbors. Send TODAY for our New Illustrated Catalog and Price List. It's FREE. S. ANGELL & CO. Manufacturing Furrier 236 W. 27th St. (Dent. b-9), New York 1, N. Y.

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Heavy Cards, Specials, Cages, Blowers, Transparent Markers. Write for bulletin. AMUSEMENT INDUSTRIES, Box 2, Dayton 1, Ohio

FOR SALE

2000 Men's and Boys' Plastic Neckties, retailed for \$1. Various colors. The lot at 20¢ each. 75 gross of Tie Forms and 75 gross of Elastic Bands. Tie Forms, \$1.50 gross; Elastic Bands, \$4 per gross. Send \$1 for 4 Ties as samples and be convinced. PLASTIC TIE AND DISPLAY CO. 8510 Germantown Pike Dayton 9, Ohio

Dealers MAKE MONEY ON FIREWORKS

Get in line NOW for our Fall Fireworks Specials. Write for complete illustrated Catalog. SPENCER FIREWORKS CO. Wholesale Dept. Polk, Ohio

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3000 pieces assf. \$25.00 Novelties, Toys, Brooches, Pins, Kids, Necklaces, Jewelry, Cosmetics, many other items too numerous to mention.

Lucky Prize Boxes Novelty Assorted Novelties of All Kinds \$4.50 Gr. Boxes 25% Deposit, Balance C. O. D. Mdse. Distributing Co. 18 E. 16th St. New York, N. Y.

TRICKS CUPS & BALLS ILLUSION—Sample \$1.00 ORIENTAL RING ILLUSION—Sample .50 JOBBERS AND PITCHMEN Send for Samples and Quantity Prices. SEMCO PLASTIC CO. 1515 N. Broadway, St. Louis 8, Mo.

THE HOTTEST ITEM OF THE YEAR! Why? — SWIFTY PRESSURE COOKER — Why?

- Proven facts about a pressure cooker that every housewife knows: 1. All foods retain their minerals. 2. No meat shrinkage. 3. Hours of cooking reduced to minutes.



\$13.95 VALUE Cast Aluminum. Four Quarts. Guaranteed by Mfr. Approved by Parents' Magazine and Underwriters' Laboratories.

YOUR PRICE \$5.00 EACH IN DOZ. LOTS Sample, \$6.00. For sample, send full \$6.00 money order. 25% deposit on all orders. TIMES SQUARE HOME EQUIPMENT CORP. 800 WEST 43RD ST. NEW YORK CITY

TABLE LAMP *Value!*



ONLY \$1.30 EACH

Pleated 12 in. shade with bow. Three assorted colored glass bases. Height 15 in. Packed 12—no less sold.

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Complete outfit, \$1. Profits, \$20-\$50 daily. Extra Charts, \$7.50 1,000. Graphologers, POB-971, Philadelphia. **sell**

"COLLECT AND GROW RICH" IS A FREE booklet that's yours for the asking. Learn of this opportunity for a lifetime spare or full-time office business of your own, where you can make a profit on the work of thousands of others. T. J. Surface, Pres. Dept. 218 H, Roanoke 4, Va. **ad28**

FOR SALE SOLID STEEL TRAILER SHORT-Range Shooting Gallery, 6x8, 30,000 Rounds Ammunition, 2 Winchester .22 Rifles. Address Ted Owen, Leakesville, N. C.

FOR SALE—\$175,000 WHOLESALE DISTRIBUTING COMPANY. One of the oldest established firms. Consists of stock and parts, real estate in the form of building and lot, all improvements, trucks and equipment. Wholesalers of all types coin-operated equipment, salesboards, gift and travel items, sporting goods. Distributors for leading manufacturers in all of the above lines. Manufacturing department for merchandise salesboards. This business is located in the heart of the best operating territory in the West, and is a going concern. Will stand rigid investigation. Good reason for selling. \$75,000 will handle. Write Box C-106, c/o The Billboard, Cincinnati 22, O.

MECHANICAL PLASTIC MOUSE OR DOG. \$7.29 per gross. Tremendous value. Paul Cohen, 881 Broadway, New York 3, N. Y. **AL-conquin 4-4575.**

MUSIC AND PINBALL ROUTE—LOCATED in heart of gas fields in county seat in Western Kansas. All new equipment. Box 812, Garden City Kan. **ad28**

QUICK! "OUR TIP SHEET," 10c. UNUSUAL! \$70% profit deal and folder describing "137 Practical Businesses" included free. Cox Enterprises, 601-J South Vermont, Los Angeles 5.

SKATING RINK FOR SALE—PORTABLE. Low price. Will hold for inspection for \$5 per day. Vol. Brushman, Berryville, Ark.

WANT PARTNER FOR TRAVELING THEATRICAL enterprise. Proposition requires \$3000 investment. Belmont Motion Picture Service, 1902 Fulton St., Brooklyn, N. Y.

WE ARE INTERESTED IN DISCUSSING a long time contract with a sound man owning his own P. A. system that can be adjusted to our requirements. Or an investor interested in building, under our direction, and thereafter operating a P. A. system, costing him not more than twelve hundred dollars. For details write Round, Box 199, Billboard, Chicago.

YOUR OWN BUSINESS—NO CANVASSING. enormous profits easily made at home in spare time. Experience unnecessary. Details free. James McLaughlin 310 E. Sterner St., Philadelphia Pa. **ad28**

COIN-OPERATED MACHINES, SECONDHAND

A Large List of Second-Hand Coin Machine Bargains will be found on page 99 of this issue.

COSTUMES, UNIFORMS, WARDROBES

ALL-BRAIDED CELLOPHANE WAISTBAND Hula Skirts, with leis, \$7.50; Straw Hula Skirts, \$2.50; Spangletrimmed Strip Panel and Bra Sets, \$6.50; Rhinestone G-Strings, \$6.50; Bras, \$1.50; Chorus or Strip Pants, \$1.10. C. Gayette, 346 W. 45th St., New York 19. Tel. Circle 0-4137.

CLOWNS' AND BURLESQUE COMICS' PROPS. Wigs, Accessories. Free list! Assortments, 351 "Happy" Morgan's Clown Headquarters, 2404 N. Fifteenth, Philadelphia. **ad11**

PAPIER MACHE PROPS MADE TO ORDER and for sale. J. Proctorina, 440 West 51st St., New York City. **ad28**

SANTA CLAUS HEADQUARTERS—COSTUMES. Wigs, Beards and accessories. Not too early to order, remember 1947 shortages. Orders filled in order received. Send for circulars. The Costumer, 258 State St., Schenectady, N. Y. **ad11**

SINCE 1889—COSTUME BARGAINS, CHORUS, dollar up; principals three up. No catalog. State wants Guttentberg 9 W 18th St. New York 11 N. Y. **ad4**

20 GREEN GOLD CURTAINS (11x6), EACH \$12. Bundle Black Velvet, \$15. Ballroom Capes, beautiful Rhinestones, Orientals, Rhinestone G-Strings, Red Caps, Coats, Chorus Costumes. Wallace, 2416 N. Halsted, Chicago.

FOR SALE SECONDHAND GOODS

ALUMINUM GEARED POPPING KETTLES. All electric Popping Units, Peanut Roasters, Copper Caramel, Candy Kettles, Display Cases. Northside Co., Indianapolis, Iowa. **ad19**

FOR SALE—PHOTOMATON IN OPERATING condition, spare parts available. Highest bidder takes it. Playland, 243 S. Kyrenore St., Petersburg, Va.

FOR SALE—SECOND-HAND SHOW PROPERTY

ABOUT ALL MAKES POPPERS AVAILABLE— 50 complete Candy Corn Machines and Cookers \$225 complete set. 60 All-Electric, from \$155 Krings Korn, 120 S. Halsted, Chicago, Ill. **ad4**

ACCOUNT OF DRAFT WILL SELL PRACTICAL— A new Toledo Cotton Candy Machine, double spinnerhead, dandy shape, cost \$240 for \$150. E. E. Long, Bellville, Ohio.

ALUMINUM POPPING KETTLES 20% DIS- count. Coiman heating equipment. Bottled gas burners, regulators, fittings. Northside Sales Co., Indianapolis, Iowa. **ad16**

BARGAINS GALORE—THEATER AND SOUND Projectors 8, 16, 35mm. Acra Rectifiers, Chais, Drapes, Screens. Catalog mailed. S. O. S. Cinema Supply Corp., 802 W. 52nd St., New York 19, N. Y. **ad-ang28**

COMPLETE EQUIPMENT FOR 500-SEAT movie theater. Excellent condition. Movie Supply Co., 1318 Wabash Ave., Chicago. **ad11**

COMPLETE BOOTH EQUIPMENT FOR THEATERS low as \$495. Powers and Shipley. Also parts, state your needs. O. L. Christian, 3809 Washington, Kansas City 2, Mo.

FOR SALE—CONCESSION TRAILER, 33 FT., with Dodge Tractor. Fully equipped for popcorn and root beer. Carbonator capacity, 100 gallon per hour. Fluorescent lighting. Finest outfit on the road. Must be seen to be appreciated. Doves Fair week of August 23d. Price, \$5,000. Rollin Boyer, Strasburg, O.

FOR SALE—KID ROCKET HIDE, PRICED TO sell. M. G. Lyman, 332 N. Delea, Glasboro, N. J.

FOR SALE—MERRY GO ROUND WITH OR- gan; Loop O' Plane, less motor; Kid RR 8 Car Hide; Chair Plane, 24 seat. P. M. Humble, Petersburg, Ind.

FOR SALE—CONCESSION TRAILER, 16 FT. Three large windows in rear included in glass. Used one season, \$425. 5411 West Third St., Dayton, Ohio.

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(Continued on page 90)

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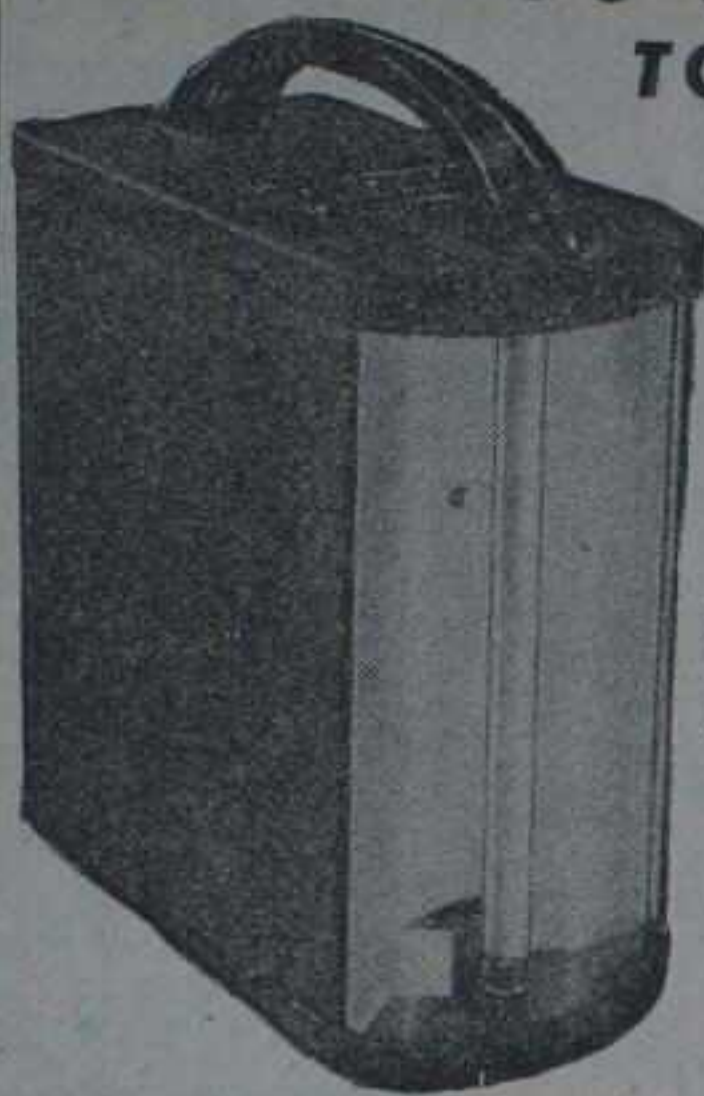
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4x9 and 12x30 Inch. Write for our Stock List for Immediate Shipment.

SOUVENIR PENNANTS

FOR CONVENTIONS, CITIES, PARKS.
All Sizes. Artistically Designed and Colored.

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250 6 1/2 ENVELOPES AND 250 WHITEBOND Letterheads, 8 1/2 x 11, 4 lines copy, \$3 postpaid. Weisner's Printshop, Fairland, Ind. se4

1000 NAME AND ADDRESS STICKERS, \$1. Advertising Stickers, Parcel Post Labels, Imprint, Box 361 361, Emporia, Kan. sell

SALEMEN WANTED

BIG MONEY—QUICKLY AND EASILY TAK- ing orders for complete line Personalized Imprinted Booklets, Bkts., Cap Badges, 2,000 emblems. Fast repeats. Write today. Hobb's Fast Company, Box 480-BB, Ironsides, Va. rp-sug25

DON'T BUY COMBS, HAIR NETS, PUZZLE Key Chains, Balloons, Handkerchiefs, Toys, Hobby Pins, Lighter Pins, Shoe Laces, Glo Remov. Blades, etc., until you see our low prices. You'll be amazed at the difference. Free details. Better Products Corp., Marion, Ind.

MAKE \$100 A WEEK SELLING SUBSCRIPTIONS for "J.R."—the Modern Magazine for Boys and Girls. Every parent a prospect. See the possibility! Write "J.R." 812 N. Dearborn, Chicago 10, Ill. su28

MAKE \$15 to \$25 PER DAY—JOB LOUIS AND Marva Louis (his wife) Toilet Articles, Cosmetics and other products for men and women are international. White people like them, colored people buy on sight. Perfumes, Powders, Pomades, Creams, Brown Creams, Flavors, Remedies, and many other fast sellers are our features. \$3.95 buys \$10.03 (23 items) retail deal. Send \$1, pay postman balance. Be first in your community to offer this new line and you will be happy. Joe Lewis Products Co., 6 E. Garfield Blvd., Dept. BB-6, Chicago 15, Ill. se28

QUICK, SURE MONEY SELLING ANNIE Blain Flavors. Surefire tested selling system. Geo. S. Parber, First Ave., Highland Park, N. J.

SCENERY AND BANNERS

BEST CARNIVAL AND CIRCUS BANNERS—Positively no disappointments. Nieman Studios, 1236 S. Halsted St., Chicago 7, Ill. Canal 2544. su28

TATTOOING SUPPLIES

COMPLETE TATTOOING OUTFIT—TRUNK, Machines, Transformer, designs, plenty Stencils. Ready for making money. \$100. M. Zeis, 728 Lealey Ave., Rockford, Ill. se9

TATTOOING MACHINES, DESIGNS, COLORS Needles, Outfits. Free catalog. Fast service. Owen Jensen, 120 W. 83rd St., Los Angeles 3, ca4

VERMILION REDS (MERCURIC) AND COL- ors specially designed for tattooers. General Color Co., 24 Ave. B, Newark 5, N. J. se25

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GENERATOR ONLY, NOT POWER PLANT, A.C. 110, 6000 watts, single phase. C. Boal, 7803 East 40 Hwy., Kansas City, Mo.

POPCORN POPPER—LARGE, GAS, POPPING 22 oz. of raw corn. C. Boal, 7803 East 40 Hwy., Kansas City, Mo.

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WANT TO BUY FOR CASH, CHEAP—LESLIE Vibratone Speaker, City Club, Carroll, Iowa.

WANTED—2,000 USED "BEE" DECKS (FLAY- ing Carls). Quote best price. Danny Brammer, 420 W. Broadway, San Diego, Calif. su28

WANTED—SMALL HAND BALANCING AND Aerobac Dog. Must be good. Your lowest. Hill Student, Roosevelt Blvd. and Baldeman Ave., Philadelphia 14, Pa.

WANTED—FOR 18TH ANNUAL HOMECOM- ing at Riverton, Ill., September 4-5-6. Spon- sored by Riverton Volunteer Firemen, Merry-Gole- round, Ferris Wheel or Caterpillar. Take all Concessions except Bingo, Grab or Popcorn. Write or wire Angelo Camille, Riverton, Ill. Tel. 2901.

The NEW LOOK

No other BINCO BLOWER can compare. It's New—Fast—Convenient—Efficient—Interesting—Reasonable—PLASTIC—Durable—No Hidden Parts. Long-Lasting Motor—Air Control-Fingertip Bal-Release—Compact Unit Mounted on 24" x 36" Base.



For Complete Particulars Contact Your Nearest DEALER or the

V. E. SUPPLY CO.

282 W. Market St. Akron 3, Ohio

Telephone: Blackstone 2169

A PROVEN IMPROVEMENT

BE SUPREME—SELL STERLING

No. 7201
Gold Filled
\$18.
per doz.
Centerstone approx. 1 1/2 ct. chr.
Gorgeous square cut baguette side-stones. Available in any color combination of white, red or blue.

No. 314

\$7.50

per doz.



Newest style ladies' ring. Gold-filled and ultra-modern. Has 1 ct. centerstone and brilliant stone on each side.

SEND FOR CATALOG

Over 300 styles, \$1.00 per doz. and up. Sample assortment sent for \$20.00.

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85 E. Gay St. Columbus 15, Ohio

SENSATIONAL OFFER!!

For Next 30 Days Only

\$4.00 EACH DEAL



In lots of 12 or more, Regular price, \$4.95 each. **TREASURE ISLAND** is a large, handsome display in four sizes. "Eye-catching" colors. Each display contains 50 individual boxes; each box contains an ALL AMERICAN article of merit. Full of fun, mystery and surprise. Each deal takes in \$9.00 for dealer. **EQUAL VALUE—NO BLANKS.** Remit in full or 1/3 cash deposit—balance C. O. D. Give full shipping instructions.

THIS SENSATIONAL OFFER made to keep our plant active through hot weather months. We are neglecting all profits. **GET ON BAND WAGON**; take quick advantage of this special offer. **RUSH YOUR ORDER TODAY. DO IT NOW.**

HOWARD CO. 134 West 8th Street, Kansas City 8, Mo.

ENGRAVERS!

BUY DIRECT FROM ORIGINATOR

Massive All-Alum. Ident. \$3.50 Doz. \$40.00 Gross.

Other New Items—Send for Catalog.

MILLER CREATIONS MFR.

6625 Kenwood Ave. Chicago 37, Ill.

BIG PROFITS

Own your own business stamping key-chains, name plates, social security tags, sample with name and address. 25¢.

HART MFG. CO.

311 Degraw St. Brooklyn, New York



JOIN MAIL SELLING OPPORTUNITIES CLUB!

Without parallel, the most helpful and co-operative organization of its kind, offering its members money making mail order plans of merit, ideas and trade secrets.

Write for free details.

F. EDW. JOHNSON

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ALLIGATOR MECHANICAL WALKING TOY

Plastic, \$7.20 per gross. Only 5¢ each.

Tremendous value.

PAUL COHEN

381 Broadway New York 3, N. Y.

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SELLS ON SIGHT—NO SALES RESISTANCE!**



Here is a Parade of Nationally
Famous Brand Names
Men's and Ladies'
WRIST WATCHES

TO SELL PROFITABLY AT
POPULAR PRICES!
• ELGIN
• WALTHAM
• BULOVA
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7-JEWEL
Round Case.
Priced at only—
\$9.50

Square or rectangular cases, \$10.95
15-Jewel, \$14.95 17-Jewel, \$16.00
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All watches are reconditioned and
guaranteed like new. Complete with
leather strap, 10-Kt. R.G.P. case.
Expansion Bands, \$1.75 add.

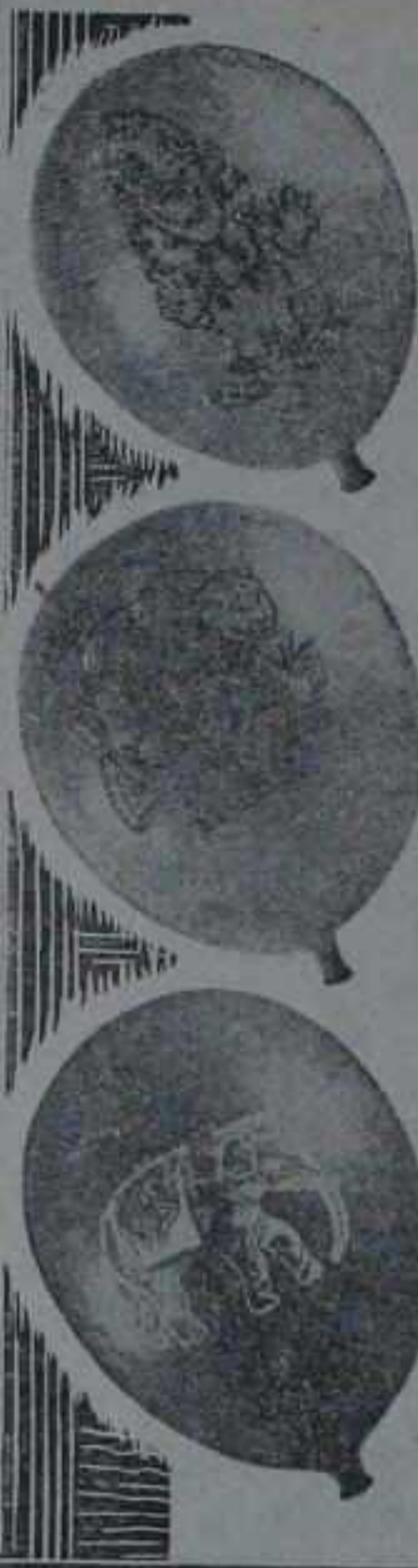
Rhinestone Dial, \$2.00 add.
Wholesale Only—None Sold Retail—3 Watches Minimum
25% With Order—Balance C. O. D.
Write for Supplement to 1948 Catalog.

JOSEPH BROS.

Dept. B-28
59 E. Madison St., Chicago 3, Ill.



Fast-Selling EAGLE Balloons



Popular
WILD WEST
and
CIRCUS
Prints

• EAGLE Circus and Wild West prints have a universal appeal that is unmatched by any other balloons. Balloon Men all over the country have been taking advantage of the profit possibilities of these clever prints. The season is now here. Place your orders now for Eagle Circus and Wild West prints.

Ask your jobber or write to us for complete information about the Eagle line.



EAGLE RUBBER COMPANY, Inc.
ASHLAND, OHIO

BACK AGAIN

NEW LOW-PRICED RINGS for BIG PROMOTIONS!!!
OVER 1001 DIFFERENT RING NUMBERS IN STOCK



1R108 White
1R107 Yellow
\$24.00 Gross
2.10 Doz.

1R104 White
1R105 Yellow
\$24.00 Gross
2.10 Doz.

1R101 White
1R102 Yellow
\$36.00 Gross
3.25 Doz.

1R102 White
1R103 Yellow
\$36.00 Gross
3.25 Doz.



No. 2X1
\$22.50 Per Gross

... JUST OFF THE PRESS!
NEW ENGRAVING JEWELRY CATALOG
FEATURING THE MOST COMPLETE
LINE OF FAST-MOVING JEWELRY



No. 1X7
\$12.00 Per Gross

NO. 4X14—GOLD FINISH \$2.65 DOZ. NO. 4X15—WHITE FINISH \$2.65 DOZ.

WRITE FOR CATALOG 103—STATE YOUR BUSINESS
BIELER-LEVINE, 5 N. Wabash Ave., Chicago 2, Ill.

SLUM STORES, ATTENTION—CHECK THESE PRICES

BALLOONS—NEW LOW PRICES

- #10 Kat Mottle \$6.50 Gr.
- #9 Kat Mottle 4.80 Gr.
- #9 Round Mottle 4.80 Gr.
- #9 Round Animal Prints 4.80 Gr.
- #9 Round Roy Roger Print 4.50 Gr.
- #11 Round Stripe Balloon 7.20 Gr.
- #9 Round Balloon, Plain 2.50 Gr.
- #4 Dart Balloons .80 Gr.
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- Asst. LEAD SLUM .90 Gr.
- Lead Wedding Rings .55 Gr.
- Small Luis 2.50 Gr.
- Men's Pocket Combs 1.00 Gr.
- Ladies' Combs 1.10 Gr.
- Min. Metallic Hats 1.25 Gr.
- Tootpick Knives 3.75 Gr.
- Metal Crickets 1.00 Gr.
- Memo Books 2.75 Gr.
- Swiss Warblers .90 Gr.
- Magnifying Glass 2.75 Gr.
- Plastic Crosses .60 Gr.
- Plastic Thimbles .75 Gr.
- Plastic Police Whistle 2.75 Gr.
- Plastic Coasters 2.75 Gr.
- Plastic Cigarette Holder 1.80 Gr.
- Plastic Earrings 2.00 Gr.
- Asst. Plastic Pins 4.50 Gr.
- Plastic Animal Whistles 3.75 Gr.

- Plastic Scissors \$4.00 Gr.
- Plastic Waterbirds 4.00 Gr.
- Plastic Airplanes .65 Gr.
- Plastic Keychains 2.75 Gr.
- Lead Pencils 2.00 Gr.
- Paper Blowouts 3.00 Gr.
- Hickory Pipes 3.00 Gr.
- Corn Cob Pipes 3.00 Gr.
- Hoe, Rake and Spade .75 Cr.
- Metal Propellers 1.50 Gr.
- Czecko Necklace 3.00 Gr.
- Bisque Animals .85 Cr.
- Bisque Pencil Holders .75 Cr.
- Metal Ashtrays 2.75 Cr.
- Paper Masks .75 Cr.
- Paper Nose Glass .75 Cr.
- Cardboard Squawkers .75 Cr.
- 46L Comic Buttons 8.00 M
- 56L Comic Buttons 10.00 M
- 3 1/2" Comic Buttons 8.00 C
- 50L GENERAL BUTTONS 6.50 M
- Lead Police Badges 2.75 Cr.
- Pin Up Mirrors 3.75 Cr.
- Comeback Balls 2.50 Cr.
- Rubber Animals 3.50 Cr.
- Wallets 7.20 Cr.
- 5" Composition Doll 5.00 Cr.
- 6" Pin Up Plaques 15.00 Cr.
- Needle Books 5.25 Cr.
- Rubber Dolls 6.00 Cr.

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25% deposit with all orders. We take orders for special buttons & pennants.

KIM & CIOFFI

912 ARCH STREET MARKET 7-2283 PHILADELPHIA 7, PA.



No. 66



No. 53 No. 57 No. 58



No. 67

These are all made up as banks. Size 8 in. to 14 in. high.
Write for free catalog—listing hundreds of items. Please state
business to avoid delay in receiving new catalog.

WISCONSIN DELUXE COMPANY 1902 NO. THIRD STREET
MILWAUKEE 12, WISCONSIN

Merchandise You Have Been Looking For

Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys,
Every kind of Glassware, Blankets, Hampers, Hassocks, Plaster, Slum, Flying Birds, Whips,
Balloons, Mats, Cans, Ball Game Specials, Bingo Merchandise.

Catalog Now Ready—Write for Copy Today

IMPORTANT To Obtain the Proper Listings, Be Sure and State in Detail Your Business and Type
of Goods You Are Interested In.

ACME PREMIUM SUPPLY CORP.
1111 South 12th, St. Louis 4, Mo.

CONCESSIONAIRES! CARNIVAL MEN!

**WHY PAY MORE?
Buy Direct From Manufacturer**

Special Set-Up for
Jubblers
Write for our latest
catalog & price
list listing over 100
outstanding numbers
in fur and plush.
Mention Billboard
to get these special
low prices!

- 252 30" Real Fur Grizzly Bear—Assorted Colors, \$42.00 Per Dz.
- 240 28" Rayon Plush Bear—Assorted Colors, \$27.00 Per Dz.
- 501L 20"x30" Giant Real Fur & Rayon Plus Lion \$48 Dz.
- 500L 13"x9" Real Fur & Plush Lion Cub 22 Dz.
- 18" 11"x9" Rayon Plush Scotty or Sitting Doll 8 Dz.

We Have Electric Eye and Musical Stuffed Toys!
ACE TOY MFG. CO.



#252

26%
Dep.,
Bal.,
C. O. D.
if not
rated.

122 West 27 St.
New York 1, N. Y.



**DEALERS, AGENTS AND JOBBERS
ELECTRO LIFE BOXERS**

Static electricity makes this new novelty perform like human boxers. Operates by sweeping the hand over the top of the specially processed cover. This amazing novelty is now selling like wildfire. Makes an excellent Xmas gift. One agent sold 10 gross in two weeks. Don't wait! Send your order in now.

\$5.00
a dozen or
\$48.00
a gross

Retails for \$1.00 ea.; costs you
ALAN JOYCE INDUSTRIES
1219 W. Van Buren St. Dept. BB, Chicago 5, Ill.

SLUM

Bingo & Premium Merchandise

WRITE FOR OUR 1948 PRICE LIST

M. A. SINGER CO.

2123 COMMERCE STREET

BALLOONS

DALLAS 1, TEXAS

3 pens FOR THE PRICE OF ONE!

The Penguin

"TRI-COLOR"



A wonderfully efficient, precision-built, three-piece ball pen set, made by America's foremost fountain pen manufacturer . . . Comes in attractive simulated leather case that fits the pocket or belt.

- Writes from left to right and keeps on writing.
- ONE PEN WRITES BLUE
- ONE WRITES RED
- ONE WRITES GREEN

Here's a sales leader that every one of your customers from 6 to 60 will want the minute they see it. Advertising imprinting in our own plant done at low cost.

50¢

YOU MAKE THE PROFITS,
WE MAKE THE PENS!

60¢ per set in less than gross lots

25% deposit must accompany order

per set in quantities of 1 gross or more

WRITE FOR OUR ILLUSTRATED CATALOGUE

PENGUIN PENS INC.

644 Broadway, New York, N. Y.

HELP WANTED—ADVERTISEMENTS

RATE—12c a Word . . . Minimum \$2

Remittance in full must accompany all ads for publication in this column . . . No charge accounts.

Forms Close Thursday for the Following Week's Issue

ACCORDION MAN FOR 5 PIECE MODERN
Western swing unit. Read, fake and hot file. Personal appearance and radio work. No drinkers or drifters. Good opportunity. Sunset Ranchers, 229 Leann St., Corry, Pa. Phone 21-642.

ESTABLISHED TENOR BAND NEEDS LEAD
Trumpet by September 1. One nighters, home nearly every night. Must be reliable. State all Lynn Kern, Fairmont, Minn. au28

HILLBILLY MUSICIANS FOR FREE SHOW
Change two weeks. Live on lot. Show goes South. No drinks. Wire all. Mar. Show, Chauncey, Ohio. Joe and Bea Bennett, wire.

GENERAL AGENT WITH CAR TO HOOK
Nationally known hypnotist. Theaters, school assemblies, auditoriums. Sobriety essential. Liberal proposition to right party. Address William Irvine Faysoux, Box 1235, Gastonia, N. C. se4

MUSICIANS — FOR FINE DANCE ORCHES
tra, work steady, guaranteed salaries. Write complete details. VSA 848 Insurance Bldg., Omaha, Neb. au28

MUSICIANS FOR REPLACEMENTS—MICKEY
band. State experience and salary expected. Leader, 565 Tod Hotel, Youngstown, Ohio.

NEED LEAD TRUMPET MAN AND PIANO
Man. Others write. Rex Pine Orch., Glenwood, Minn. au28

NEED ORCHESTRAS AND FLOORSHOWS FOR
Saturday night engagements at officers' club. Mail details to Major Blake, Box 555, Barkdale, La.

ORGANIST WHO DOES VOCALS—MUST HAVE
personality, play and sing all requests. We have organ. Send age, photo, places played. Must have the best. Long engagement if satisfactory. Bookers, write. Box C-119, c/o Billboard, Cincinnati 22, O. au28

REPLACEMENTS FOR MIDWEST TERRITORY
bands. Vocals preferred. Salary guaranteed. No characters or drunks. Collins Booking Service, Grand Island, Neb. au28

REPLACEMENTS FOR 11 PIECE MODERN
band. Lead alto, drummer, trombone, bass. Those doubling vocals preferred. Guaranteed weekly salary. Fats Carlson, Box 595, Sioux Falls, S. D. se4

TENOR SAXAPHONE—DOUBLING GOOD VI-
olin and clarinet. State age, salary, if single, previous bands, permanent address. Box 194, The Billboard, Chicago. au28

SLOTS—1 10c GOLDEN FALLS, \$110; 1 25c Golden Falls, \$115; 1 25c B. C. B., \$100; 1 5c B. C. B., \$100; 1 5c Brown Front, \$25; 1 5c Extraordinary, \$35; H. L.; 1 10c Extraordinary H. L., \$45; 1 10c Extraordinary D. J. E., \$45; 2 Columbias, like new, \$40 ea.; 8 Vm. Pockets, \$20 each. Cigarettes, med. 2 East Times, \$20 each; 4 Rob Tails, \$20 each; 2 High Hanks, \$20 each; 2 Super Bells, \$25 each. Columbias, like new, 1 5c Bangtail, \$500; 1 5c Triple Bell, \$500; 1 5c Evans Hayes, \$500; 5 Imms, \$11.50 each. Like-new equipment 1 5c Mills Three Bells, \$300. One-third deposit on all equipment. Balance C. O. D. Frank Guerrioli, Burnham, Pa. Tel. phone, 5720; night phone, 5609. au28

VOCALIST—MALE OR FEMALE TO ACCOMP-
any Hammond organ. No boozers. Aramco Tavern, 610 Syracuse St., Waterloo, Iowa. Phone 22485. au28

WANTED—TENOR SAX DOUBLING CLAR-
inet. Also Trumpet. Others write, stating all. Salary. Carl Colby, Alexandria, Minn. au28

12 DRINK VENDING MACHINES—FRIGID-
drink, cup type, good condition, \$250 each. Friedman, 305 Academy St., Jersey City, N. J. au28



NEW LAMPSTYLE CIGARETTE HOLDER
All Metal, 8" High.
\$36.00 Doz.
A Sure-Fire Premium Item!
World Trading, 37 W. 23 St., N. Y.

CLOSE-OUTS

While they last—Novels Pottery from 10¢ to 25¢ each. Large selection of Animals, Dutch Shoes, Baby Shoes, Girls, etc. Average size 5 1/2". Send \$5.00 for sample assortment of 28 pieces. No catalogues.

Springfield Pottery Co.
14 PARK ST. SPRINGFIELD, MASS.

"Trick Knife" HAS RETURNED TO PRE-WAR PRICES!!



To Open



To Close

Trick Knife. Can be opened only when blade is held upward and pressed forward by finger. To close turn knife blade down and press with finger. Single blade mirror polished in celluloid handles with full nickel type bolsters. Size of knife closed about 3 1/2 inches. One dozen in a box.

- No. 10C15. Assorted colored handles. Per Dozen \$4.00
- No. 10C10. All white handles. Per Dozen . . . \$4.00

N. SHURE COMPANY

200 W. ADAMS ST. CHICAGO 6, ILL.

CASEY SPECIAL OFFERING Can Be Used Anywhere In the Concession Business. Bingo—Lower Shelf and Splits—Grind Store Giveaway—Fish Ponds—Hoopala, Etc.

UTILITY KITS

Regular Price \$7.50 Doz.
OUR PRICE \$3.00 Per Doz.
F. O. B. Chicago.
London smooth tan leathroid, bonded with genuine leather, saddle stitched seams, leather strap with steel buckle. Double coated waterproof lining. Easy to open or close, large enough for all necessary toilet accessories.
1/3 Deposit, Bal. C. O. D.
Packed 3 doz. to carton.
Net weight, 17 lbs.

America's youngest, but already one of the largest and most active Carnival Supply Houses catering to all Concessionaires.

CASEY CONCESSION CO. 1132 S. WABASH AVE. CHICAGO, ILLINOIS

"FAST SELLING POCKET NOVELTIES"

Brussels Boy Bottle Opener Key Chain. The Latest Pocket Novelty. Doz. \$1.50. Gro. \$16.50.
Novelty Rubber Shimmie Dancers. Doz. 70¢. Hundred \$5.00.
"Novelty Rubber Man in Barrel." Doz. \$2.50. Hundred \$18.75.
Kilroy Plastic Statuettes. Doz. \$1.20. Hundred \$9.00.
Half Cash With All C. O. D. Orders. Certified Check or Money Order. No SAMPLES.

We are now mailing out our complete 1948-'49 catalog
WRITE FOR YOUR COPY TODAY. YOU MUST STATE LINE OF BUSINESS.

MIDWEST MERCHANDISE CO. 1010 BROADWAY KANSAS CITY, MO.

ARE YOU LOOKING FOR A REAL FAST SELLING ITEM!

WELL—HERE IT IS—"THE MYSTIC TEASE"

"SALLY OF HOLLYWOOD AND VINE" \$2.00 doz. or \$21.00 gr.
"BOTTOMS-UP", THE PARTY SENSATION 1.50 doz. or 16.50 gr.
NOVELTY "MAN-IN-BARREL" 2.40 doz.

25% deposit, balance C. O. D.
SAMPLE OF "SALLY"—25¢

406 CANAL ST. **JAX SALES CORP.** NEW ORLEANS 16, LA.

WANT AT ONCE! HIGH-GRADE PITCH OR MED MAN

Factory inside pitch. Chance to connect with nationally known, thoroughly reliable organization. Earnings of at least \$15,000 yearly above expenses are consistent and not exaggerated. Need 4 good producers. One in New England, one in California and West Coast, one in Middle West and one in Chicago area. To qualify you must be well educated and able to meet and make promotion with top-notch executives. You must dress well, have good personal habits and be able to do a strong, convincing 20-minute pitch according to directions. You will be thoroughly trained and given all co-operation. A car is essential. Married men traveling with trailer highly desired. This is a steady proposition with a steady income. The work is highly dignified and only high-grade men will qualify. For interview, state all particulars about yourself and your experience.

INDUSTRIAL ENGINEERING ASSOCIATES
P. O. BOX 1517 INDIANAPOLIS, IND.

PITCHMEN! DEMONSTRATORS!

Back Again—Perfected PUNCH NEEDLES! One of the biggest pre-war sellers now available for immediate delivery. Comes complete with Holder and 4 Nickel-Plated Steel Needles . . . \$22.00 per hundred sets. Sample set, \$1.00—Cash with order.

Terms: 25% deposit, balance C. O. D. F. O. B. Chicago. We also carry a complete line of Mullin Patterns, Embroidery Hoops and other accessories.

HOME ART and NOVELTY CO.
1100 Farwell Ave. CHICAGO 28, ILL.

We have moved to our new home--
5 West Jefferson Ave., Detroit
(Just around the corner)

CLOSEOUTS ON THESE NUMBERS

- #5 and #9 Balloons, Gr. \$.50
#28 Assorted Round and Cigar-Shaped Balloons, Gr. .75
#7 Kat (no printed) Balloons in bag, Gr. .50
#8 Pioneer Balloons, Gr. 2.00
#28 Oak Circus Balloon, printed, Gr. 3.00
#9 Oak Balloons, Gr. 2.50
Single Boy Bugles, Ret. 25c, Gr. 15.00
Comic Buttons, 4", Asst. Sayings, Gr. 7.20
Metal Dime Bank, register \$5.00, Dz. 1.00
Ocarinas, Ret. \$1.00 Ea. Dz. 3.00
Jaws Harps, Ret. 25c Dz. 1.00
Double Hand Brazilian Harmonicas, Ret. \$3.00, Dz. 9.00
Roller and Ice Skates Combination, Ret. \$2.50, Dz. 9.00
Rubber Daggers, Boxed, Ret. \$1, Dz. 2.00
Easter Baskets, Ret. 25c Ea. Gr. 7.20
AC-DC Radios, new, Ret. \$12.50, Ea. 8.50
Miniature Rifle Paper Weights, Dz. 3.00
John Bowl Toilet Pipes, Dz. 1.50
Stratford Ball Pens, Ret. \$1.00, Dz. 5.40
Plastic Chessmen, Boxed, Ret. \$1.50, Dz. 6.00
Polly Photos with Slides, Gr. 18.00
Sally of Hollywood Photos, Gr. 20.00
Hollywood Pix, 12 to Pkg. Dz. 8.00
Dream Girls, real photos (6), Dz. 3.60

WRITE FOR COMPLETE CATALOG ON NEW MERCHANDISE
1/3 Deposit, Bal. C. O. D.
BORDER NOVELTY CO.
5 W. Jefferson Ave., Detroit 26, Mich.
Member Michigan Showmen's Association

IT'S A KNOCKOUT - MIRROR FINISH STAINLESS STEEL EXPANSION IDENTIFICATION BRACELET



\$4.25 Dozen - \$48 Gross



\$3.50 Dozen



\$36 Gross

Each Dozen on Velvetine Tube Display. 25% Deposit With Order. Balance C. O. D.
THE SALPRO CO.
3824 W. Arthington Chicago 24, Ill.
STERLING JEWELERS
85 E. Gay St. Columbus 16, Ohio

HY-SCORE World's Most Powerful AIR PISTOL



COULDN'T FAST! HARD-HITTING!... Expertly made high-strength type pistol for use by experts... pumping, 20" or 18" long... 177 or 22, \$19.95 for set including Hy-Score Pellets and extra ammunition per set of 800 rounds \$1.49 for Cal. 17. \$1.98 for Cal. 22.
Write for Quantity Prices. WESTERN DISTRIBUTORS, INC.
1765 N. Armitage Ave. Chicago 22, Ill.

FIRECRACKERS!

1280 CHINESE FLASH \$3.95
Send for Complete Price List
Displays * Guns * Caps * Fireworks
Standard Specialty Co.
Oostburg, Wisconsin

ADVERTISING BALLOONS

WRITE TODAY for our new low price and samples on advertising balloons with your name of business. Fair Carnivals. Special Events.
NATIONAL SALES CO.
2805 East 79th St. Chicago 49, Illinois

NEW \$25 TO \$50 WEEK SIDE LINE... Spare Time

Everybody has \$1 for your spot cash commission... Genuine engraved, brilliant black lettering... New process... keeps bright without polishing... Easy \$2.98 sale gives you \$1 at once... We deliver. Make \$50 extra next week... Write now for free sample.
Dept. 5, National Engraving, 214 Summer, Boston 10, Mass.

AT LIBERTY-ADVERTISEMENTS

5c a Word, Minimum \$1
Remittance in full must accompany all ads for publication in this column...
No charge accounts.
Forms Close Thursday for the Following Week's Issue

AGENTS AND MANAGERS

MANAGER-25, RADIOS, RECORDS AND APPLIANCE business, desires position as manager-salesman in New York. Knows classics. Walter Snyder, 4739 Tacony St., Philadelphia 37, Pa. se11

BANDS AND ORCHESTRAS

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Winter, Wm.
Woods, Mrs. Bert M.
Woodward, J.
Yahr, Stella M.
Yancey, Geo. C.

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New York 19, N. Y.

Allen, Ruth
Raysee, James
Berra, Mike
Blevins, A. J.
Brown, Roy T.
Burgher, Anthony
Byford, Leslie
Cantwell, Charles
Coley, Clark Jr.
Condell, Louis
Conley, Wallace H.
Conover, Lusy
Conway, Rose
Cortez, Pete
Curley, Jack
Dellabate, Mrs. Ernest
Dickman, Bob
Dupont, Bertram M.
Eagan, Thomas P.
Fasadio, Louise
Fischer, Loretta
Glasco, George
Glover, Theresa
Goley, Larry
Howard, Joseph
Kalina, Madeline
Keller, Millie
King, Mrs. Ethel
Krasner, Daniel
La Fave, Eddie
Leahy, Charles "Buck"
Leflett, Paul
Leroy, Bud
Levine, Max
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Livermore, Norman
Lumpkin, Roy

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Arndt, Paul
Balley, R. E.
Barnett, Chester
Bauer, Joseph
Beraman, Leo H.
Berry, T.
Blair, Reville
Blandford, Ralph
Boyle, Charles F.
Brunt, Mrs. Edith
Camilias "Sisters"
Colston, George
Cooper, Charlie
Coriell, Ppt. Everett
Cortez, Mrs. Jean
Crow, Bill

Halleck, Bob
Hanson, Dale
Harper, Annette
Hart, Everett
Hartnett, Robert J.
Hickley, Willet
Hoodman, Mrs. R.
Hoppe, Herrn
Howard, Joe
Howard, Mr. & Mrs. Mezie

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St. Louis 1, Mo.

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Amack, Mrs. Eugene S.
Ames, Jack D.
Anderson, Robert
Antes, Herbert
Anthony, Mrs. Lucille
Anthony, Mrs. Marvel
Bacon, Imogene
Bacon, Wm.
Bailey, Bob
Bales, Pete J.
Barro, Teddie
Beckelheimer, Mrs. Irma Lee
BeCar, Harry
Bell, Adson
Bell, Miss Edith
Bennett, Dale R.
Benning, M. J.
Benver, Jack
Brandt, Peggy
Britton, Mr. & Mrs. D. A.
Cahoon, George
Caldwell, Sam
Carner, Charles
Carter, W. M.
Chambers, J. L.
Chaney, Mrs. Floella
Clemmons, A. B.
Clemmons, Richard B.
Comeau, Mr. & Mrs. George
Coutts, Robert H. J.
Davenport
Daria, Tomia
Decker, Bob

DeClements, Lorena
Detwiler, Bryan
DeWitt, T. R.
Dickson, Whitey
Dugan, W. W.
Duffy, Roy T.
Duran, Jack Jr.
Edmiston, Miss Helen
Edmiston, Raymond
Eichenst, Carl W.
Finley, Homer
Forster, Mary
Gage, Glen A.
Gaulle, Walter
Gordon, Charles L.
Gunn, L.
Hadlen, James
Hall, Edward L.
Hanson, Carl L.
Harvey, Mr. & Mrs. Henry
Haywood, Mrs. Zona & Son
Hefley, Bertha
Heller, Harry
Hinkston, Chas. H.
Hoal, Miss Hattie
Hood, Mrs. C. E.
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Humphrey, C. H.
Jackson, Louis
Johnson, Verna
Johnston, Everett
Kanthe, Mary
Kearns, Marie
Knight, Ira H.
Knutson, Knute
Knapp, Mrs. Kiddy

Pierce, Jack
Pines, M.
Pius, William
Porter, Roland
Powers, Alva
Pridley, Lucille
Ptashkin, Mrs. Lillian
Reynolds, Mae
Rice, Allen
Richmond, Leo
Robbins, Clarence
Robertson, Paul F.
Rohgers, Jackie
San Fratello, Joe
Samlers, Roland
Setterlund, Leo
Shesley, Mrs. Sarah
Shenanson, Eugenia
Sullivan, W. D.
Tan, Gins
Taylor, Earl R.
Terrell, Jack
Thompson, Art & Ina
Thompson, Harold
Thompson, William T.

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Valentine, Bill
Vaughn, George F.
Vaughn, George E.
Venerable, P. A.
Walker, Honey Lee
Wall, Otis
Wark, B.
Westmoreland, Melvin
Wicks, Robert F.
Will Hill's Elephants

Watts, Stanley
Williams, V. G.
Wilson, Theodore
Wolf, Mr.
Collin, A. O.
Davis, James B.
Dean, Al
DeLano, Louis
De Vere, Sylvia
Dogs, Carl Wright's
Dow, Freddie
Dows, Mrs. C. E.
Dunlap, Peter
Eversole, Walter
Fennell, F. E.
Fleming, Marjorie
Frazee, Gracie
Front, Ray E.
Gaines, Mr. & Mrs. Al
Gallager Kids
Gaze, Gyuz
Gelfman, Max
Goodwin, L. A.
Goss, William
Geddis, George
Gordon, Fred
Gunn, W. H. (Red)
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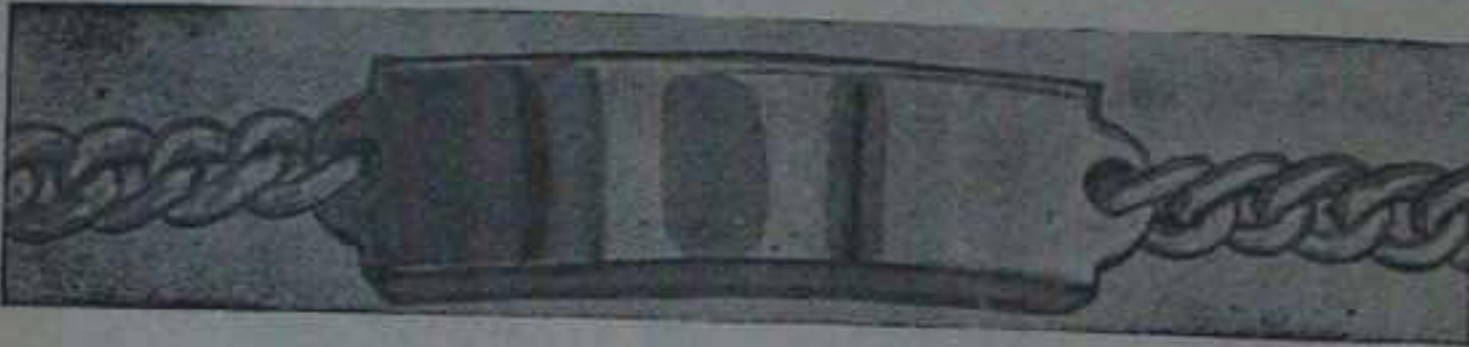
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Various Style
Pins, Pendants
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By Bill Baker

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worked the Wisconsin State Fair, Milwaukee, with novelties to good results.

It's not an easy job traveling fortune's road.

HENRY K. VARNER . . .
Akron pipester, is vacationing at Geneva-on-the-Lake, O.

HAVING WORKED . . .
the Wisconsin State Fair, Milwaukee, Solly Fields is en route to Wausau, Wis.

Since life is actually a game of chance, you'll find that the pitchman is among the topmost sports in the game.

CHET GREELEY . . .
and Fred Benner have formed a team again to purvey blades and hones and, according to reports, business has been good.

GLEN HOSBERG . . .
recently was the subject of a pitch article in *The Milwaukee Journal* in a piece written in connection with the Wisconsin State Fair.

A true pitchman never makes a spectacle of himself.

MIKE WING . . .
is reported to be corralling the long green working sheet in the hinterlands of Maine.

W. F. McDONOUGH . . .
is still working the wilds of Maine to reported successful business.

Know your pitch better and it will become a better pitch.

BOB BEAUDRY . . .
is getting the geedus with his nifty health-food layout at the Wisconsin State Fair, Milwaukee.

MEYER EGLASH . . .
is reported to have sold plenty of candy pops via his pitch layout at the Wisconsin State Fair, Milwaukee.

The pitchman is one fellow who doesn't live on the fat of the land. He earns his daily bread.

DANIEL NERO . . .
who numbers many friends among the pitch fraternity, is a staff photog-

OAK-HYTEX SOUVENIR of the FAIR PRINTS



FAST SELLERS for FAIR WORKERS

A fancy flash that gets the money on any fair grounds. 3 timely designs in bright colors on assorted color balloons. Ask your jobber.

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Hand made. 7 asst. designs: Skull, Snake, Indian, etc

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1/3 Dep. — Bal. C.O.D. plus postage



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Jeweled Case Lipsticks, \$49.00 Doz.; Sample, \$1.00. Mother of Pearl Lockets, heart or book shaped. Hand painted with choice of names: Mother, Wife, Sister, Sweetheart or Town, \$12.00 Doz.; Sample, \$1.00. Heavy identification Bracelets, beautifully plated, white or yellow, \$5.80 Doz.; Sample, \$1.00. Hand painted Wallets, zipper all around, picture compartments, \$6.80 Doz.; Sample, 85c. Cigarette Lighter and Ball Point Pen Combination, gold tone, 50c Each; Sample, 85c. Stainless Steel Knife and Ball Point Pen Combination, gold tone, 50c Each; Sample 85c. Fully guaranteed.

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| Medium Hawaiian Lela, Flashy Colors . . . \$ 3.00 Gr | All-Plush Jumbo Bear, 30-inch . . . \$36.00 Dz |
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| Spanish Hats with Tassels . . . 30.00 Gr | 29 Round Mottled Balloons . . . 6.50 Gr |
| Large Cowboy Hats . . . 36.00 Gr | 28 Cat Mottled Balloons . . . 5.50 Gr |
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Sample 85c

All-around zipper, 4 cellophane windows, zipper change purse, 12 appealing, multi-colored designs. Big demand. Popular gift item.

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- 500 GOOD SELLERS IN STOCK
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| Polly PEEL "Hollywood Stripper," Sure Fire Seller . . . \$1.50 | Esquire Ash Tray (Turnover), 1000 Laffs & Sales . . . 8.00 | Key Chain Ball Point Pen, With Your City Name . . . 2.25 | Max. JUMPING BEANS, 20 Pkgs. on Sales Card, Card . . . 1.10 | Israel's Answer to Arabs, Comic Fold Lotter, 100 . . . 1.00 | Squirrel Ring . . . 1.05 | Squirrel Killroy . . . \$1.50 | Squirrel Turtle . . . 1.00 | Squirrel Choc'ls 30 | Nature Boy Ash Tray . . . 4.80 | Nature Boy Key Chain . . . 1.50 | HANDS UP PIPE, Ralse U S . . . 1.75 | 25 Jr. Auto. Cap Gun . . . 3.80 | Roll Caps, 5 Doz. Boxes for . . . 1.80 | Rubber Man in Barrel . . . 2.40 | TARANTULA SPIDERS, Bree. Ast. Samples, Order From Above or 60 . . . 1.95 |
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- JACK DAVIS, 514 Collins Ave., Miami Beach, Fla.

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Introducing Glamorous SALLY of HOLLYWOOD and VINE

Watch her change before your very eyes! Be first and clean up! Every sale creates another one. Really the hottest selling novelty item in years! GET GOING ON THIS NOW! Sample by return mail, 25c.

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NEEDS ARE SUBSTITUTES FOR QUALITY

WRITE TODAY for new wholesale catalog on tincture, oil, saline soap, tablets, herbs, etc. LOW PRICES—RAPID SERVICE! (Products Liability Insurance Covered) We are Manufacturing Laboratories established 1934.

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No. 982 \$22.50 Doz.
No. 966 \$24.00 Doz.
No. B-8142 \$18.00 Doz.
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Net F. O. B. N. Y.
Leaders From the Leading Ring Factories.
1/20—12K Gold Filled Ruby and White Combinations.

Send for Illustrated Ring Circular and Price List of the Finest Men's and Ladies' Costume Ring Line.

Harry Mahren Ring Co.
303 Fifth Ave., Rm. 1609, N.Y. 16, N.Y.

rapher for the Associated Press, working out of The Milwaukee Journal building in the Cream City.

Fancy Freddie says: "He's the type who thinks that just because his trials are many, the rest of us geees haven't any."

MISS MAKIE . . .
hair products and shampoo demonstrator, formerly of the La-New Distributing Company, pens the following from Hopedale, Mass.: "Came in here from Cleveland in a rush after receiving the news that my brother, Albert Zampino, taxicab king of Milford, Mass., was seriously injured while riding a motorcycle about three weeks ago. His condition remains critical. Last March I left the pitch business for a vacation to take a position with a New York firm as its Cleveland representative. Let's have some pipes here from Harry Dempsey, Mr. and Mrs. Phil Kraft, Helen Gagen and Ruth King. Plan to return to Cleveland soon to wind up my business there and henceforth will make my home in Boston so that I can be near my family."

Don't believe them when they tell you there is no such thing any more as a great fair season.

E. J. HORST . . .
tells from Lima, O., that he visited the Baker Shows at Noblesville, Ind., where he renewed acquaintances with Sammy and Caroline Levy, who reported a successful tour with the shows. They were preparing for their string of fair dates which begins at Troy, O. Sammy said that business thus far has been okay and that he anticipates a good season before returning to St. Petersburg, Fla., for the winter. Horst says he'd like to see pipes here from J. Brennan, John Jacobs, Doc Stubbs and Dot and Dick Richards.

DOC LOVELL . . .
is making his home at the Hotel Standford, Catalina Island, Calif.

Add some life to your pitch and you won't have to worry about adding years to your life.

TOM COPELAND . . .
while en route to Springfield, Ill., stopped over at the Wisconsin State Fair, Milwaukee, long enough to renew acquaintances with pitchfolk working the Cream City event.

THE SWANSONS . . .
pitch exponents of note, worked up good counts at their booth at the Wisconsin State Fair, Milwaukee.

The successful pitchman never has time to waste. Life's too short for that.

JOHN VAN HASSEL . . .
is working hair trimmers at the F. W. Grand store, Milwaukee.

THE BLOCHS . . .
worked press cloths at the Wisconsin State Fair, Milwaukee, to good turns.

AFTER A BRIEF . . .
stay at the Illinois State Fair, Springfield, Leo and Mona Moriarity returned to the Wisconsin State Fair, Milwaukee, with cookie press and gadgets.

If you want to succeed, you must want to do it badly enough to work for it.

ROSELLA VIEAU . . .
her husband, Richard, and brother Bob Cadeau, are managing the Whitehall Apartments in Milwaukee.

THE VONN . . .
brothers worked the Wisconsin State Fair, Milwaukee, with a neat layout to better-than-average turns.

Pleasantries are always welcomed by a tip. If you would hit the top rungs of the ladder, being pleasant should be a must in your make-up.

LET'S HAVE . . .
some pipes from Fred Vogel, Jerry Metz, Mrs. Billie Constantine, Ray

Ludtke, John S. Fox, Bill Weiss, Joe Marks, Chuck Fester, Pistol Pete, Lefty Shapiro, Walter Rice, Rubin Bluestein, Barry Silver, Jack Tarbell, Jack Halsted, Doc Rowe, R. B. (Slim) Cunningham, Al Young, Al Rinehart, Nellie Brown, Mel Liebenberg, Georgia Olsen and Al Lapidus.

Tripod Opinions: "Make yourself a part of your pitch and watch the geedus roll in."

THE LOBARKSKYS . . .
Joe and Louis, turned up with good long-green counts with their novelties at the Wisconsin State Fair, Milwaukee.

BILLY WISCON JR. . . .
son of Bill Wiscon and Mable Rabelo, well known in pitch circles, who was killed in a truck accident near Trenton, N. J., August 10, had just been discharged from the navy after four years of service. Riding with Billy (See PIPES on page 98)

50 Real Money Maker **\$1.95** Postpaid
5¢ CIGAR Corona Size

FACTORY FRESH
SEND CHECK OR MONEY ORDER.
Any Quantity Desired. 1-Day Shipment.

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DEWEY AND ALMY CHEMICAL COMPANY
CAMBRIDGE 40, MASS.

REG. U. S. PAT. OFF.

ROCKETING TO TOP SALES! THE NEW Jy-ro Top

Everybody Goes For It, Young and Old Alike! More Fun than the Yo-Yo and Headed for More Sensational Selling Records. Easily operated by anyone after a little practice. Balls actually pass each other, revolving in opposite directions. Mystifying! Fascinating! Scientific Novelty Toy Sensation of the Age!

MILES SPECIALTIES
Kokomo, Ind. (Distributors)
Complete line of regular and Advertising Balloons



GIVE TO THE RUNYON CANCER FUND

FUZZY WUZZY
The BEAR for Profits

All Odorless Skins. Made of Selected Furs

SPECIAL SIZE \$39.00 Doz.
Sample \$3.50 Each
GIANT SIZE \$87.00 Doz.
Sample \$8.00 Each

25% deposit, balance C.O.D.
F. O. B. New York
IMMEDIATE DELIVERY

WE HAVE

- Plush Toys
- Fur Animals
- Dolls
- Boudoir Dolls, Aluminum Ware, Bingo Items, Clocks, and what do you want!

JOE END & CO., Inc.
Catering to Concession Trades

MIKE TISSER, Gen. Mgr.
436 West Broadway N. Y. 12, N. Y. Cor. Prince St. Walker 5-8280

Top Notch PROMOTERS and JOBBERS

•••••

SELL a sure-fire eye-appeal money-maker

• TOM SAWYER CUT-OUT DUMMIES! The kids love 'em and their parents are intrigued by them. These ventriloquist dummies are a real sales item to all age groups. These dummies are 27x10 inches overall, flexible for sitting on the knee, and the eyes and ears move. Each unit is complete in a large two-color envelope and are packed 144 to the carton. WRITE FOR PRICES!

•••••

GEORGE MILLER—Noble, Ohio

Amazing New FOLDING SEAT

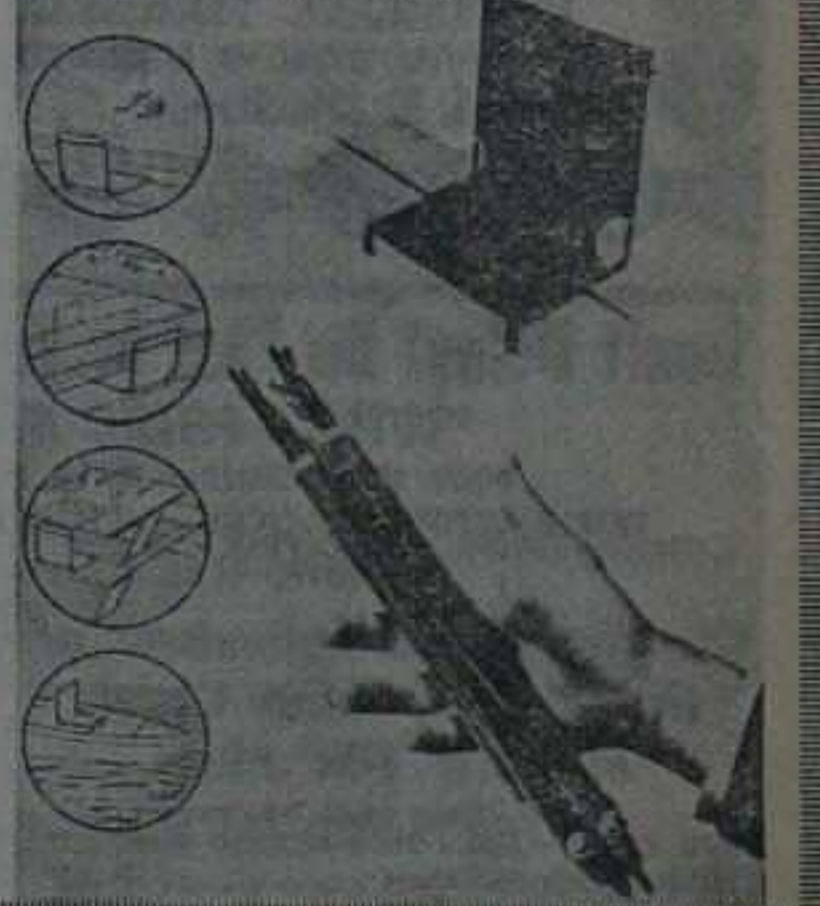
A Money Maker at Ball Games, Sports Events. A Natural for Stores, Concessioners, Agents!

COMFY-BAK SPORTSMEN'S FOLDING SEAT. No screws or clamps to fuss with. Sturdy steel supports covered with heavy duty canvas; folds to fit in the palm of your hand; lightweight, can be carried in pocket. 14x12-inch seat, 14x14-inch back.

\$1.20 Each
In Doz. Lots
SAMPLE, \$2.25 PREPAID
\$14.40 Doz., F. O. B. Factory. Shipping weight, 25 lbs.

3-Line Ad Imprinted on back of seat with orders of 500 or more; cost, \$15.00 extra.
25% with order—balance C.O.D.

A. G. BUSCH & CO., Inc.
2632 N. Central Ave., Chicago 39, Ill.



DOWN GOES THE PRICE . . .

HELIUM GAS U. S. Navy Surplus **\$3.00** per tank

Check or M. O. With Order, F. O. B. Elizabeth, N. J.

ATTENTION: All Tanks Complete with Right Hand Thread Valve. Tanks Contain Enough Gas to Inflate Over 100 No. 9 Balloons. 1800 lbs. Pressure Per Square Inch.

GEORGE SCHAFFER 19 Pinyon Place Elizabeth 8, N. J.
NO DEPOSITS OR RETURN OF TANK REQUIRED

SALESBOARD SIDELIGHTS

Mixed reports from board manufacturers and distributors as the summer season draws to a close. Some firms report August business up, while others say they are marking time, waiting until after Labor Day when vacations will be out of the way and the firm can really get down

EMPIRE

FOR THE *Finest*
in SALES BOARDS

WRITE FOR CATALOGUE

EMPIRE PRESS

637 SOUTH DEARBORN ST.
CHICAGO 5, ILLINOIS

to selling. Without exception, however, board makers are optimistic. Prices show a tendency downward, and a few manufacturers believe the downtrend should be checked.

From Portland, Ore., comes word that Allied Distributors, of that city, have opened a Seattle branch at 2201 Third Avenue. Announcement of the new branch came from Owner Al Greenberg. Murray Himmelman, associated with Greenberg in the Portland office for several years, heads the Seattle branch. Allied represents the Triangle Manufacturing Company, is Pacific Northwest factory representative for Abbotwares, and exclusive distributor of the new Kat Klocks.

Reuben Berkowitz, Bee-Jay Products, was expected back from his vacation this week-end. While Reuben was away his father, Joseph,

came in from Kansas City to take charge of the plant. Joe reported that the Bee-Jay plant in Chicago will probably go on a night shift within 30 days.

Alvin J. Borkin, of Bork Manufacturing Company, New York, returned from a two-week vacation in Maine to find his desk loaded with telegrams and letters of inquiry regarding his new line of money boards, due for a debut in a couple of weeks. With advance interest among ops mounting as the date of the introduction of the latest Bork line draws near, Borkin is still keeping mum on details. "Wait and see," he keeps telling inquisitive operators.

Superior Products' sales manager, Robert Kolinsky, says that firm is mostly marking time until Labor Day. Many of the sales force are out

of the city on vacations. Sam Feldman, sales manager for Harlich, arrived back in Chicago Monday (16) after a vacation in the north woods. Like everyone else, Harlich expects this autumn to be a particularly busy season—busier than last year.

SALESBOARDS at FACTORY PRICES Immediate Delivery

MULTI-GIANTS, 6 for 25c.

HOLES	NAME OF BOARD	PROFIT LIST
250	Pool Table	\$31.11 58.87
200	Solid Six	27.01 50.00
200	Star Dust	21.08 40.00
250	Glamour Gal	31.95 71.10
200	Grand Special	28.14 54.94
200	Quick Fins	23.75 45.50
200	Four Horses	25.70 50.25
200	Gold Bag Bookcover	22.25 43.00
200	Big Hit	22.00 42.50
200	Five High (Def.)	25.00 45.50
200	Little Giant (Def.)	25.00 45.50
240	Step Up	30.80 59.98
200	Worm's Eye View (Def.)	23.25 44.00
200	They All Go (Def.)	24.25 44.93
200	Trial Treat (Def.)	27.00 44.00
200	Winna Seal	28.50 54.44
200	The Comet	26.56 52.52
200	Dixie	27.92 53.32
200	Triple Five	23.50 45.44
300	Fin and Sawbuck	33.15 65.58

5c BOARDS

1080	Sweet Cookie (Def.)	\$27.70 55.25
1080	Irresistible (Def.)	26.20 52.25
1200	Real Figure	27.38 54.00
1200	Hit The Deck	30.80 57.77
1200	Smooth Sailing	30.20 57.85
1000	Hooierette	26.80 52.88
1050	No Male (Def.)	23.70 47.75
1050	Square Deal (Def.)	33.70 65.59
1200	Dicky Bird (Def.)	33.15 65.00

10c BOARDS

1000	St. Louis Sadie	\$44.30 87.38
2180	Gold Jack	57.08 114.80
1350	Black Gold	64.56 129.00
1080	Sit Down Strike (Def.)	63.50 127.00

25c BOARDS

1000	Hit Black Jack	\$66.00 132.00
1200	Ace High (Def.)	74.00 148.00
1350	Gold Gusher	150.96 301.92
875	Oil Strike	60.83 121.66
200	Grab A Fin (5 Nos.)	24.00 48.00
300	Fin and Sawbuck (5 Nos.)	33.15 66.30
300	Double Sawbuck (5 Nos.)	34.23 68.46
400	Superior Music (5 Nos.)	48.12 96.24
600	Sawbuck Special (5 Nos.)	65.85 131.70
400	Big Sawbuck (5 Nos.)	43.80 87.60
1000	Card Game (5 Nos.)	64.00 128.00

JAR-O-DO TICKETS AND JAR DEALS

JAR-O-DO	NET PRICE
Jar-O-Do Bingo Tickets, 1000 Size	\$.75
Jar-O-Do Bingo Tickets, 1200 Size	.80
Jar-O-Do Bingo Tickets, 1260 Size	.95
Jar-O-Do Bingo Tickets, 1380 Size	1.05
Jar-O-Do Bingo Tickets, 1600 Size	1.20
Jar-O-Do RWB 2170, Singles	1.50
Jar-O-Do RWB 2170, 5/1	1.75
Bingo Jackpot Cards, 50 Seal, Per Doz.	8.80
Bingo Jackpot Cards, 74 Seal, Per Doz.	8.85
Grab A Fin Pad, 1000 Size, 5/25c	1.70
Grab A Fin Pad, 1200 Size, 5/25c	2.25
Grab A Fin Pad, 1200 Size, 8/25c	2.25
Grab A Ten Pad, 1200 Size, 5/50c	2.25
Grab A Twenty, 1200 Size, 5/51.00	2.25

FACTORY DISCOUNTS ALLOWED.
Complete Stock on Hand. Call or Drop in To See Us.
1/3 With Order, Balance C. O. D.

RAKE COIN MACHINE EXCHANGE
609 SPRING GARDEN ST. PHILA. 23 PA.
LOmbard 3-2676

ORIGINAL "JAR-O-DO"

THE WORLD'S BEST TICKETS

NOT HAND MADE—
THESE 5/1 TICKETS ARE ENTIRELY MACHINE MADE BY NEW MODERN EQUIPMENT

We can furnish any size or style ticket desired, such as Red-White-Blue, Combination, Numeral, Slot Symbol, American Legion, D. A. V., V. F. W., Elks, Moose, Tavern League, Fire Dept. or any special ticket you may desire.

5 TICKETS FOLDED UNDER ONE BAND
WHEN ORDERING SPECIFY THIS: 5/1

THEY'RE NOT EXPENSIVE—THEY'RE ALMOST THE SAME PRICE AS SINGLE TICKETS—AND WE WILL STAPLE THEM AT NO EXTRA COST. MEANS MONEY SAVED FOR YOU.

WRITE TODAY FOR FREE LITERATURE AND DISCOUNTS

UNIVERSAL MANUFACTURING CO., INC.

"THE WORLD'S FOREMOST MFR. OF JAR GAMES"

405-411 E. 8th Street Kansas City 6, Missouri

PIPES

(Continued from page 97)

at the time of the accident was his friend, Dick Elsner, who is in a critical condition in St. Francis Hospital, Trenton, of injuries sustained in the wreck. Elsner is the son of Mr. and Mrs. Gus Elsner, Sulphur Springs, Fla.

KAY GOODMAN . . . is still gathering the long green with Wipe-On in Newberry's Los Angeles store.

CLAUDE ALLEN LEWIS

(Continued from page 49)

chants and near-by homes, never to be returned.

PUSH CARDS

PUSH PUSH

All sizes of straight or skip number cards with Girls' Names and winner under Seal. Also cards with every push a winner. Immediate shipment from stock.

FREE CATALOG—Write
W. H. BRADY CO., MFRS.
CHIPPEWA FALLS, WISC.

Seal Prize CHARLEY BOARDS

GRAND PRIZE CHARLEY

\$5.00

25c PLAY — 10c PLAY — 5c PLAY

1 PRIZE 2 PRIZE 3 PRIZE
25c PLAY — 10c PLAY — 5c PLAY
CASH PAYOUT OR CIGARETTE PLAY

ALL AVAILABLE IN THIN OR THICK
1000 TO 2000 HOLES

DOUBLE PRIZE CHARLEY

\$5.00

25c PLAY — 10c PLAY — 5c PLAY

TRIPLE PRIZE CHARLEY

\$5.00

25c PLAY — 10c PLAY — 5c PLAY

New-Profit Makers!

WRITE FOR CIRCULAR

Don't Delay! Be First in Your Territory To Introduce
"WIN-A-PRIZE BINGO" TICKET PLAY

NEW SENSATIONAL DEAL SWEEPING THE COUNTRY

TRIPLE ACTION FOR TICKET—PREMIUM AND PUNCH BOARD OPERATORS.
A DEFINITE PROFIT OPERATION—GRAND PRIZE OR CASH AWARD WITH EVERY DEAL.
PROTECTED SEAL UNCOVERED WITH LAST SALE.

We Are the Originators of the Win-A-Prize Card, 5c and 10c Play

MAKE YOUR OWN PROFIT!

USE 1280 - 1380 - 1600 or 2040 TICKETS

1280 Tickets and Card	\$.95
1380 Tickets and Card	1.00
1600 Tickets and Card	1.10
2040 Tickets and Card	1.50

Write For Detail Information and Definite Payout on the Various Cards Offered.

SPECIAL PREMIUM ITEM—COLD OR SILVER 11" HORSE ON ELECTRIC MANTEL CLOCK—\$12.75.
Mail 1/2 Deposit With Order.

"BEST BY TEST" TICKET AND PUNCHBOARDS AT FACTORY PRICES.

U. B. T. DISTRIBUTING COMPANY

210 N. EWING AVE. NEWstead 9008 ST. LOUIS 3, MO.
St. Louis Warehouse—Full Line of Tickets, Boards and Box Deals for Immediate Shipment.

GARDNER & CO. 2222 S. MICHIGAN AVE. CHICAGO, 16, ILL.

USED COIN-OPERATED MACHINES

Music • Vending • Amusement • Bells • Counter

Only advertisements of Used Machines accepted for publication in this column.

RATE—12c a Word . . . Minimum \$2

Remittance in full must accompany all ads for publication in this column . . . No charge accounts.

Forms Close Thursday for the Following Week's Issue

A-1 BARGAINS—CIGARETTE AND CANDY Vending Machines. All makes, models, lowest prices. What have you to sell? Mac Postal, 4416 S. Newgard Ave., Chicago. oc25

AA-1 BARGAINS—50 ASCO 5c HOT NUT Machines, reconditioned, \$15 each. 50 reconditioned 5c Silver Kings, \$8.95 each. Large Pistachio Nuts, 74c lb. in 60-lb. cartons. Bubble Ball Gum, 25c lb. in 25-lb. ctn. Send for complete price list. Asc. 55 Branford St., Newark 5, N. J.

AAAAA-1 RECORDING DISKS FOR AUTOMATIC and semi-automatic machines. Thousands of coin machine parts. Vending machines designed, developed, built. Joe Munves, 615 Tenth Ave., New York City.

BARGAIN—14 A-1 5c SILVER KING HOT Nut Machines, \$17.50 each; all for \$16 each. J. Huxlett, 831 Evergreen St., S.E., Grand Rapids, Mich.

CIGARETTE & CANDY MACHINES—ALL makes & models completely overhauled and re-finished in two-tone baked enamel, guaranteed trades accepted. Fred Stumm, 337 Lawrence St., Philadelphia, Pa. Lombard 3-2642. aug28

CIGARETTE MACHINE EQUIPMENT MILLED out for 25c operation, overnight service. Send your complete coin mechanism and lower to us. We also carry a complete new Coin Chute with one of the best known slug rejectors. For further information write, phone or wire. Central Vending Machine Service Co., 3907 Parriah St., Evergreen 6-4244, Philadelphia, Pa.

CUP BEVERAGE DISPENSING MACHINES—Fridgdrink, 320-cup capacity, good condition, extra parts, will sacrifice. Miller-Jeanney Co., 1362 Florida Ave., N. E., Washington 2, D. C. sc4

DIGGERS—IRON CLAW DIGGERS, EXHIBIT Merchantsmen, Mutoscopes, Erie Diggers, Rotary Merchandisers, Electric Hoists, National, 4243 Sansom, Philadelphia, Pa.

FOR SALE—15 SLIGHTLY USED TRIPLE Bells 5-10-25 cent Triple Bells used 30 to 90 days. Guaranteed perfect shape, ready for location, \$500. used with original crates. 1/3 down, balance C.O.D. Clare Albaugh, Douglas, Wyoming, or Nelson Novelty Co. sell

FOR SALE—CHICKEN SAM, PLAY BALL, Rapid Fire, Bally Basketball, Rifle Range, Air Raider, Whizz, Soccer Football and others at reasonable take-away prices. The Arcade, 397 North St., Pittsfield, Mass.

JUKE BOX ROUTE FOR SALE—WATERLOO, Iowa. Good earnings. Write Billboard, Box 197, Chicago. au28

POPCORN MACHINE—MANLEY 1948 MODEL, used only two months, at \$500 F. O. B. Washington, D. C. P. Ryland, 3985 Blaine St., N.E., Washington, D. C.

POPCORN VENDOR—6 KUNKEL HOT POP-corn Vendors for sale at \$100 each, used only two months. F. O. B. Washington, D. C. P. Ryland, 3985 Blaine St., N.E., Washington, D. C.

REBUILT POPCORN MACHINES FOR SALE—Fully guaranteed. Priced from \$150. Consolidated Confections, 1314 S. Wabash, Chicago 5, Ill. au28

SLIGHTLY USED 1947 MODEL V VICTORS (gum or peanuts). Lots of 25 only \$200. 1/3 deposit with order, balance C. O. D. Act now, supply limited. Buckman Novelty Co., 107 S. Madison St., Green Bay, Wis. au28

TWO LIKE NEW IMP WITH 3,500 BALLS Gum, \$30. T. O. Thomas Co., Paducah, Ky. sc18

WANTED—DIGGERS, EXHIBIT IRON CLAWS, Merchantsmen, Mutoscopes, Erie hand-operated Diggers. No packing, will pick up. J. W. Landl, 323 Sanford Rd., Upper Darby, Pa.

20 RAZOR BLADE VENDING MACHINES—Like new, very attractive. Aluminum. Cost \$40 each; will sacrifice for \$17.50 each. Box 3, Station 1, Cincinnati 29, Ohio.

IF YOU WANT THE BEST MERCHANDISE AT THE BEST PRICES BUY "BEST LINE" TICKET DEALS

We manufacture a Complete Line of Tickets—Spindle, Pad, Combination and R.W.B.

DISTRIBUTOR TERRITORY OPEN SALESMEN WANTED Phone, Wire Write: AL DECKER, Gen. Mgr. MISSOURI NOVELTY MFG. CO. 506 Market St., St. Louis 1, Mo. (Phone: Main 4264)

SALESBOARDS

Table with 4 columns: Name, Def, Price, Avg. Lists various board models like 400 5c Dollar Bd. X-Tk, 1000 25c Charley, etc.

NEW! 6 Tickets Per Hole Boards 200 25c 6-in-1 Max. Avr. \$35.50 \$1.59 300 25c 6-in-1 Max. Avr. 73.50 2.39 200 25c Kwik Fin. Max. Avr. 39.50 2.48

2170 5c Red-Wh.-Bl. Tkt. Def. \$36.50 \$1.20 2170 R.W.B. 5 Fold 1.39 120 Tip Ticket Bks., gross, \$18.75; doz. 1.85

WORLD'S BEST BOARDS, TICKETS, CARDS DELUXE MFG. CO. DeLuxe Building Blue Earth, Minn.

Advertisement for 'A Winner' Real FIGURE 5c Jackpot Board. Features a girlie picture and text: 'REAL FIGURE' A FAST PLAYING BOARD WITH A BIG BEAUTIFUL GIRLIE PICTURE 1200 R.M. HOLES 5c PLAY-SP. THICK FORM NO. 12308

Takes In . . . \$60.00 Ave. Payout . . . 32.64 AVE. PROFIT . . . \$27.36 MAX. PROFIT . . . \$32.20

HARLICH MFG. CO. 1200 NORTH HOMAN AVENUE CHICAGO 51, ILLINOIS

QUALITY BOARDS AT BARGAIN PRICES

Table with 5 columns: Name, Play, Holes, Profit, Net Price. Lists boards like Texas Charley, Jackpot Charley, Reg. Charley, etc.

All brand new, guaranteed boards. No seconds or rejects. 20% deposit. Balance C.O.D., F.O.B. Chicago.

HOWARD MACHINE PRODUCTS CO. Dept. PB 2754 Diversey Blvd. Chicago 47, Ill.

WARNING!!

TO ALL USERS OF PUNCHBOARDS: By September 1, all present types of money boards will be obsolete. A WORD TO THE WISE IS SUFFICIENT BORK MANUFACTURING CO. 6201 15th Ave., Brooklyn 19, N. Y.

NO OTHER BOARD CAN MAKE THIS STATEMENT MORE OPERATORS and JOBBERS USE PROFIT BOARDS THAN ALL OTHERS COMBINED IT'S A FACT! PROFIT MFG. CO. 50-11 40th St. L.I.C. 4, N.Y. 6c Pk. CATALOG FREE!

SPECIAL 300 Hole FIN & SAWBUCK \$2.25 (Lots of 25 Up) We distribute a full line of Punchboards and UNIVERSAL JAR-O-DO Combination Tickets, R.W.B. Tickets and Pad Deals. Quantity buyers, write for special prices on such items as you see. T. & C. SALES CO. 207 N. Sandy St. Jacksonville, Ill.

SMASHED PRICES ON SALESBOARDS THICK JACKPOT CHARLIES - - - - - 85c Each (OVER 100 DIFFERENT 5c PER SALE JACKPOT SALESBOARDS—ALL 1000 HOLES OR MORE) @ \$2.35 Each Average profit on each board \$22.00 to \$35.00. Boards are all from reliable and well known factories. Let us make up a selection for you. Regardless of quantity ordered, we will not ship you any two alike. You can then re-order quantity on any you wish. FREE BOARDS WITH TRIAL QUANTITY ORDERS 16 for the price of 15 Total price, \$35.25 27 for the price of 25 Total price, 58.75 25% deposit with order, balance C. O. D. Write for complete price list. A-P DISTRIBUTING COMPANY 2823 LOCUST ST. Phone: Jefferson 8811 ST. LOUIS 3, MO World's largest distributors of Bingo Ticket Deals and Salesboards.

SALESBOARDS—All Orders Shipped Same Day Received Holes Play Description Profit Price JAR TICKETS RED, WHITE AND BLUE LUCKY SEVEN BINGO TICKETS on Sticks—Size 1000-1200-1250 WRITE FOR OUR LATEST ILLUSTRATED PRICE LIST Stating your requirements. Large stock Plain, Tip, Definite, Jackpot Boards, Coin Boards, Super Giant Holes and all kinds of Cigarette Boards, 1c, 2c or 5c, 25% deposit with all orders—balance C. O. D. MICHIGAN CITY NOVELTY CO. BOX 66, MICHIGAN CITY, INDIANA

WE ARE OFFERING \$25,000 SALESBOARDS AT BELOW JOBBERS PRICES Send for List—Boards of Leading Manufacturers EXTRA-SPECIAL UNIVERSAL 2520 R. W. B. STAPLED BUNDLES OF (5) @ \$24.00 per ds. 2160 R. W. B. STITCHED IN BUNDLES OF (5) @ 15.00 per ds. 1260 R. W. B. LITTLE GIANT PAD-O-JACK @ 12.00 per ds. 25% deposit with all orders—balance C. O. D. TANCO NOVELTY COMPANY 205 N. RICHMOND ST APPLETON WIS.

FOR SALE GOING BUSINESS COMMERCIAL PRINTING CO. High and Jackson Sts. Muncie, Indiana Manufacturers of Base-Ball — Tip — Jackpot Books — Jar Deals PHONE 7707 — EXCELLENT OPPORTUNITIES

Communications to 155 No. Clark St., Chicago 1, Ill.

"Time of Your Life" and CMI's Giant Game Came to St. Louis; What Happened -- Shouldn't!

ST. LOUIS, Aug. 21.—The picture, *Time of Your Life*, came to Loew's State Theater here this week. So did the giant pin game, built at considerable expense and shipped by Coin Machine Industries, Inc. (CMI). But somewhere along the way lines got crossed between CMI and United Artists (with whom the tie-in promotion was arranged) and the game wasn't placed in the theater lobby as it was supposed to be, so moviegoers could plunk in their dimes on behalf of the Damon Runyon Cancer Fund.

Instead, the game wound up in Katz's Drugstore next door. And there it remained for six days.

The explanation why the game didn't get into Loew's lobby, as originally planned and as CMI had every reason to expect, was simple: The theater management objected to the game's size and the noise it made. So they arranged to have it placed next door where, incidentally, several pin tables were already on location.

Somehow a representative of a St. Louis newspaper chanced in Katz's store and spotted the giant game. At the same time the operator who had the other games in the stop was there. Both were flabbergasted. The operator called a St. Louis distributor to find out what was happening, and the distributor proceeded to tell him about the cancer drive promotion.

It developed later that the only distributors or operators in the city who knew that the game was in town were those so informed by J. Rosenfeld Company—the distributing organization which was asked to handle the mechanical details of setting the machine up, checking its receipts and shipping it on to Columbus, O., at the end of the run. The local association

hadn't been notified either, nor the press. Rosenfeld wasn't asked to publicize the game's arrival, so naturally the firm thought someone else was taking care of that chore.

Net result of the six-day run in St. Louis—\$135 in the coin box for the Runyon fund, but not one picture or story in the daily newspapers.

What had St. Louis coinmen bothered was this: If the industry is going to the time, trouble and expense of building such giant games, to tie in with United Artists picture on the assurance that they will be used to further CMI's work for the Damon Runyon fund, all parties concerned better get together quick while this promotion is just getting started to keep the St. Louis fiasco from being repeated elsewhere.

Business Loans Exempt From New Credit Regulations But Interest Rates Go Up Again

Finance Companies Watching Loans Closely

CHICAGO, Aug. 21.—While the new consumer credit controls, announced yesterday by the Federal Reserve Board, will not have a direct effect on financing of coin machine purchases, since these are considered as business loans and hence exempt under the new regulations, the general tightening of credit that will result from these regulations together with other steps taken by the Federal Reserve in recent weeks is touching the operator and distributor along with every other business man.

Boosting of the Federal Reserve rediscount rate from 1¼ to 1½ per cent last week resulted in an imme-

diately interest increase of 1/4 per cent on all business loans. For some operators this was the third interest hike faced since January 1. Most finance companies handling coin machine paper raised their rate 1/4 per cent January 1, 1948, and put thru a similar boost March 1. Spokesmen for these firms in Chicago envisioned possibility of further increases as the pressure to reduce amount of funds available to loan by the government as a curb on inflation continues.

"What would have even a more widespread effect," one spokesman pointed out, "is if Federal Reserve goes thru with the rumored move of requiring member banks to increase the amount of their reserves another 4 per cent. This would mean about \$400,000,000 which would have to be deposited and would mean that much less available for financing, since finance companies would of necessity have to increase the amount of their reserve proportionately."

For the present, however, it does not appear that financing companies doing business with coin machine firms plan to increase down payments, or shorten loan terms. Admittedly they are scrutinizing deals more closely than ever before, and are rejecting a higher percentage of applications, but firms with good records are not having any problem getting new equipment financed.

Coin Games Are Featured at N. Y. Golden Jubilee

NEW YORK, Aug. 21.—City residents and visitors who will attend New York City's Golden Jubilee Exposition at the Grand Central Palace, beginning next week, will have an opportunity to test their skill on a variety of coin-operated arcade pieces thru the co-operation of local arcade owners and suppliers and the New York City Department of Licenses.

As arranged by Harry Rosen, secretary of the Arcade Owners' Association of New York City (AOANYC), and the newly appointed commissioner of licenses, John M. Cannella, the entire frontage of the license department will be devoted to the exhibit. (See COIN GAMES on page 121)

Coin Mchs. at Fair

PITTSBURGH, Aug. 21.—Nine coin-operated amusement machines will provide an important part of the display representing *The Pittsburgh Post-Gazette* at the Allegheny County Free Fair here September 2-6.

All nine were manufactured by Exhibit Supply Company, Chicago, and consist of three See-a-View machines and six card vendors. The view machine will show specially prepared shots of the Freedom Train, as well as series showing institutional views of *The Post-Gazette*. Card vendor will handle conventional post cards, on the back of which will be promotion regarding the daily newspaper.

Cost Still Chief Problem Facing Coin Machine Ind. In England, Distrib Proves

Play Now Leveled Off at Pre-War Standards

By Philip Shefras

(Director, Philip Shefras, Limited, dealers in coin-operated automatic machines and amusement devices, London, England.)

LONDON, England, Aug. 21.—Cost is the prime factor in the coin machine field over here, affecting all types of equipment including phonographs, vending machines, pinball games and bell machines. I'd like to discuss each of the various types individually.

Starting off with pin tables and ball, these units of pre-war production are still in everyday use here. However, it would be somewhat misleading to accept the prices which are advertised as being the true value of the machines. (Ed. Note: Equipment advertised in English papers show prices for 10-year-old equipment practically the same as the original list figures.) Particularly, this applies to pin tables. These are not easily salable as their novelty has

died down, but since the composition of most arcades includes a number of pin tables, and, in view of the dearth of new equipment, what turnover of pin tables there is, is in the nature of compulsory changes in order to keep up the interest. You may be sure these high prices are paid very unwillingly and only as a last resort.

Mechanically, pin tables are really amazing in that they have stood up to the work but they now show signs of age, and the demand for spare parts is quite high.

Bell Market

The bell market is somewhat different. Most of their operation has always been in locations called "single sites," such as clubs, etc. With the diminishing value of money, the bulk of the operation has changed from penny play to three penny and six penny play. Due also to the destruction of buildings by enemy action (in (See Cost Still Chief on page 122)

NADA Meets Sept. 13 in Chi; Appoints Managing Director

BOSTON, Aug. 21.—Next meeting of the newly formed National Automatic Distributors' Association (NADA) will be held in Chicago September 13, followed by a joint meeting between NADA's nine-man board of directors with Chicago game manufacturers two days later (15), it was announced here this week by Melvin Summerfield, publicity and advertising advisor to the distributor group. At the same time it was also disclosed that Alfred J. Fingulin, a veteran in the trade association field, has been appointed NADA's managing director. Fingulin, also affiliated with the National Hide Association, will maintain NADA offices at 130

North Wells, Chicago.

Summerfield revealed that the association is working on a comprehensive campaign to show all coinmen that the association is designed for the benefit of all in the field. Along this line it has adopted an emblem showing an operator, a distributor and a manufacturer walking arm-in-arm along a path which reads: "All Must Profit."

Distrib Opinions

Following the formation of NADA as a result of a series of meetings among distributors from all parts of the country in Chicago earlier this month, an unusual amount of discussion (See NADA Meets on page 121)

Mills' Books Show Steady Profit Gains

2d Quarter \$137,095 in Blk.

CHICAGO, Aug. 21.—For the third successive month, Mills Industries, Inc., showed a substantial profit under its new management, A. E. Trenganza, Mills executive vice-president and general manager, announced this week in reporting on operations governing June and the first six months of 1948.

Profit for June totaled \$51,344 on sales amounting to \$1,000,000. These figures compared favorably with the previous month's \$55,941 profit on sales of \$1,100,491 and dwarfed the \$29,810 profit derived from \$1,348,637 in sales during April. Including the losses incurred during the first three months of the year, the Mills balance sheet shows that the firm approximately broke even on operations thru the first half of 1948 on its slightly more than \$7,500,000 total sales recorded in that period.

Working Capital Boosted

Other indications of Mills progress were that during June its working capital was increased by \$92,000 and that its immediate cash position was improved by \$172,000 in the same (See MILLS BOOKS on page 121)

TRENDS IN CHANGE MAKERS

Sheriff Patrol Cheers When Venders End Donation Bite

DETROIT, Aug. 21.—One of the automatic merchandising industry's most ardent boosters is the Wayne County Sheriff's Road Patrol. Headed by Capt. Edward Revolt, the patrol not only boosts venders because the machines provide the hard-working officers with 24-hour-a-day service, but because the machines have solved one of the patrol's major headaches.

Here's how it happened:

For many years the patrol had a peanut machine and a carbonated beverage dispenser in its headquarters. The nut vender netted the patrol an average of 65 cents per month, and the drink unit an average of \$4.50.

Payroll Nightmare

When Captain Revolt took charge of the detail he found making up patrol's pay roll a regular nuisance because of the donations which were constantly being taken up. The collections were for worthy causes—someone having a baby, or sick—but they were a pay-roll master's nightmare because deductions for such contributions were made from the patrolmen's pay checks. And that constituted a bookkeeping headache.

Venders to the Rescue

At that point Revolt decided to go in for automatic merchandising in a big way. A selective candy machine was installed by Automatic Canteen, a cigarette vender by Howes-Shoemaker Company and an up-to-date beverage dispenser was furnished by the Wyandotte Coca-Cola Bottling Company. Two peanut machines were installed by ex-GI Hobart Woods to complete the patrol's battery.

This group of machines gets heavy patronage from the patrolmen—not only because it offers them a complete snack service but because their purchases help build up a fund which eliminates special collections.

Collections Eliminated

Commissions which are ordinarily paid the location go into this patrol fund. During the past 20 months the fund has distributed something over

One Answer to Cig Price Hike Is Drop In Investment Yield

WASHINGTON, Aug. 21.—A major reason behind the recent increase in cigarette prices was made apparent this week in a report by Federal Trade Commission (FTC) disclosing that cigarette makers comprised one of the three groups of 25 selected industries to show a decline in the rate of return last year as compared with 1940.

Average return on the amount of investment for eight cigarette manufacturers was 11.9 per cent in 1947, while in 1940 the rate was 14.7 per cent. The report stated that the decline was largely due to increases in the cost of tobacco.

A decline was also registered in another segment of the tobacco industry, the makers of plug, smoking and snuff tobaccos. Three manufacturers in this field saw profits drop from 10 per cent in 1940 to 8 per cent in 1947. In other industries, profits increased as much as 12 per cent over the seven-year period.

\$200 worth of flowers and other gifts for staff members who have been ill, whose wives have had babies, or who have been married. And during that period not one single special collection, deductible from the patrolman's pay check, has been made.

In addition, the fund has been used to purchase a military flag for the post, and a number of books have been added to the post library.

The patrol office is located in Wayne, a western suburb of Detroit, fairly central to the entire county. Out of this busy office work 85 patrolmen—all of them solid vending machine customers.

Lynch Takes On Eastern Electric for Southwest

NEW YORK, Aug. 21.—S. H. Lynch & Company has been appointed exclusive distributor of C-8 Labora-

Market New Cup, Dispenser for Bulk Nut Mchs.

CHICAGO, Aug. 21.—A new cup and cup dispenser, especially designed for bulk nut vending machines by the paper cup division of U. S. Envelope Company, will be marketed to operators nationally thru Tropical Trading Company, Chicago, manufacturers of the three-bowl Challenger bulk vender.

Announcement of the new cup and dispenser was made by Gib Courshon and Ed Levin, of Tropical. At the same time, Tropical announced a price increase of \$5, effective immediately, on the company's bulk equipment. Price increase, Levin said, was necessitated by increased prices of aluminum and glass and marks the first such increase since the vender was introduced a year ago.

Tropical Trading Company will act as exclusive national representative for the U. S. Envelope Company's cups and dispenser. Courshon said the envelope company has been working on a special vender cup, for bulk machines, during the past eight months. The two and one-half ounce cups, which will sell for \$1.85 per thousand, are in production now. The aluminum and glass cup dispenser, which will sell for \$1.50, is nearing completion, and Courshon said the firm hopes to begin deliveries within four weeks.

Coupled with these announcements came reports that Tropical intends to contract for the manufacture of its bulk machines. This would enable the firm to substantially increase its output while devoting its energies to sales. An announcement concerning Tropical's contract negotiations will soon be forthcoming, Courshon said. At that time, too, the firm plans to move its offices into the south end of the Loop.

The metal-glass cup dispenser, developed by U. S. Envelope, will be marketed by Tropical Trading as a companion piece to their own machines as well as all other types of hot nut machines. Made of aluminum with a satin finish, the dispenser's glass dome is 12 inches high.

Survey Traces Growth of Service, Built-In Types

Ops say greatest impetus thus far given growth of changers came with appearance of built-in types—major problem with service unit: Who should pay?

CHICAGO, Aug. 21.—The automatic change maker, hailed three years ago as a stimulus for all types of coin-operated machines, is on the threshold of being accepted as standard equipment in some areas. But in other areas, where operators certainly might be expected to push this additional service, changers are as much of a mystery as they ever were. These broad conclusions are drawn from a spot-check survey made during the past month by *The Billboard's* correspondents in 12 varied market areas, and they reflect the thinking and observations of both operators and distributors.

Greatest impetus given the changer thus far was the advent of the built-in unit, operators say. This type of changer has been appearing in numerous major markets in increasing quantity, despite the fact that stand-type, strictly service changers were introduced and placed in production at an earlier date.

Differences of Opinion

At the outset, operators were unsure of the best way to handle the stand-type change maker, and differences of opinion still exist on that score. Should the operator foot the bill for the changer, trusting that it would boost the gross of his other equipment? Or should the location buy or lease the changer and assume responsibility for keeping it supplied with nickels?

First in a Series

This week *The Billboard* presents the first in a series of three stories which will explore the post-war development of automatic coin changers—both built-in and service units.

To secure this week's report, and the reports which will be published in the September 4 and 11 issues, correspondents in 12 major market areas made personal contact with distributors and operators. These distributors and operators were asked to outline their experience thus far with change-making units and to give their opinions on future growth of this phase of the industry.

In addition, manufacturers of change makers have been contacted in order to present a well-rounded picture of past, current and future production goals, mechanical changes and sales programs.

Next week: A complete report from every market area surveyed.

tories' Electro cigarette vender in seven Southwestern States, it was disclosed here this week by Lew Jaffa, sales manager of Eastern Electric Vending Machine Corporation.

Representation of the Electro vender by the 27-year-old Lynch organization was seen by C-8 executives as presaging intensive promotion of the cigarette vender in the territory serviced by the sales outlet. Lynch will handle the cigarette machine in the States of Texas, Louisiana, Oklahoma, Alabama, Mississippi and Arkansas. The outlet maintains offices in Dallas, Houston, New Orleans, San Antonio, Memphis and Oklahoma City.

Jaffa stated that an initial order of two carloads of machines will be dispatched to S. H. Lynch within a week. He said that the deal with Lynch was closed after the distributing firm had made extensive tests with the electric merchandiser to determine its operating performance.

The Electro cigarette machine is the only vender now handled by S. H. Lynch. The firm, whose service facilities and personnel are among the finest in the coin machine business, has also been exclusive representative for the J. P. Seeburg Corporation in the Southwest for years and has been active in the distribution of coin machines since 1921, when Lynch first teamed up with Arthur C. Hughes, vice-president of the firm, and E. D. Furlow, as Edison phonograph dealers.

Pero Resigns Spacarb Post

NEW YORK, Aug. 21.—Jack Pero announced this week his resignation as sales and advertising director of Spacarb, Inc. He had held this position with the soft drink vending firm for a year. Although not ready to disclose his plans, he said he would remain in the automatic merchandising business. His successor at Spacarb has not yet been announced.

A. M. Berkey, Kan. Op, Dies

WICHITA, Kan., Aug. 21.—Arthur M. Berkey, 58, former coin machine operator here, died in a local hospital Tuesday (17) of a self-inflicted bullet wound. Berkey had operated all types of coin-operated games for 14 years until quitting the business in 1944.

The Vendo Company, Kansas City, one of the pioneers in this field, concentrated its energies on a leasing arrangement, making its contacts directly with locations to demonstrate that locations could save valuable man-hours with a changer installation. In some instances, of course, operators provided the changer as a service to locations, but this was the exception.

A knotty problem arose in industrial shops where two or more operators had equipment. In such an instance, one operator was reluctant to install a changer and bear an expense which might ultimately benefit his competitor. Most operators found it difficult to make the installation of (See TRENDS on page 108)

ATTENTION-WANTED

- SMALL OPERATORS OF MERCHANDISE VENDING MACHINES
- ROUTE MANAGERS OF VENDING MACHINES
- ROUTE SERVICE MEN OF VENDING MACHINES
- OUTSIDE SERVICE REPAIR MEN OF VENDING MACHINES

Would you like to go into business in your own area as a partner of a nationally known company operating merchandise vending machines that sell a quick consuming item.

It is nationally advertised and has met with huge public acceptance, in camps, naval stations, schools, colleges, industrial plants, etc.

These machines do a substantial business with sizable profits. (Not a penny machine for a popcorn machine.)

The company making this offer is a large one, that is willing to go into partnership with the right people. We will supply all the necessary equipment and merchandise, in territories that we are not already operating in.

This is the most unusual offer ever made in the Vending Machine business, and may be the means of making your business future. A reasonable investment establishing good faith is necessary.

Only men whose reputation is beyond question, who have vending machine experience need respond.

Give all details, concerning your past business record and present connections. All replies will be held in strict confidence.

BOX NY-104

c/o The Billboard, 1564 Broadway, New York 19, N. Y.

25¢ COIN MECHANISMS

(Complete with National or ABT Ejector)

TO FIT THE FOLLOWING

ROWE: Imperials, Royals, Presidents and Crusaders

DuGRENIER: Models R, S, V, VD, W and WD

NATIONAL: Models 7-30, 7-50, 9-30, 9-50 and 9-A

These are brand new mechanisms and not conversions. No machining is required on location. Simply remove old mechanism and replace with new quarter mechanism.

These mechanisms are manufactured for Riteway Coin Devices by Malkin-Illion Company (established 1930), one of the country's leading coin machine manufacturers.

IMMEDIATE DELIVERY

Price Reduced to

\$15.00 EACH

Complete and ready to install in machine.

RITEWAY COIN DEVICES

400 COIT STREET
IRVINGTON 11, NEW JERSEY
Telephone: Essex 2-3405

Installation takes less than 60 seconds

1/2 with order—balance C. O. D.

Supplies In Brief

Ample Sugar Supply

WASHINGTON, Aug. 21.—Ample supplies of sugar for the United States and protection against an abnormal carryover of sugar in Cuba at the end of 1948 are assured by an agreement reached between representatives of the Cuban Sugar Stabilization Institute and the Commodity Credit Corporation (CCC) the U. S. Agriculture Department announced August 12.

In addition to making supplies available for filling Cuba's present quota of 2,822,000 short tons for shipment to the U. S. in 1948, the institute will maintain a reserve of 466,000 tons to meet possible further increases in Cuba's quota for shipment to the U. S. in 1948. The CCC has increased its purchases from the reserve supply by 238,000 tons under agreement entered into April 7 for use primarily by the army for civilian feeding in occupied areas. Such sugar, however, will be released to the institute if needed for domestic consumption in the U. S. The institute will be free to dispose of the remaining reserve supply, 228,000 tons, if Cuba's 1948 import quota is not increased by October 15.

Revise Sugar Quotas

WASHINGTON, Aug. 21.—Agriculture Department announced Tuesday (10) the revision of sugar quotas made necessary by the recent increase in the estimate of 1948 continental sugar requirements from 7 million to 7.2 million short tons, raw value. Domestic beet sugar's basic quota was listed at 1,800,000 short tons, and adjusted quota was listed at 1,281,787 short tons. Others included: Cuba sugar basic quota, 1,923,480 short tons, and 2,821,787 short tons adjusted quota; Hawaii, 1,052,000 tons basic, and 825,000 adjusted quota; Philippines, 982,000 basic quota, and 240,000 adjusted.

The department also announced the (See Supplies in Brief on page 110)

Uneeda Shine Sales Plans Set by Sacks

NEW YORK, Aug. 21.—Following extensive location tests, the Uneeda Shine Machine Company began deliveries of its Model 700 shiner this week. At the same time Sam Sacks, president, announced the firm's distribution policy, disclosing that no orders for fewer than five machines would be accepted after September 25.

All sales will be handled exclusively by Acme Sales Company, also headed by Sacks, and no regional distributorships or franchises will be offered. Sacks stated that his distribution policy is designed "to keep the price of the shiner low enough to insure a maximum return on the purchaser's investment." Operators receive a 10-day money-back guarantee on the machines they buy, he said, and all units are guaranteed for one year against material defects or faulty workmanship.

The Uneeda machine offers a neutral polish shine, operating 1 1/4 minutes for a nickel, and features a constant-pressure applicator. It will also be supplied for 10-cent operation, if desired. A coin counter is built in as standard equipment. It is housed in a two-toned, fluorescent lighted cabinet.

BUILT for OPERATORS



WORLD'S BEST BULK VENDERS

Designed and built to meet the demands of experienced operators, Northwestern bulk vendors are generally recognized as the world's best! Famous for dependable performance, long life, and trouble-free service, these rugged machines are real money makers from the start. Make sure of your investment size of your investment.

—insist upon Northwestern. Write for the name of your nearest distributor.

THE NORTHWESTERN CORPORATION
52 EAST 47th STREET, NEW YORK 17, N.Y.

AUTOMATIC MERCHANDISE VENDING MACHINES

PARTS, SUPPLIES, MERCHANDISE

- Northwestern Bulk Machines
- Orange Juice Dispensator
- Coffee Bar Vendor
- Soup Bar Vendor
- Parkette in Shell Vendor
- Chiclets Dentyne Gum Vendor

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PRICES AND 1949 CATALOG

PARKER PRODUCTS CO.

P. O. BOX 4501
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PHONE 5-2615
MEMPHIS 1, TENN.



Victor's Sensational New Custom-Built UNIVERSAL

Successful Operators Buy Good Merchandise. When You Buy Merchandise Vending, Buy The Best! Write for Complete Details and Prices.

Manufactured by

VICTOR VENDING CORP.

5701-13
W. Grand Ave.
Chicago 29, Ill.

PROVEN Money Makers!



WHY PAY MORE???

BUY DIRECT—SAVE 40%

TOM THUMB Venders are time tested. Thousands in operation. Die cast, precision built—2 sizes, 1 1/4 & 2 1/2 interchangeable mechanism.

You should be able to earn \$5.00 to \$6.00 a week net per machine.

ORDER FROM STOCK—Immediate delivery (money-back guarantee on sample).

WRITE FOR PRICES AND BULLETINS. (We distribute Victor Vending Machines.)

FIELDING MFG. CO., INC.

258 W. Pearl St. Jackson, Mich. Department 88-28

BRAND NEW Niks Biscuit Machines

9 Column with stand. Direct from manufacturer.

\$75.00

Each with order—balance C. O. D.

MALKIN-ILLION COMPANY

398 Coit St. Irving 11, New Jersey
Telephone: Essex 2-3405

5¢ BANTAM TRAY VENDOR
IMMEDIATE DELIVERY

Atlas Mfg. & Sales Corp.

12220 TRISKETT RD. • CLEVELAND 11, OHIO
ESTABLISHED 1928

Atlas

VENDS ALMONDS, NUTS, CANDY, PISTACHIOS

Write for Circular
Jobber Inquiries Invited



News

Good News

CIGARETTE PRICES UP!

Keeney's NEW DELUXE ELECTRIC CIGARETTE VENDOR HAS NO PRICE LIMITS!

HERE IS THE COIN HEAD THAT ACCEPTS ANY COMBINATION OF NICKELS, DIMES AND QUARTERS

Check THESE EXCLUSIVE OPERATING ADVANTAGES

- 1 Operates on any combination of nickels, dimes and a quarter thru a single coin opening. Meets new price changes without additional equipment or alterations.
- 2 Standard models vend cigarettes for 20¢—25¢—30¢. Can be adjusted to vend at higher or lower prices. Returns all overpayments or underpayments to patron by pressing coin return lever. Jam-Proof. Cheat-Proof. Impossible to "jackpot" merchandise to empty machine without correct coin insertions.
- 3 Coin changer optional. Returns nickel change when 5¢ more than listed price is inserted.
- 4 Instantaneous price adjustments on each column. Each column adjustable for dispensing King size or regular packs.
- 5 Always Fresh Cigarettes—9 Double (18) columns easy to load without tilting under swing-up top. Cigarette packs vended alternately from front to rear at bottom. Possible to mix slow-selling brands in any column, for the pack you see is the pack you get!
- 6 Three Way Match Vending—Free matches with each pack, or, free matches by pulling lever after each purchase, or, with penny coin insertion. (Note: Can be equipped with box match vendor at slight extra cost.)
- 7 Smooth Electrical Operation—No release solenoids, no maze of wiring, no complicated controls. Only one relay, two solenoids and one motor to handle the entire electrical vending cycle.
- 8 Large Jumbo Size Selector Buttons—Easy to operate.
- 9 Large Storage—Bottom of cabinet provides big, roomy compartment for storing large quantities of cigarettes and matches. Brilliant fluorescent lighting insures easy selection in darkest locations.

SIZE 35½" WIDE x 15" DEEP x 62" HIGH



FREE—Write for new circular and latest information on Keeney's Electric Cigarette Vendor. No obligation. Act Now!

J. H. Keeney & CO., INC.

"THE HOUSE THAT JACK BUILT"

2600 WEST FIFTIETH STREET, CHICAGO 32, ILLINOIS

Streamlined Beauty—Greatest Location Getter of All Time—Puts You Years Ahead of All others

Cigarette Machine Operators

A-T-T-E-N-T-I-O-N

QUARTER NATIONAL-TYPE SLUG REJECTOR

for **U-NEED-A PAK MODELS E, A AND 500**

\$15.00

IMMEDIATE DELIVERY

PENNY LOADERS NOW ON HAND

U-NEED-A SERVICE & PARTS CO.

Manufacturers of U-NEED-A Pak & Monarch Parts.

2715 SUMMIT AVE.

Phone: Union 3-2211

UNION CITY, N. J.

Under personal supervision of Joseph Kalishman.

The NEW U-NEED-A ELECTRIC Cigarette Machine will be out soon . . . Worth Waiting For

THIS MACHINE GROSSED AS HIGH AS \$20.00 IN ONE DAY!

Let us show you how POPCORN PAYS OFF with ARISTOCRAT . . . the QUALITY Popcorn Vendor!



Operators all over the country are acclaiming the ARISTOCRAT the finest and most successful automatic popcorn vendor they have ever used . . . a proved money-maker!

Note the ARISTOCRAT'S Streamlined Design, Beautiful Coloring and Rugged Construction. Examine the Perfect Automatic Operation. Compare its low servicing cost.

Write, wire, phone for nearest distributor. Ask for complete details and demonstration.

Exclusive Manufacturer's Representative

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8804 Hollywood Blvd.

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CRestview 5-5950

Alkuno Boosts Output; Names 3 New Distributors

NEW YORK, Aug. 21.—Production of the Alkuno & Company line of hard candy and gum venders has recently been stepped up to meet increased operator demand, Kuno Hamann, president, declared this week. Movie theaters, primarily in Detroit and among the Fox chain on the West Coast, are currently being exploited as location stops by Alkuno operators, he said.

At the same time, Hamann announced the appointment of three new distributors who will handle Alkuno equipment in Southern and Western territories. Charvane Company, located in St. Louis at 1112 Chemical Building, will act as the manufacturer's outlet in Missouri, Illinois, Colorado, Indiana, Iowa, Kansas, Kentucky, Nebraska and Ohio. California has been assigned to the A. H. Simpson Sales Company, 90 Folsom Street, San Francisco. Southern Amusement Company, at 628 Madison Avenue, Memphis, will promote Alkuno venders in Tennessee, Mississippi and Arkansas.

Malkin - Illion Thieves Caught

IRVINGTON, N. J., Aug. 21.—Thieves, who broke into the offices of the Malkin-Illion Company here Monday morning (16) and got away with over \$6,000 worth of cigarettes and State tax stamps, had no chance to convert the loot into cash, because of the inquisitiveness of four Newark detectives. The curiosity of the plain-clothesmen was aroused when they saw a garbage truck, escorted by an expensive black sedan, traveling thru Newark's ironbound section early that morning.

Following the unusual convoy, the detectives watched as the truck backed into a small garage and seven men clambered aboard and started unloading the garbage. But the detectives went into action when 50 cases of cigarettes, worth \$6,000, were handed down.

One of the men, who attempted to escape, was brought down by a bullet. Police said he was struck by a warning shot which ricocheted. The remaining six submitted to arrest quietly.

Tax stamps worth \$85.50 were found in the truck. But \$2,700, in cash, which Sam Malkin, of the vending machine firm, said was missed after the robbery, remained unaccounted for.

Blevins Buys Ohio Popcorn

GREENVILLE, O., Aug. 21.—Blevins Popcorn Company, of Nashville, has purchased the Ohio Popcorn Company, according to a joint announcement made here by Lou Harris, of Ohio Popcorn, and C. S. Stallings, of Blevins. Stallings will manage the Ohio company for Blevins.

WANTED

Cigarette Vendor Salesmen

★ Opportunity for experienced cigarette vendor salesmen to obtain unusual proposition.

Contact: JOHN CONROE

J. H. KEENEY & CO., Inc.

2600 W. 50th St., Chicago 32, Ill.

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Most Beautiful Most Durable Stamp Vendor of Them All



POSTMASTER STAMP VENDOR

Three chamber roll stamp machine, vending from 2 to 5 stamps for any coin in any chamber, accurately cut on the perforations. The only stamp machine which will not become obsolete by change in postal rates.

\$69.95

In Lots of 10 or More Single \$79.95

QUARTER CONVERSION UNITS

For U-NEEDA CIGARETTE VENDORS, ALL MODELS \$15.00 Ea.

For ROWE CIGARETTE VENDOR \$13.50 Ea. Specify Model

RUSH YOUR ORDERS

1/2 Deposit, Balance C. O. D.

Scott-Crosse Co.

1423 Spring Garden Street Philadelphia, Pennsylvania RIttenhouse 6-7712

VICTOR'S MODEL V

The Operator's Choice is Model V, as it correctly vends ALL BULK MDSE. . . . Champs, Pascoula, Candy and Ball Gum.

No additional parts necessary. Write us NOW for detailed information and prices.

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FOR MACHINES TO SUIT YOUR NEEDS

COUNTER GAMES OF ALL TYPES AND MERCHANDISE OF HIGHEST GRADE AT LOWEST PRICES.

WRITE TO:

J. SCHOENBACH

Factory Distributor of Advance Machines

1647 Bedford Ave. Brooklyn 25, N. Y.

Promotional-Franchise-Stock Salesman or one selling automatic equipment to new operators. Earnings \$10,000.00 to \$20,000.00 yearly. Must be able to finance self—travel and have car. Strong company with excellent background. References. For interviews write BOX 104, 5701 The Billboard Bldg., Chicago 1, Ill.



Your Confidence soon will be REWARDED!

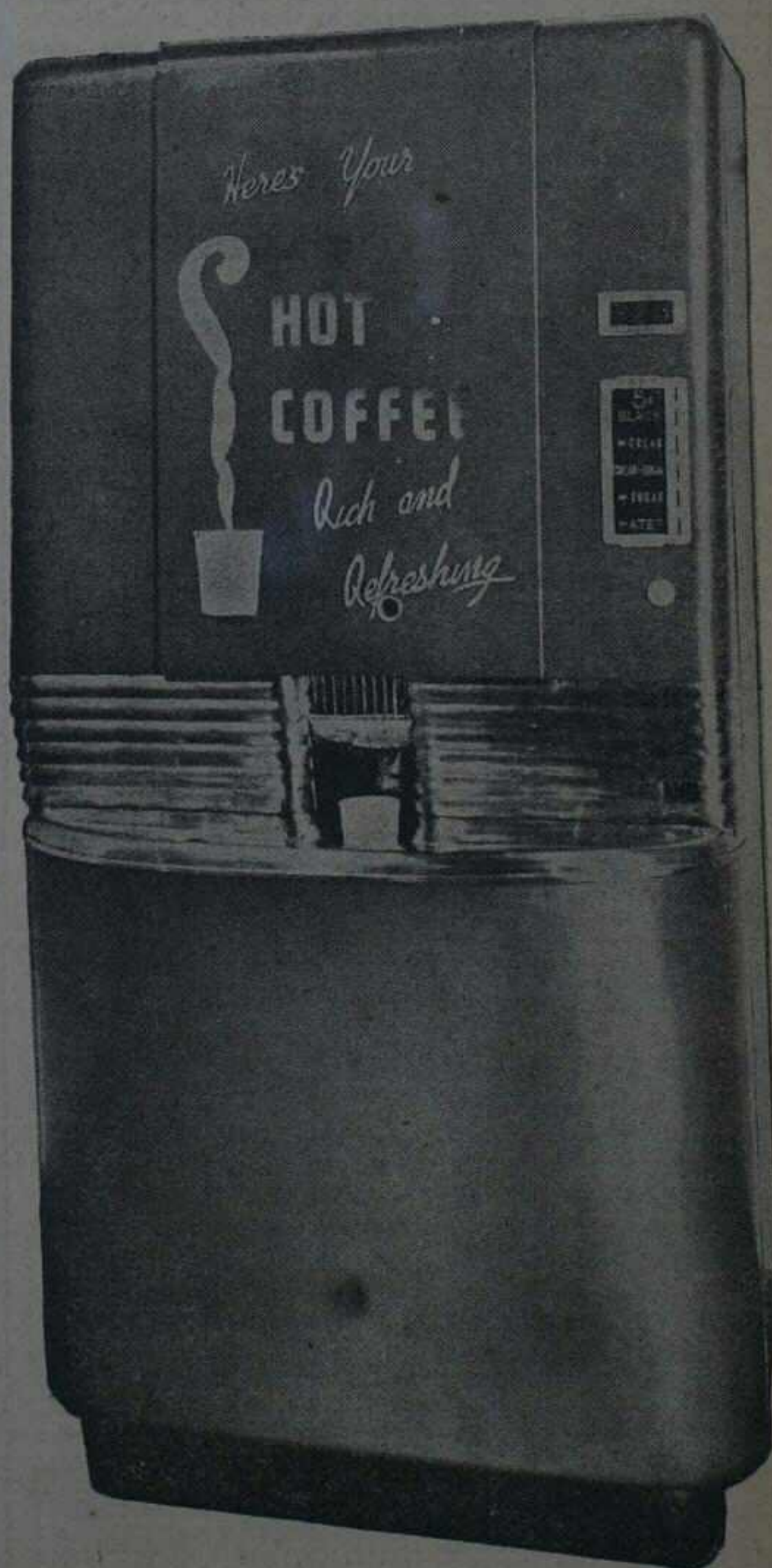
The Automatic Catering Vender which was the sensation of the N.A.M.A. and C.M.I. shows this year will SOON be in production. Operators and distributors will be well rewarded for their confidence and patience.

Every resource at the command of the sponsors of this multiple purpose hot liquid vender, which was the sensation of the initial showings, will soon put this greatest of money makers into your hands. And I can assure you that the biggest and best in finances and production facilities are back of this venture.

From our show experience and operational tests since the show, we have made certain modifications in design and construction to insure the most dependable automatic vender ever built . . . one that will deliver to your trade hot coffee in its natural flavor, delicious soups and other hot liquids which will guarantee heavy repeat patronage. And a machine at a price you can afford to pay and operate.

We promise the best deal for your public and for you as operators and distributors. Full details will be published at an early date. In the meantime, any inquiries addressed to me at 3612 Cedar Springs, Dallas 4, Texas, will have my prompt attention. I will shortly get in contact with you all personally. Watch these columns and the public prints for general announcements.

FRANK Q. DOYLE, General Manager
3612 Cedar Springs
Dallas 4, Texas





NOTICE

Due to the cigarette emergency situation we are devoting all our time to 25c vending conversions.

- PX
- UNEEDA
- ROWE
- DuGRENIER
- NATIONAL
- Etc.

Rapid, Same Day Conversion Service.
Expert Workmanship at Moderate Cost.
Send your coin mechanisms or machines, one or one hundred.



CIGARETTE MACHINES

Lehigh PX, 10 Col.	\$160.00
NEW Uneeda, 6 Cols., 380 Pack Cap.	149.50
Uneeda Model 500, 9 Cols., 350 Pack Cap.	115.00
Rowe Royal, 10 Col.	100.00
Uneeda Model E, 9 Cols., 270 Pack Cap.	59.50
DuGrenier, 6 Cols., 150 Pack Cap.	32.50
DuGrenier, 4 Cols., 100 Pack Cap.	25.00
8 Columns	35.00

CRACKER MACHINES

9 Cols., 164 Cap.	\$ 85.00
-------------------	----------

CANDY MACHINES

Rowe, 8 Cols.	\$ 90.00
DuGrenier Candyman	65.00
U-Select-It	35.00
Advance Candy Machine	27.50

SPECIAL, \$72.50

Uneeda Candy Machine, 102 cap. with enclosed base. With Angle Iron Base, \$67.50. Without Base, \$62.50.

TOP EQUIPMENT—UNCONDITIONALLY GUARANTEED
ONE-THIRD DEPOSIT WITH ORDERS—BALANCE C. O. D.
Parts and Mirrors available for all makes and models.

UNEEDA VENDING SERVICE

"THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES"
166 CLYMER STREET EVERGREEN 7-4568 BROOKLYN 11, NEW YORK

IMPORTANT ANNOUNCEMENT FOR DuGrenier OPERATORS

IMMEDIATELY AVAILABLE

Advise models you have and we will rush samples and full particulars.

For Complete Satisfaction Order Factory Standard 25c Conversion Units Direct From DuGrenier.

SILVER QUARTER CONVERSION UNITS

FOR ALL DuGrenier MODELS

Feeler Gadgets for Converting ALL CHAMPIONS to 25c Vending—2 nickels, 1 dime, 40c ea.

Conversion Attachments for Models R, S, V, W Converts to 2 dimes, 1 nickel; 3 nickels, 1 dime Nominal cost

RUSH YOUR ORDERS TODAY

Arthur H. DuGrenier, Inc.

15 Hale Street

Haverhill, Mass.

CIGARETTE MACHINE OPERATORS

ATTENTION

U-NEED-A PAK AND MONARCH PARTS CAN BE BOUGHT DIRECT FROM FACTORY AT TERRIFIC SAVINGS... WHY PAY MORE?

25-CENT CONVERSION LEVERS NOW ONLY 45 CENTS EACH
Straight Quarter UNITS for MONARCH, \$10.00.

U-NEED-A SERVICE AND PARTS CO.

MANUFACTURERS OF

U-NEED-A PAK AND MONARCH PARTS

2715 SUMMIT AVE.

PHONE UNION 3-2217

UNION CITY, N. J.

UNDER PERSONAL SUPERVISION OF JOSEPH KALISHMAN

NOW!

LEON "HI-HO" SILVER'S SELECT CALIFORNIA VENSIZE ALMONDS

Packed in 5-lb. vacuum tins, 6 tins to shipping case. Packed under his direction at the "Almond Bowl of America." Lowest prices. Write: ROLAND SEE, Sales Mgr., LEON "HI-HO" SILVER, INC., 760 HAYES ST., SAN FRANCISCO 2, CALIF.



First 30 Ice Cube Venders Roll Off Line

SAN DIEGO, Calif., Aug. 21.—First 30 Vend-Ice machines, venders of ice cubes, have come off the assembly lines of Vend-Ice Corporation here, and 10 of them have been placed on location in Beverly Hills by a Los Angeles ice company. Wayne C. Bailey, president of Vend-Ice and Universal Engineering Company, said this week.

The vender is 34 by 42 by 64 inches and has space for 80 cartons of cubes, of which 40 are stored. The cartons are 3 by 3 by 6 inches, and hold 32 cubes weighing about 3.2 pounds. Machines are designed for motels, small hotels and filling stations, and are equipped with a quarter chute.

Features of the machine are: Cabinet—all steel construction with welded steel frame finished in synthetic enamel, special rubber molding to insure proper seal of the box, upper portion contains refrigerated vending compartment and all dispensing mechanism, lower portion contains refrigerated and insulated storage drawer with cartons nesting, drain provided for defrosting, top lid for loading vender is locked in coin compartment, coin mechanism on side for convenience and safety, casters available. Package delivery—positive mechanical single-package control, trap door is sealed and automatically locks to prevent theft, coin return insured when vender is empty, packages delivered thru chute on face of vender. Coin mechanism—standard coin mechanisms made by National Slug Rejector, with fully interchangeable parts, coin mechanisms for various coin denominations available.

Vending compartment is of "cold wall" construction which prevents excessive frost and lessens defrosting periods. Lower compartment is refrigerated by combination "leak thru" and plates. Temperatures will range from 15 to 25 degrees.

Machine is equipped with 1/4-horsepower condenser unit using F-12 refrigerant. Adjustable expansion valve is factory-set but accessible for adjustment.

Bottle Cap Makers Hit by FTC Order

WASHINGTON, Aug. 21.—A cease and desist order against certain practices of a dozen bottle cap makers and their trade group, Crown Manufacturers' Association, was issued by Federal Trade Commission (FTC) this week.

Under the order the respondents are forbidden to enter into agreement to do the following in connection with the sale of caps or cork disk inserts: Fix prices or terms of sale, adopt uniform standards governing specifications of caps, exchange price lists for the purpose of establishing uniform prices, using the trade group to "suppress or eliminate" competition, and to sell at prices "calculated in accordance with any freight-equalization plan which results in uniform prices at any given destination."

Chalex Appoints Agency

RIDGEWOOD, N. J., Aug. 21.—Chalex Corporation of New York has placed its advertising account with Kirk B. Shivell, Inc., of Ridgewood, N. J. Chalex manufactures the Chalex Recorder, a unit designed to audit coins received and merchandise vended thru automatic vending equipment. Tentative annual budget for promotion and advertising has been set at \$30,000, according to the Shivell company.

SILVER KINGS
1c CANDY & NUT VENDOR
Introductory Offer
6 Machines, plus 37 lbs. Licorice Lozengers and 1000 Plastic Charms.
ALL FOR \$80.45
SILVER KING PRICE LIST
Sample \$13.85
2 to 5 12.50
8 to 11 11.55
12 to 40 \$11.05
50 or More \$10.55

NEW BRAND IMPS
EITHER 1c OR 5c PLAY
Cig. or Fruit Reels
\$12.95 ea.
LOTS OF 12 OR MORE
5 or More Ea. \$13.75
Sample \$14.50
QUANTITY PRICES TO WHOLESALE BUYERS

Brand New ABT CHALLENGERS
Special Price \$42.50
For Limited Time Only

NEW VENDING MACHINES

Northwestern De Luxe, 1c-5c	\$27.50
Northwestern Model 32	12.99
Northwestern Model 38	14.40
Northwestern Model 40	10.88
Northwestern Model 33 Ball Gum	11.40
Columbus Model 48, 1c Peanut	12.50
Columbus Model 48Z, 1c All Purpose	13.00
Columbus Model 48ZB, 5c All Purpose	13.75
Columbus Model 48Q, 1c Ball Gum	12.50
Columbus Tri-Mor, 3 Comp., 5c	45.00
Columbus Bi-Mor, 2 Comp., 5c	38.00
Silver King, 1c All Purpose	13.95
Silver King, 1c Ball Gum	13.95
Silver King, 2 for 1c Ball Gum	13.95
Silver King, 5c All Purpose	13.95
Victor Model V, Globe Type	12.50
Victor Model V, Cab. Type	14.50
Victor Model Universal	13.95
Silver King, 5c Hot Nut	29.95
Master Nov., 1c	13.95
Master 22, 1c & 5c Comb.	17.50
Master 28, 5c, 2 Turn	17.50
Advance Model D, 1c Ball Gum	13.75
Model O.V., 1c Adams Gum, 8 Col.	24.00
Model N 1c Adams Gum, 4 Col.	22.50
Advance 1c Stamp	18.00
Advance 3c Stamp	18.00
Shipman Triplex 1c & 3c Stamp	39.50
Postmaster Stamp, 3 Col., Roll Type	79.50
Penny Match, 1c	4.95
Exhibit Card, 1c	20.00
Sanitary Napkin, 10c Coin	24.00
Advance Model 21F	25.00
Cash Tray Almonds, 5c	6.95
Avco Hot Nut, 5c	17.50
Marion Scales, 1c	79.50

Certified Deposit Required on All Orders.

RAKE COIN MACHINE EXCHANGE
609 SPRING GARDEN ST. PHILA 23, PA.
LOmbard 3-2676

VICTOR'S NEW MODEL V-K
It's Outstanding!
Vends Everything! Investigate the many new features incorporated in this great new built vender. Write us NOW for detailed information and prices.
A Product of VICTOR VENDING CORP.
6701-13 Grand Ave. Chicago 39

VICTOR'S CUSTOM-BUILT UNIVERSAL EMPIRE COIN MACHINE EXCHANGE
24 or more \$13.50
1 to 23 13.95
1012 Milwaukee Ave. Chicago 22, Ill.

TOP MONEY!

with

'POP' CORN SEZ AUTOMATIC POPCORN VENDORS

'Pop' Corn Sez Automatic Popcorn Vendors... the profit-proved fully automatic popcorn vendors. There's no guesswork with 'Pop' Corn Sez Vendors—over 30,000 machines on location—90% of all popcorn vendors sold since 1941—are 'Pop' Corn Sez. No attendant necessary, attractive, trouble-free... unlimited supply of always fresh, uniformly perfect 'Pop' Corn Sez pre-popped corn. Write, wire or phone today for complete information.



Auto-Vend, Inc.
FORMERLY T. & C. CO
3612 CEDAR SPRINGS
DALLAS 4, TEXAS

Operators:
Over 50% net profit.

Distributors:
A few choice territories now open for exclusive franchise.

NOW SHIPPING 25¢ COIN MECHANISMS FOR DuGRENIER MACHINES

FULLY GUARANTEED

By Jimmy Martin — Bob Bloom — Dan Neldig

R, S, V, VD, W & WD
MODELS
\$19.50

COMPLETE WITH
NATIONAL AND ABT
SLUG REJECTORS

- ★ OPERATES ON SINGLE QUARTER
- ★ REJECTS SECOND QUARTER
- ★ NEW COIN INSERT
- ★ NO FILING OR FITTING
- ★ COMPLETELY NEW
- ★ HUNDREDS ON LOCATION
- ★ NO TROUBLE CALLS
- ★ 15 MINUTES TO INSTALL ON LOCATION
- ★ OLD UNITS EASILY REPLACED
- ★ MANUFACTURED BY LONG EXPERIENCED DuGRENIER MEN

CHAMPIONS
\$24.50

1/2 With Order, Balance C. O. D.

Phone, Wire or Write

VENDING MACHINE SERVICE

5351 W. Belmont Ave.

Phone Spring 3663

Chicago 41, Ill.

CIGARETTE MACHINES FOR IMMEDIATE DELIVERY

ALL EQUIPPED WITH 25c COIN CHUTES

161 PX—8 & 10 column

126 UNEEDA PAKS—8 & 10 column

70 DuGRENIER CHALLENGERS—7 column

These machines have been used for a few weeks only and are guaranteed same as brand new.

WRITE, WIRE OR PHONE

ROY MCGINNIS COMPANY

2011 Maryland
Baltimore 18, Md.
University 1800

2600 W. 50th St.
Chicago 32, Ill.
Hemlock 5500

Trends in Change Makers; Survey Traces Service Growth

(Continued from page 101)

a changer a co-operative effort, and this for a time left only two alternatives: The location would have to buy or lease its own changer, or do without.

Plan for Advertising

Vendo, which pioneered the leasing of service changers, hoped eventually to furnish changers at an attractive low rental, paying for the changers by selling advertisers the idea of carrying their messages on the changer's sides. This idea will be explored at greater length in a later story, but distributors have already reported some drawbacks to the idea. Some manufacturers, in whose plants the changers are located, have been reluctant to see the changers become an advertising medium, because the advertisements carried on the changers might conceivably cause a conflict with the industrial firm's own customers.

Meantime, new beverage machines, notably those manufactured for the Coca-Cola bottlers, began appearing on location with built-in changers. Coca-Cola bottlers pushed the changer as an added selling feature, pointing out that locations who leased change makers, or who were considering buying them outright, could save that expense by installing one of their bottle or cup units with a changer built in.

There are no concrete statistics or examples to prove or disprove the idea that built-in changers tend to help only the sales of machines which have such units. But that opinion is widely held among operators. They reason that an industrial worker who wanted a candy bar would hardly buy a soft drink just to secure an extra nickel with which to buy candy.

Gradual Growth

Altho the service or stand changer has made inroads in industrial stops and other locations where it serves batteries of automatic merchandising machines, it has been as widely used by drugstores, hotels, transportation centers and the like to provide change for making telephone calls. Stand changer use in this field especially, is expected to grow. But that growth, operators predict, will be gradual.

Cigarette and beverage machines have thus far used the lion's share of built-in change makers, and the recent increase in the price of cigarettes has already had its effect on this field. Manufacturers of cigarette equipment are thinking of a changer to return pennies where the retail price has been pushed above the 20-cent level but has not yet reached a quarter.

As long ago as 1933 National produced a six-column machine which was designed to return one, two or three pennies and a package of cigarettes. The increased capacity of present-day cigarette venders, which would call for a corresponding increase in the number of pennies carried in the changer's reserve, poses a servicing problem which did not trouble earlier operators.

Mixed Experience

Operators have reported mixed experience with change-maker servicing. Some of them maintain the changer constitutes a considerable service expense, while others are inclined to write off that expense as negligible when compared to the unit's effect on machine grosses.

Distributors and operators agree that the changers are not tamper-proof, but development work growing out of accumulated experience on location has resulted in striking mechanical improvements, both in service-type and built-in units. Operators who have had fairly broad experience with changers generally pass along this word of advice for the operator who plans to buy machines with built-in changers: Be sure that you are getting the latest model changers.

Automatic Syrup To Move

NEW YORK, Aug. 21.—Automatic Syrup Corporation, national distributors of the Mills 400-cup automatic fountain, will move to larger quarters at 60 Wall Street about September 1, Peter Foster, vice-president, announced this week. Firm has been located at 70 Pine Street.

Popcorn Firm Incorporates

OMAHA, Aug. 21.—Popcorn Products Company here has been incorporated for \$20,000 to deal in popcorn, candy, nuts and vending machines. Incorporators are L. Wayne Owen and Raymond L. Schulz.



MARION
The Accepted Standard of Quality and Beauty In Its Field

\$79.50

F. O. B. Plant.
1/3 Cash,
Bal. C. O. D.

Less in Quantities.
Foreign Inquiries Invited.

WORLD SALES, INC.

Sole Factory Agents
3220 W. BROAD ST. COLUMBUS 4, OHIO
Phone: RA-6336

ATTENTION
POPCORN VENDING MACHINE OPERATORS

Increase your machine profits with SupRpop hybrid specially popped corn. Packed in one bushel moisture-proof bags, 12 bags to shipping carton. Shipped anywhere. Can also furnish excellent reconditioned POP CORN SEZ hot popcorn vendors.

Wire or write us for prices.

DWIGHT HAMLIN CO.
5958 BAUM BLVD., PITTSBURGH 6, PA.
HILAND 8410

NEW LOW PRICES
U-SELECT-IT
CANDY MACHINES
72 Bar Capacity, \$27.50 Each. Limited Supply.

CIGARETTE MACHINES

DU GRENIER W. 9 Col.	\$37.50
DU GRENIER S. 7 Col.	32.50
UNEEDA, 9 Col. 500	70.00
UNEEDA E. 8 Col.	40.00
NATIONAL 8-30	50.00
ROWE ARISTOCRAT, 6 Col.	22.50

ADD \$7.50 FOR QUARTER OPERATION.
PENNY INSERTS \$25.00
All Makes Machines Changed Over.
WHAT HAVE YOU TO SELL
Half Deposit.

HARRIS VENDING
2717 N. Park Ave. Philadelphia, Pa.
Phone: BA 9-0808

GET INTO THE POPCORN BUSINESS

With only a small investment!

Popcorn will sell FASTER through a hot dispenser than any other type on the market today. Your local community or town is an ideal, profitable spot for this type of business.



"Little Giant"
HOT POPCORN DISPENSER

The "Little Giant" is a proven money-maker that is small in size but a "giant" in action! 8-gal. capacity. Size: 15" by 12" by 29". Portions controlled by size of bag or bowl. Bagging companies and vending operators will find servicemen can handle these dispensers in addition to present routes. It is more profitable to operate dispensers without a coin chute.

Write for free literature and profit table compiled by a popcorn man for popcorn operators.

\$57.50* each
F. O. B. Chicago

*Slightly Higher on Eastern and Western Seaboard.
Manufactured by

ABC POPCORN CO.

3441 West North Ave.

Chicago 47 • DICKens 3375

COMPLETE LINE OF

- Raw Corn
- Seasoning
- Boxes
- Bags
- Pre-Popped Corn (No. 10 Cans)

Pre-Popped POPCORN

Packed in moisture-proof bushel bags \$1.12
In handy moisture-proof 2 1/2 pk. bags 70¢
Shipped anywhere in the U.S.A., F.O.B. Chicago (Special discount to Popcorn Machine Distributors)

Also cheese corn, smoked corn for immediate shipment.

SHIPMAN DUPLEX POSTAGE MACHINE

Compact and foolproof. This famous model is in production once more and is more popular than ever. Now made with a white porcelain front, trimmed in red and blue.

\$29.50

DISTRIBUTORS, JOBBERS, SALESMEN
WRITE AT ONCE FOR DEAL DISTRIBUTING THESE VENDORS.

Folders — 10,000 -- \$ 5.75
25,000 -- \$13.95

HOT NUT MACHINES
Brand New!

Dispenses all types of bulk merchandise for 5¢ as cashews, pistachios, almonds, etc. A real value for your money. Limited stock on hand, so order early. Cup dispensers not included. Original value, \$44.50.

\$14.95 Lots of 5
\$16.95 Single

1/3 DEPOSIT ON ALL ORDERS.
WRITE FOR CATALOG ON BULK VENDORS, GAMES, ETC.

PARKWAY MACHINE CORPORATION
623 W. NORTH AVE. DEPT. B • CHICAGO 14, ILL. MADISON 1447 • BALTIMORE, 17, MD.

DUX BRAND PAN CANDIES — are the *FINEST QUALITY* in AMERICA! — Dark Brown Beans, Light Brown Beans, Rainbow Beans.

30 lb. CASE \$6.60 F.O.B. — San Francisco
NORTHWESTERN BULK VENDERS—ALL MODELS—IMMEDIATE DELIVERY!

VIKING SPECIALTY COMPANY
530 Golden Gate Ave. San Francisco

CIGARETTE MACHINES CONVERTED TO 25c PLAY
ANY MAKE OR MODEL

22 TO 28 FEET SHUFFLE BOARDS \$249.50 Ea. IMMEDIATE DELIVERY

Also Other Vending Machines. Write for Free Circular.
1/2 Dep. With Order. Bal. C.O.D.
CAIRO VENDING SERVICE
432 West 42d St., New York 19, N. Y. LOngacre 3-1334

VICTOR'S NEW MODEL V-K

It's Outstanding!
Vends Everything! Investigate the many new features incorporated in this great, new bulk vender. Write us NOW for detailed information and prices.

A Product of **VICTOR VENDING CORP.**
5701-13 Grand Ave. Chicago 38



State Tax Calendar

Alabama
September 10.—Tobacco stamp and use tax report and payment due. Tobacco wholesalers' and jobbers' report due.

Colorado
September 14.—Sales tax report and payment due.

Georgia
September 10.—Cigar and cigarette wholesale dealers' report due.

Idaho
September 15.—Cigarette wholesalers' drop shipment report due.

Illinois
September 15.—Cigarette tax return due.

Indiana
September 15.—Cigarette distributors' drop shipment report due.

Kansas
September 20.—Sales tax report and payment due.

Kentucky
September 20.—Cigarette wholesalers' report due.

Louisiana
September 1.—Soft drinks tax report due. Tobacco tax report due.
September 15.—Soft drinks tax report due. Tobacco tax report due.
September 20.—New Orleans sales and use tax report and payment due. Sales and use tax report and payment due.

Maryland
September 15.—Sales and use tax report and payment due.

Massachusetts
September 20.—Cigarette tax report and payment due.

Michigan
September 15.—Sales tax report and payment due.
September 20.—Cigarette report and tax due.

Minnesota
September 20.—Cigarette tax and report due.

Mississippi
September 15.—Sales tax report and payment due.

Missouri
September 30.—Soft drinks manufacturers' report and payment due.

Nebraska
September 10.—Cigarette distributors' report due.

New Jersey
September 20.—Cigarette distributors' tax report and payment due.

North Dakota
September 10.—Cigarette distributors' report due.

Ohio
September 10.—Cigarette wholesalers' report due.
September 15.—Cigarette use tax and report due.

Oklahoma
September 10.—Cigarette wholesalers', retailers' and vending machine owners' report due.
September 15.—Sales tax report and payment due. Tobacco wholesalers', jobbers' and warehousemen's report due.

Pennsylvania
September 10.—Soft drinks tax report due.

Utah
September 15.—Sales tax return and payment due.

Washington
September 15.—Sales tax report and payment due.

West Virginia
September 15.—Cigarette use tax report and payment due. Sales tax report and payment due.

Wisconsin
September 10.—Cigarette wholesalers' and manufacturers' report due.

Wyoming
September 15.—Sales tax report and payment due.

Austin Cig Ops Lauded by Press For 20c Price

AUSTIN, Tex., Aug. 21.—Texas operators are determined to hold the 20-cent price level in cigarettes, even tho most over-the-counter sales will be pegged at 21 cents. Last week, reports indicated Dallas merchandising companies would stay at 20 cents (The Billboard, August 21), and this week operators in Austin announced that they, too, would absorb the eight-cent per carton price hike.

As a result of their determination to hold the price line, local operators have gathered a great deal of favorable publicity in Texas papers. Stories in the local dailies explained at great length that the operators would have to both convert their equipment to take the extra coinage, and that penny-pushing departments would have to be set up.

The Austin-American commented editorially, "So the situation is status quo. Cigarettes across the counters at most places are 21 cents a package. But from the coin machines, 20 cents will still do the work."

Suchard Sales Meet Reviews Fall Plans

LITITZ, Pa., Aug. 21.—Package goods field representatives of the Wilbur-Suchard Chocolate Company here held their annual convention at the Hotel Brunswick, Lancaster, recently.

During the sessions, Suchard's advertising and sales promotion plans for the coming year were reviewed, and the salesmen were told of several new products the firm will introduce within the coming year. No further information on these new products was made available to the trade at large, however.

Feature of the banquet, which closed the four-day meeting was the presentation of two silver pieces to Jack Wine, of the Philadelphia office, who has been with Suchard for over half a century. The sales organization likewise presented a silver tray to Charles S. Grube, general sales manager.

PIONEER OFFERS ALL PURPOSE VICTOR

VK PORCELAIN FINISH
5 Victor VK's, plus 66 lbs. of Boston Baked Beans, plus 1,000 Plastic Charms, all for **\$82.35**

5 Victor VK's, plus 50 lbs. of Reg. Ball Bubble Gum, plus 1,000 Plastic Charms **\$79.00**

PLASTIC CHARMS \$3.25 Per M
SMALL PISTACHIO NUTS
25 Lb. or 45 Lb. Ctns. . . 52c Lb.
In 100 Lb. Lots 51c Lb.
Spanish Peanuts, 30 Lb. Ctns. 25c Lb.
Virginia Peanuts, 30 Lb. Ctns. 29c Lb.

5/8-140 Ct. Colored Bubble Ball Gum
(Makes Colored Bubbles)
25 Lb. Ctns. 28¢ Lb.
100 Lb. Ctns. 27¢ Lb.

REG. 5/8 BUBBLE BALL GUM
25 Lb. Ctns. 26¢ Lb.
100 Lb. Ctns. 25¢ Lb.
(Freight Prepaid on 100 Lbs. or More)

FULL CASH WITH ORDER
1/3 Deposit, F. O. B. Brooklyn, N. Y.; Balance C. O. D.
Orders Under \$10.00, Money in Full, ALL PRICES SUBJECT TO CHANGE WITHOUT NOTICE.

PIONEER VENDING SERVICE
Exclusive Victor Distributor in N. Y.
561 SACKMAN ST., BROOKLYN 12, N. Y.
Phone: Dickens 2-7892

VICTOR'S MODEL V

The Operator's Choice is Model V, as it correctly vends ALL BULK MDSE. Charms, Peanuts, Candy and Ball Gum. No additional parts necessary.

Write us NOW for detailed information and prices.

A Product of **VICTOR VENDING CORP.**
5701-13 Grand Ave. Chicago 38

ALL VICTOR MACHINES

recommended and sold on **TORR TIME PAYMENT PLAN**
Pay for same in 16 weekly payments

WRITE FOR DETAILS SPECIAL PRICE FOR MONTH OF SEPTEMBER ONLY

RAIN-BLO BUBBLE BALL GUM
Packed 25 Lb. to Carton

Less than 100 lbs.	30¢	170¢
100 lbs. and over	28¢	28¢
100 lbs. and over	26¢	27¢
Spotted and Striped	40¢	40¢

Freight paid on 100 lbs. or over

Pistachio, Large Red, 60 Lb. Ctn. . . . 75¢ Lb.
Pistachio, Small Red, 60 Lb. Ctn. . . . 60¢ Lb.
Virginia Peanuts, 30 Lb. Ctn. 29¢ Lb.
Spanish Peanuts, 30 Lb. Ctn. 23¢ Lb.
Licorice Gems, 775 Ct., 37 Lb. Ctn. . . . 26¢ Lb.
Jawbreakers, 575 Ct., 34 Lb. Ctn. 22¢ Lb.
Chocolate Confetti, 450 Ct., 34 Lb. Ctn. . . 36¢ Lb.
Pee Wee Rainbow Peanuts, 33 Lb. Ctn. . . 25¢ Lb.
Pee Wee Boston Baked Beans, 33 Lb. Ctn. 24 1/2¢ Lb.

FULL CASH WITH ORDER

ROY TORR LANSDOWNE, PENNA.

T & C HOT POPCORN Vendors
14 New (in original crates) . . . \$129.50 Ea.
77 Used—reconditioned to look and perform like new. 99.50 Ea.
Lots of 10 109.50 Ea.
Smaller Quantities

ALFRED SALES, INC.
881 Main LI 9105 Buffalo 3, N. Y.



\$25 BRINGS THIS SCALE TO YOU BALANCE MONTHLY 200 FORTUNE TELLING NO SPRINGS SCALE

Height, 51 In. Width, 13 In. without sign
Depth, 25 In. Sign, 15 In.
Net Weight 185 Lbs.
Shipping Weight 245 Lbs.

Invented and Made Only by **WATLING Manufacturing Company**
4650 W. Fulton St. Chicago 44, Ill.
Est. 1889—Telephone: Columbus 2770.
Cable Address: WATLINGITE, Chicago.

TIME PAYMENTS ON "SILVER KINGS"
24 or More 1/4 DOWN—20 WEEKS TO PAY WRITE FOR DETAILS

Higher Profits from locations are a natural with the all new Silver King Hot Nut Vendor.

Completely redesigned for sales-compelling eye appeal. Flashing ruby red jeweled top rotor.

\$29.95
OTHERS LOW AS \$10.55

Nut and Ball Gum Vendors, 1c-5c.
U. S. and Foreign Coins.
Address mail to Dept. B.

T. O. THOMAS CO.
Phone 2131
1572 Jefferson Paducah, Ky.

CHARMS CAN DOUBLE OR TRIPLE YOUR PROFITS IN BULK VENDORS

Write today for lowest price and samples of our METAL AND PLASTIC CHARMS, STONE AND GEM CHARMS, WEDDING RINGS, RINGS, JACKS, BALLOONS, TRIVETS, ETC.

BECKER VENDING SERVICE - BRILLIANT - WISCONSIN

IMPS

1 or 5¢, Fruit or Cigarette Real, \$12.95 (lots of 12); \$13.75, lots of 5; \$14.50 Sample, 1 Imp and 3,500 Balls Gum, \$17.50; 2 Imps and 7,000 Balls Gum \$35.00. Third with order, bal. C. O. D. or 5% discount for full remittance.



Ask for our booklet—"Why Work for the other guy" and "Dollars From Pennies"—Both free.

Address mail to Dept. B.

T. O. THOMAS CO.

Phone 2131 1572 Jefferson Paducah, Ky.

Supplies in Brief

(Continued from page 102)
 prerotation to Cuba, Peru, Dominican Republic and El Salvador of an additional deficit of 50,000 short tons, raw value, of sugar in the 1948 quota for the Republic of the Philippines.

Cig Output Soars

WASHINGTON, Aug. 21.—Strong consumer demand resulted in a record output of 379 billion cigarettes in the fiscal year ended June 30, Agriculture reported this week (10). This was 18 billion or 5 per cent more than the previous fiscal year. Cigarette consumption, which is expected to continue high, is certain to result in a new calendar year record, the department forecast.

Cigar consumption in the U. S. in the fiscal year which just ended was about 5,700 million compared with 5,650 million for the previous fiscal year.

Sugar Imports Down

WASHINGTON, Aug. 21.—Imports of sugar during the first seven months of 1948 amounted to 2,947,713 tons as compared with 3,672,000 tons for the same period last year, Agriculture Department reported this week.

With total allowable sugar imports now set at 4,939,002 tons, the rate of imports is running about on schedule. Largest tonnage of sugar still to come in under the 1948 quota is the 1,121,693 tons due from Cuba before the end of the year. Smaller amounts are due from Puerto Rico, Hawaii, Philip-

ines and the Virgin Islands. Meanwhile distribution of sugar in this country climbed to 315,953 tons during the week ending August 7 from the 209,163 tons distributed the week before.

Ag Dept. Sells Peanuts

WASHINGTON, Aug. 21.—Department of Agriculture sold 18,019,789 pounds of peanuts to firms and individuals during June, the agency announced this week. Sales were made from the Department's stock of nuts purchased from growers because of danger of spoilage.

Cocoa Imports Drop

WASHINGTON, Aug. 21.—June imports of cocoa dropped 34 per cent from the May total, and were some 10 per cent below the amount imported in June of last year, Commerce Department disclosed this week.

June imports amounted to 39,393,000 pounds as compared with 54,179,000 pounds in May and 45,614,000 pounds in June of last year. Shipments during 1947 averaged 49,853,000 pounds monthly last year and 55,315,000 pounds a month in 1939, according to Commerce statistics.

Tobacco Sales Top Record

WASHINGTON, Aug. 21.—Sales of tobacco wholesalers topped the billion-dollar mark during the first six months of 1948 for the highest half-year figure in history, Commerce Department stated this week. Sales were estimated at \$1,081,000,000 as compared with \$1,000,000,000 less in the first half of last year.

The \$194,000,000 racked up by jobbers in June also set a record for that month. June sales were 9 per cent higher than May and 4 per cent higher than June, 1947.

Less Peanuts in Candy

WASHINGTON, Aug. 21.—The percentage of peanuts used in candy showed a substantial drop in July, Agriculture Department announced this week. Only 7.5 per cent of all peanuts processed during the month went into confectionery as compared with 13.1 per cent in June and 18.2 per cent in July of last year.

Largest single use for shelled peanuts continued to be in the manufacture of peanut butter, some 65 per cent going for this purpose.

Use of peanut butter in candy also declined. During July, 7.3 per cent of peanut butter used went into candy as compared with 8.2 per cent in June and 12.9 per cent in July, 1947.

Galveston Mulls '37 Ordinance Revival

GALVESTON, Tex., Aug. 21.—A critical shortage of cash may result in this city's revival of a 1937 ordinance taxing amusement games and music machines, it was disclosed here last week by Galveston officials. Altho on the books for the past 11 years, the ordinance has not been enforced recently.

Estimates made here indicated that the hundreds of coin machines on location within the city limits would return about \$20,000 annually if the ordinance were revived. When passed in 1937, the ordinance called for \$15 levy on games and \$1.25 per juke a year.

TIME PAYMENTS ON "SILVER KINGS"

24 or More
 1/2 DOWN—20 WEEKS TO PAY
 WRITE FOR DETAILS



Bigger Profits from locations are a natural with the all new Silver-King Hot Nut Vender.

Completely redesigned for sales-compelling eye appeal. Flashing ribbed red jeweled top venditor.

\$29.95

OTHERS LOW AS \$10.35

Nut and Ball Gum Venders, 1c-5c.

U. S. and Foreign Coins.
 At All the Best Dealers—or Write
SILVER-KING CORP.
 822 Diversey Parkway Chicago, Ill.



Victor's Sensational New Custom-Built UNIVERSAL

Successful Operators Buy Good Merchandise. When You Buy Merchandise Vending, Buy The Best! Write for Complete Details and Prices.

Manufactured by
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\$89.50

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PLAN INDUSTRY MUSIC FIRM

Ariz. Op Says Only Thing Wrong With Music Biz Is That Ops Let Location Owners Run It

By O. Ellis Everett

(Ellis Everett is an attorney and also the owner of the Everett Amusement Company, Kingman, Ariz.)

I have read and heard a lot of pros and cons on the subject of what is wrong with the music business and what would cure the dilemma, so I am taking the liberty of passing along my ideas.

Let me state at the outset that the answer is not volume play (alho we all like to do a large gross business). I don't believe that 10-cent play or three-for-a-quarter is the answer either, alho we are faced with inflation which has run our operating costs sky high.

In my opinion there is no harmony or unity between operators and they now offer all types of inducements to a location owner—even at a loss—just to gain the spot. The average operator is a poor business man. He never knows, actually, what profit he is making—if any.

Operators, as a rule, are afraid to control their own business as far as the location owner is concerned, and yield to all types of concessions requested by the location owner in order to hold a spot—and it may not be a good paying spot at that. They are afraid to demand a high rate of commission from the location for fear they will lose the spot. I have even seen operators build patios and otherwise improve a location, only to have their equipment kicked out a short

MAPOA Selects Mercury Record For Sept. Hit

DETROIT, Aug. 21.—Second popular ballot session to pick the Hit of the Month Tune sponsored by the Michigan Automatic Phonograph Owners' Association (MAPOA) drew some 4,000 teen-agers to Eastwood Gardens ballroom Sunday afternoon (15), an increase of one-third over the preceding month's attendance.

As a result of the tryouts of potential top tunes submitted by numerous record companies, Mercury's *Underneath the Arches* as recorded by Al Hummer and His Mummies was awarded first place, and will receive a special colored title strip for the No. 1 slot on all juke boxes in the local area co-operating in the drive—some 5,000 of them in all—for September.

Runner-up for the hit selection was Musicraft's *You or No One* by Sarah Vaughan, followed by Mel Torme's *Three Little Words*, also on Musicraft, and Candy Johnson's *Stampede* on the Alben label. It will be noted that the smaller companies fared well in the popular selection at Eastwood this time.

Charlie Spivak's orchestra provided music for dancing at the matinee, while special entertainment was provided by Johnnie Knapp, Rondo record artist, currently playing the Bowery Cafe.

The record selection was under the direction of three leading disk jockeys making a personal appearance—Warren Kelly and Fran Pettay, of WJR, and Todd Purse, of WJLB. Arrangements were under the general direction of Roy Clifton, business manager of the association.

time thereafter without realizing a dime from their investment.

The operator is actually paying the rent for the greater number of location owners and in many instances the commission given the location is far in excess of the rent, thereby making the music machine the primary business of the location owner.

Control Business

Recently I was having my auto serviced and I heard the station attendant answer the telephone. The party on the other end of the wire wanted some tires, so the service man said, "They are going to cost you more money because they have gone up in price." The caller purchased the tires.

The operator should be able to control his business in the same fashion and should designate the commission to the location owner in accordance with the operator's increase in costs. But, instead, because of the matters I have already covered above, he is afraid to control his own business and lets the location owner dictate and demand the manner in which he runs (See *Location-Owner* on page 114)

40 Ops Attend Wis. Music Meet

MANITOWOC, Wis., Aug. 21.—With more than 40 members and guests in attendance, the Wisconsin Phonograph Operators' Association (WPOA) held its August meeting at the Hotel Manitowoc here.

C. S. Pierce, association president, was in charge of the meeting aided by Roy Stone, vice-president, and Doug Opitz, secretary-treasurer. Pierce outlined the group's fall plans and mentioned the possibility of WPOA's getting behind the hit tune promotion idea. Other topics under discussion during the one-day meet concerned location sales and commissions.

September meet will take place at Rhinelander on the 20th with Arvid Mode and Sam Anderson, both of Rhinelander, in charge. This will mark the last of the resort meetings. Following the Rhinelander meet, the association will return to its regular schedule, meeting in Milwaukee the second Monday of each month.

There Are Still Enough Disks

CHICAGO, Aug. 21.—After almost eight months of the present record ban, operators are still having no record trouble as far as the quantity is concerned. Pricing and quality, however, are another question.

At the present writing there is no actual proof that the ban, which started January 1 of this year, is any closer to a solution than it was at the onset. Several proposals have been offered by the recording companies—and have been countered by the American Federation of Musicians (AFM). Possibilities of a court test case looms, with royalty payments for the first six months of 1948 the central point of the case.

As summed up by lawyers and record companies, the record ban principals appear to be poles apart at this point, and all indications are that the ban will drag on indefinitely.

According to present conditions, there doesn't seem to be any cause for alarm as far as a shortage of disks is concerned. The major recording firms were well stocked with masters, and are importing others on fast-breaking hits. Many new companies have entered the field in the past eight months and are releasing new sides regularly.

The latest developments on the ban will be found in the Music Section of *The Billboard*.

Operators, Associations, Disk Jockeys Participate In New Publishing Venture

Would Promote Own Songs on Machines, Share in Profits

By Norm Weiser

CLEVELAND, Aug. 21.—One of the most ambitious undertakings in the music publishing field, with juke box associations and individual operators thruout the country tying in with leading disk jockeys as stockholders in the firm, is now being formed here, it was learned this week. Setting up a gigantic promotion program, which would include a Hit Tune of the Month deal with phono associations

and indie ops and repeated plugging of the tunes via the disk jockeys, the proposed pubbery would operate much the same as regular pubberies, including a staff of professional men to contact all other sources of performance.

Sparkplug of the firm is Jack Cohen, president of the Ohio State Automatic Phonograph Owners' Association (OSAPOA), who has been working on the idea for the past few months. At the present time, lawyers are preparing papers which would incorporate the undertaking, and would allow for the sale of stock in the firm. Cohen has already contacted association heads and leading indie operators thruout the country, as well as the disk jockeys in this area, and has been assured that they, along with the members of the OSAPOA, are definitely interested. A meeting with those contacted, as well as other trade reps, is planned for late September or early October either here or in Chicago. At that time it is expected the publishing firm will be formed and steps can be taken (See *PLAN INDUSTRY* on page 114)

Tele Theaters And Football Up Juke Aches

Spots Reserving Space

CHICAGO, Aug. 21.—Indications that television is growing as a regular feature in public locations, and as the No. 1 juke competition was seen in two widely separated happenings this week. Here in Chicago the all-star football game, played Friday (20), proved to be one of the heaviest draws yet televised, with most of the bars, taverns, grills and even restaurants, reserving tables and stools for their regular customers during the telecast. This, according to many location owners, was indicative of the heavy interest expected during the regular football season, when Saturday and Sunday games will be shown locally.

Too, the all-star game telecast here uncovered yet another headache for the operator of music equipment. That was the growing trend towards "television theaters" in retail stores. Operators, while resigned to the fact that patrons will not play their machines during a telecast in a location, feel that immediately after the game enough customers remain in a spot to give the juke a good play. How- (See *FOOTBALL, TELE*, page 114)

Fire Destroys Loading Docks At AMI Plant

GRAND RAPIDS, Mich., Aug. 21.—A fire of undetermined origin caused \$12,000 damage to the loading docks of the AMI, Inc., plant here Saturday (14). John Haddock, firm president, announced that neither production line equipment nor sub assembly facilities were damaged and since the AMI factory was observing a plant shut-down from August 14 thru 29, for group vacations, the fire will not result in any production delays whatsoever.

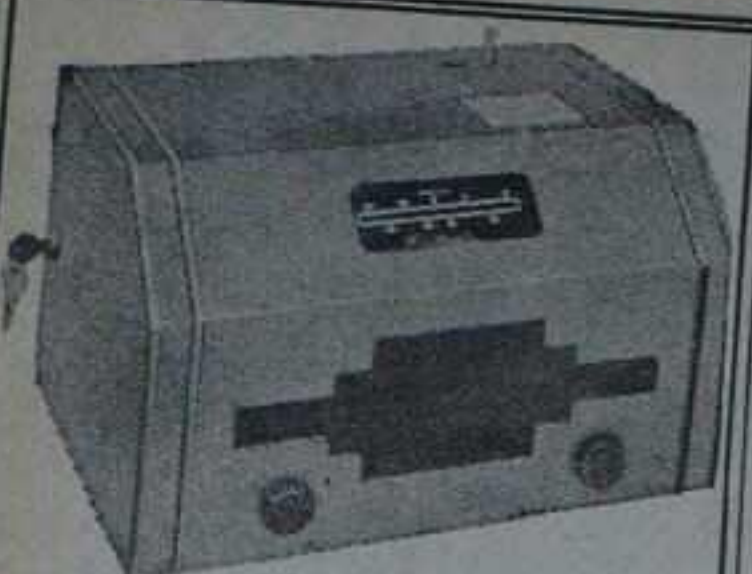
Among the AMI property damaged in addition to the loading docks were a station wagon, which was demolished, leading fire officials to believe that faulty wiring in the vehicle may have caused the fire, and partial damage to a one-story concrete addition containing steel stock. Haddock reports that the steel has been thoroly checked and regreased and is now fully acceptable for production use.

Beginning Monday morning (16), contractors went to work repairing the loading docks and other damaged parts of the AMI plant.

Illinois Simplex Remains Open

CHICAGO, Aug. 21.—Rumor had it in Chicago this week that Illinois Simplex Distributing Company, Wurlitzer representative, would be closed, but Gordon Sutton, president of Illinois Simplex, emphatically denied the rumors to *The Billboard*.

Sutton said the firm had no intention of closing, and that it would continue its distribution of Wurlitzer music equipment in Illinois.



BUILD UP YOUR OWN BUSINESS

while holding down your present job. Thousands are doing it. Small investment plus very little effort and time. Write for details today.

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LIGHTWEIGHT PICKUPS

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- Guaranteed A-1 Condition, Ready for Location.
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- Wurlitzer Model 618 49.50
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- Wurlitzer Model 800 or 850 189.50 Ea.
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- Seeburg Vogue 99.50
- Seeburg Envoy 129.50
- Rock-Ola Super, Deluxe or Master 89.50 Ea.
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AIREON SUPER DELUXE \$239.50
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BOX D-29
c/o The Billboard, Cincinnati 12, O.

Ga. Assn. Will Resume in Fall

MACON, Ga., Aug. 21.—Following formation of the Georgia Coin Machine Operators' Association (GCMOA) here last month (*The Billboard*, July 3), the group of 24 music operators comprising the association adjourned for the summer, and have not as yet met. According to Ed Heath, secretary, vacations and business pressure has held up any action by the association to date.

Association was formed to fight any unfavorable legislation or prohibitive tax measures which might arise. It does not intend to enter into the commission situation, or in any manner advise its membership how to run their operations.

Officers of GCMOA, in addition to Heath, include Bryan Morris, Nashville, president; L. C. Renfro, Fitzgerald, vice-president, and Julian Martin, Macon, treasurer. Directors are L. H. Thompson, Hawkinsville; J. N. Canady, Dublin, and B. C. Ford, Cordele.

While the present membership is confined to music operators, the association expects to enroll a majority of the State's 275 operators of all types of coin equipment when it resumes in the fall.

Bessler Named Sales Director for Mpls. Wurlitzer Co. Rep

MINNEAPOLIS, Aug. 21.—Jonas Bessler, veteran coin machine distributor in the Twin Cities, has joined the Lieberman Music Company, Wurlitzer distributor here, as director of sales.

Harold Lieberman, firm head, said that Bessler, formerly a practicing attorney, will be in charge of sales of Wurlitzer phonographs and Genco pin games in Minnesota, North and South Dakota, Western Wisconsin and Northern Michigan.

Until last January Bessler was associated with Hy Greenstein, of Hy-G Music Company, Seeburg distributors, for nearly eight years. For the last several months Bessler has toured the country.

Bessler gave up his 10-year-old law practice 13 years ago to organize the Amusement Games Company, of St. Paul, starting out as a jobber of Wurlitzer Equipment. He was a charter member of Wurlitzer Century Club.

In 1940 he and Greenstein merged into the Hy-G Amusement Company, which later became Hy-G Music Company, for the distribution of Seeburg phonographs. When the association ended last January, Greenstein assumed sole control of the firm and continues handling Seeburg equipment.

Potential Locations Seen in REA Grants

WASHINGTON, Aug. 21.—Approximately 20,000 rural establishments were assured electricity during the past two weeks thru loans granted by Rural Electrification Administration (REA), the agency has announced.

Loans during that period totaled \$15,500,000, which will be used to bring power lines to prospective users in a dozen different states. Taverns and restaurants in the affected areas will soon be able to install jukeboxes and other electrically operated coin machines.

Record Reviews

(Continued from page 33)

RATINGS (100 Point Maximum)

90-100 TOPS • 80-89 EXCELLENT • 70-79 GOOD
40-69 SATISFACTORY • 0-39 POOR

ARTIST
TUNES
LABEL AND NO.
COMMENT

RATINGS			
OVER-ALL	DISK JOCKEY	DEALER	OPERATOR

POPULAR

BILLY ECKSTINE & HIS ORK
(National 9010)

I'm in the Mood for Love
Reissue of one of the better Eckstine sides when he was fronting an ork; it's still a good bet for race locations.
Long, Long Journey
Eckstine tackles a blues on the reissue and does a commendable job; Gene Ammons does some effective backing on his tenor sax.

FRANKIE CARLE & HIS ORK
(Columbia 38291)

A New Kind of Song
Pretty melody, weak lyric, neat bits of Carle piano, clean ork, fair Nan Wright vocal.
October Twilight
Pretty new tune in simple and effective dance dress with adequate Wright vocals and big chunks of always salable Carle piano.

DICK HAYMES-GORDON JENKINS
(Decca 24480)

Little White Lies
The hit disk re-backed; still moving at a steady pace.
I'll Never Smile Again
The Ruth Lowe fave brought back in a reissue which brings out the beauty of the song; Haymes, Ken Darby singers and Victor Young jell well.

JACK CARROLL-DAVE RHODES ORK
(National 9633)

Stella By Starlight
Reissued pairing. Tuna is an extremely pretty item from last year's plug crop; it's well done on this side.
Maybe You'll Be There
Carroll sings the revived tune pleasingly; fine Rhodes ork support; this tune no doubt caused the reissue.

MOREY AMSTERDAM-SAMMY FIDLER & ORK
(Apollo 1127)

Never Underestimate the Power of a Woman
The winning ways of the Yuk-a-Puk man manage to come thru dimly when out on wax in a straight vocal job.
(I'm Sick and Tired of You) Little Darlin'
Morey dons ten-gallon hat and twangy tones in order to render pert folk satire. Results are stronger than flip.

ART KASSEL & HIS ORK
(Mercury 5168)

Let's Get Married
Little girlish Gloria Hart chirping of cute tale of marriage - minded gal. All around one of Kassel's best disks in quite a spell.
A Hundred and Sixty Acres
Western flavored ditty penned by Dave Kapp receives bouncy trio chanting and typical sugary Kassel orking.

ARTIST
TUNES
LABEL AND NO.
COMMENT

RATINGS			
OVER-ALL	DISK JOCKEY	DEALER	OPERATOR

POPULAR

BOB CROSBY
(J. Gray Ork)
(Bullet 1045)

My Donna Lee
Bob does rhythm ballad in good voice, but blow-hard orking is uneven behind.
'Til We Meet Again
Old waltz fave warbled with easy restraint.

DANNY CASSELLA & ORK
(Bullet 1044)

Cruel Love
Slow ballad, fairish warbling, sloppy orking.
Hawaiian War Chant
Breakneck production featuring frantic drum-nastics and tenor screeching.

VIC DAMONE-M. MILLER'S ORK
(Mercury 5170)

Lilette
Da Moan does rising new ballad tune with his usual feeling and an added robustness that will delight his current admirers and make some new ones.
The Night Has a Thousand Eyes
Vic chants the romantic ditty in rumba time, restrained and relaxed.

JAN AUGUST
(Mercury 1461)

Yours Is My Heart Alone
Flashy but somewhat mechanical pianistic as Jan segues from L-A to foxtrot treatment of the standard. Despite rhythm support, heat is wooden.
Dark Eyes
Jan's note-spilling here an ear-catcher as he improvises imaginatively and does a slew of deft tempo switches.

DICK JURGENS ORK
(Columbia 38285)

Holy Cow, You've Done It Now
Sprightly rhythm ditty done in simple-swing fashion by Jurgens' clean-blowing crew with okay vocal by Al Galante.
Mornin' On the Farm
Buddy Moreno warbles this one, tricked up with barnyard sound effects and some out-of-breath whistling.

JACK EMERSON-CHEST HOWARD ORK
(Metroluna M-3014)

Cornbelt Symphony
Fast - coming shucker with catchy refrain gets humorous rickety-tick warbling from Emerson and trio with good shuffle-rhythm ork backing.
There's An Old Rusty Wagon
Sentimental Western-flavored tear-jerker done in pop style.

SAMMY KAYE & ORK
(Victor 20-3025)

Lonesome
Plaintive Don Cornell vocal, with the Kaydets harmonizing on gaslight type sentimental ballad.
Tomorrow Night
Not the Lonnie Johnson race hit, but a Coal-tow-Groes ballad of some years back reissued here. Tune and performance lack sparkle.

Record Reviews

RATINGS
(100 Point Maximum)

90-100 TOPS • 80-89 EXCELLENT • 70-79 GOOD
40-69 SATISFACTORY • 0-39 POOR

ARTIST
TUNES
LABEL AND NO.
COMMENT

RATINGS
OVER-ALL
DISK JOCKEY
DEALER
OPERATOR

ARTIST
TUNES
LABEL AND NO.
COMMENT

RATINGS
OVER-ALL
DISK JOCKEY
DEALER
OPERATOR

POPULAR

RACE

CHARLIE SPIVAK & ORK (Victor 20-2991) <i>Win or Lose</i> Irene Daye's warbling doesn't do right by a fetching ballad tune. <i>Needles and Pins</i> Rising novelty number done without much warmth or character.	67	68	66	66
BUDDY MORENO & ORK (Victor 20-2653) <i>Went Down to Virginia</i> Buddy warbles it with vibrance, but clogging is stereotyped. <i>When the Red, Red Robin Comes Bob, Bob, Bobbin' Along</i> (Barry Wood and the Wood-Nymphs) Bright, up-tempo vocalizing by Barry and gal group on the oldie.	62	62	61	63
NEV SIMONS & HIS AMBASSADORS OF NOTE (MGM 10257) <i>Corn Belt Symphony</i> Master originally waxed for small Rego label and bought by MGM. Tune, pert, corny rhythm affair brightly rendered by group piping and okay combo work. <i>Every Day Is Just a Holiday</i> Simons chants ballad at slow, romantic pace, coming up with adequate effort.	68	68	68	68
ELLIOT LAWRENCE & ORK (Columbia 38264) <i>If I Could Be the Sweetheart of a Girl Like You</i> Dreamy fox trot tempo featuring restrained Lawrence 88-ing and Jack Hunter-Rosalind Patton vocals, latter chirping at faster pace. <i>Box 185</i> The Lawrence piano leads way thru most of moderately paced instrumental.	75	75	74	77
CURT MASSEY-R. MENDEZ & ORK (Coast 8088) <i>Down Among the Sheltering Palms</i> The full bary tonals of Massey appealingly exhibit oldie. <i>Ah! But It Happens</i> Current pretty ballad receives dramatic styling by Massey and Mendez ork.	90	90	90	90

MORRIS LANE COMBO (Continental 6074) <i>September Song</i> Lane's easy-ride baritone sax all the way weaves a tapestry of tasty variations around the pretty ballad melody. <i>Turntable</i> Conventional riffer with mild bop overtones.	80	80	78	82
COOTIE WILLIAMS & ORK (Capitol 15164) <i>Stingy Blues</i> Gravel-throat blues shout, with Cootie's full ork blasting out a brassy accompaniment. <i>Bring 'Em Down Front</i> Novelty jump with vocal and good but too-short tenor and trumpet solos.	65	67	65	63
DAN GRISSON-MAYLON CLARK SEXTETTE (Jewel ON-2007) <i>Dinah</i> Standard easily warbled with jivey backing by all-star Hollywood group. <i>You Don't Know What Love Is</i> Easy, full-throated ballad chanting, with Dave Barbour's guitar solo spotted. Orking in smart jazz rather than race idiom.	71	71	70	73
JOE MORRIS & ORK (Johnny Griffin) (Atlantic 859) <i>Mad Moon</i> Small-combo bebop, featuring Johnny Griffin's facile tenor creations. <i>The Spider</i> Imaginative bebop original, with fresh conceptions. Cleanly executed, with Griffin's sax spotlighted again.	75	76	72	76
MEMPHIS MINNIE (Columbia 30134) <i>You Got To Get Out of Here</i> Deep-South styled blues husked out in Minnie's rough and ready shout manner. <i>Western Union</i> Slow blues with strong-beat piping and rhythm backing has crude, compelling fervor.	73	75	70	73
BASIN STREET BOYS-LUCKY THOMPSON'S ORK (Exclusive 21-X) <i>Near To You</i> Smart vocal group does a smooth, cleanly enunciated warble on pleasant ballad tune, with lead baritone a standout. Ork work blends nicely. Could stand as a pop.	78	80	76	78


RACE

BIG SID CATLETT'S BAND (Capitol 15177) <i>Henderson Remp</i> Echoes of the Chocolate Dandies and other jump groups of the 'thirties here, with a restrained, Hawkinsque tenor ride by Illinois Jacquet. Limited appeal—for Henderson-minded collectors. <i>Just You, Just Me</i> More re-bop style Harlem jazz. Relaxed and swingy, but nothing special with respect to solos or riffs theme.	77	80	76	75
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JOE LIGGINS AND HIS "HONEYDRIPPERS" (Exclusive 49-X) <i>Spook's Holiday</i> Instrumental up-tempo riffer is lively enough, but paucity of solos and thin theme detract from interest. <i>The Darksawn Strutters'</i> Ball Routine Harlem jazz treatment of Dixie standard with so-so vocal.	73	72	72	74
BIG SID CATLETT'S BAND (Capitol 15177) <i>Henderson Remp</i> Echoes of the Chocolate Dandies and other jump groups of the 'thirties here, with a restrained, Hawkinsque tenor ride by Illinois Jacquet. Limited appeal—for Henderson-minded collectors. <i>Just You, Just Me</i> More re-bop style Harlem jazz. Relaxed and swingy, but nothing special with respect to solos or riffs theme.	67	68	65	68
JOE LIGGINS AND HIS "HONEYDRIPPERS" (Exclusive 49-X) <i>Spook's Holiday</i> Instrumental up-tempo riffer is lively enough, but paucity of solos and thin theme detract from interest. <i>The Darksawn Strutters'</i> Ball Routine Harlem jazz treatment of Dixie standard with so-so vocal.	70	70	68	72

(See RECORD REVIEWS, page 120)

OUTSELLING ALL OTHERS!



MODEL "B"

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Seeburg 8200—R. C. Lotone . 249.50	Rock-Ola Super '40 149.50
Seeburg 8800—E. S. Lotone . 224.50	Rock-Ola '39 Deluxe 114.50
Seeburg 8200—R. C. Hitone . 249.50	Rock-Ola '39 Standard 109.50
Seeburg 8200—E. S. Hitone . 224.50	Rock-Ola Commando 109.50
Seeburg Colonel—R. C. 199.50	Wurlitzer 1017 Hideaway . . 375.00
Seeburg Maestro—E. S. 164.50	Wurlitzer 700 189.50
Seeburg Concert Grand 139.50	Wurlitzer 850 169.50
Seeburg Hideaway 124.50	Wurlitzer 950 169.50
Seeburg Royal 99.50	Wurlitzer 500 89.50
Seeburg Regal 139.50	Wurlitzer 24 69.50

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Plan Industry Music Firm; Ops, Assns., Jocks Participate

(Continued from page 111)

to start actual operation.

Actual stock sale would not be undertaken until all legal complications are ironed out. It is expected that shares in the firm will be sold for \$5 each, and will be available to operators of music equipment, associations and disk jockeys. Full details on the stock sale will be available thru Cohen at the association headquarters here shortly.

One of the major factors which has held up the final formation of the firm is the record ban, but it was indicated that if necessary, the firm will try to set background recordings in England, with vocals dubbed in in this country. It was stressed that the new firm is not in the recording business, but when a Hit Tune of the Month is selected, disks will have to be available for insertion on juke boxes in time for the national promotion. Pubbery plans to work as far in advance as possible to make sure that numbers selected as Hit Tunes will be on wax.

A method to select the monthly hits has also been tentatively set up. This would include a reviewing committee which would select potential monthly hits from manuscripts submitted. Then dubs of those possibilities would be cut and sent to repre-

sentative stockholders, who could vote on the numbers, thus bringing about the final winner. Every attempt will be made to get top artists to record the final selections.

Op Tie-In

With many operators finding themselves running in the red because of current conditions, it is the thought of those behind the publishing firm idea that operators could supplement their earnings from their juke boxes by promoting their own songs on their boxes.

Breaking down an average operation in this area, it was pointed out that one year ago business took a 25 per cent nosedive under war-time play, and that an additional 30 to 35 per cent drop has occurred in the past year due to television and baseball (Cleveland is now leading the American League and setting an all-time high in attendance). Meanwhile, costs have continued to rise, with salaries up, and equipment costs still rising (one tube manufacturer advised operators this week that prices would increase 13 per cent immediately). While operators in some areas can bolster their music operations with amusement machines and vending units, the average op here has only music, and therefore, finds all of his capital tied up in his route, and no profits accumulating.

By tying in with the new publishing firm, it is hoped that the national promotion given the selections picked by the firm thru Hit Tune tie-ins and disk jockey plugs, the operator will not only get a better play on his machines, but will also be able to share in the profits of the publishing firm, should that be the case.

A steadily increasing trend thruout the country toward the Hit Tune of the Month promotion has also been noted recently. In recent weeks the Washington, Cincinnati and Wisconsin phonograph associations have either added the promotion, or, as is the case with the latter group, are setting up plans for such a promotion in the near future.

Football, Tele Theaters Hike Juke Headache

(Continued from page 111)

ever, with retail stores installing the "television theaters," operators say many of the regular patrons of their locations, unable to get in during a telecast such as the all-star game, visit the tele theaters, then go home after the game.

Chicago Engineers for Television, a retail store on the northwest side, is the latest outlet here to install a theater, this one with a 500 seating capacity. The Terman stores here, who use a coin chute on sets sold on time, also have theaters in their stores, and are crowded for baseball games as well as non-sport events.

Boston Sets

Another indication of the woes facing operators is the situation in Boston. The first telecast there was seen June 9, and in the first two months of operation over 3,000 public locations have installed sets, thus slicing operator income to bits. One of the major reasons for the interest in television in Boston this summer has been the standing of the city's two major league baseball teams, both contenders for their respective championships.

In Cleveland, Jack Cohen, president of the Cleveland Phonograph Merchants' Association (CPMA), reported this week that the city has gone baseball crazy with the Indians leading the American League. In spite of the fact that the club appears headed for an all-time high attendance mark at the park, public locations are jammed during the baseball telecasts, and the operator's income has dropped off sharply as a result.

Ventnor Whets Axe For Jukes After Slashing on Pins

VENTNOR, N. J., Aug. 21.—City council at this seashore resort, neighboring Atlantic City, which recently imposed a most stringent regulatory ordinance governing the location of pinball machines, is now "working on a proposition to license" music machines as an added source of revenue, it was announced this week by Council President Charles B. Abott.

The amount of the proposed license fee on juke boxes has not been decided upon as yet, and Abott declared that it will be discussed more fully this week. If the terms are agreed upon, an ordinance probably will be drawn up for introduction at the next regular meeting of the council Monday (23) night.

"The juke box is one source of revenue we haven't touched yet," Abott noted, adding that they are taxed in the other surrounding communities. "There are seven or eight, maybe more, in business establishments of the city now," he said.

Also to be considered as an additional source of revenue for the resort, Abott said, is that of installing parking meters in the business sections. However, such a measure will not be taken up until after Labor Day, when city council members will have a chance to discuss the possibility of parking meters with the local business men.

ADVANCE RECORD RELEASES

(Continued from page 35)

CLASSICAL

- At Dawning
Charles Kullman-J. Burger, Dir. (For You) Columbia 4529-M
- Berlioz: Requiem—Emile Passani Choir and Ork-Jean Fournet, Dir. (11-12")
Columbia MM-759, MM 72613-D-72613-D
- Dvorak: Symphony No. 4 in G Major, Op. 88 Album—Bruno Walter, Dir.—Philharmonic-Symphony Ork of New York (4-12")
Columbia MM-770, 12887-D-12889-D
- Etude Opus 25 No. 1 in A Major and Prelude Opus 28 No. 7 in A Major
Capitol 10154
- Familiar Selections From Chopin Played by Ray Turner Album—Ray Turner (3-12")
Capitol CC-97
- For You I Love
Charles Kullman-J. Burger, Dir. (At Dawning) Columbia 4529-M
- Gay Paris Album—(A Phantasy on the Operettas of Offenbach) Lamoureux Ork — R. Goehr, Dir. (3-12")
Vox 643
- Belle Helene . . . Vox 742
- Grande Duchesse De Gerolstein . . . Vox 742
- La Vie Parisienne . . . Vox 741
- Orpheus Aux Enfers . . . Vox 741
- Minute Waltz and Butterfly Etude
Capitol 10153
- Prelude Opus 28 No. 4 in B Minor and Etude Opus 25 No. 2 in F Minor
Capitol 10154
- Revolutionary Etude
Capitol 10153
- Waltz Opus 64 No. 2 in C Sharp Major
Capitol 10152
- Waltz E Minor
Capitol 10153
- Halvorsen: March of the Boyards—Carnegie Pops Ork—Charles O'Connell, Dir. (1-12")
(Saint-Saens: Samson and Delilah) Columbia 7618-M
- Mozart: Quartet No. 1 in G Minor for Piano and Strings (K. 478)—George Szell-J. Rolmann — B. Kroyt — M. Schneider (3-12")
Columbia MM-773, Columbia 73624-D-73626-D Inclusive
- Este Pinza in Popular Italian Songs Album—Este Pinza—Stevenson Barrett (3-12")
Columbia MM-768
- De Vio-Carelli: Mefisto . . . Columbia 17554-D
- Il Cacciatore da Bosco (The Huntsman of the Woods) Columbia 17556-D
- Il Maritimo (The Little Husband) Columbia 17555-D
- L'Amor Xa Una Pizanza (Love's a Savoury Dish) Columbia 17556-D
- La Girometta . . . Columbia 17555-D
- Navara La Bella (Beautiful Navara) Columbia 17554-D

- Saint-Saens: Samson and Delilah—Bachanale (Act III)—Carnegie Pops Ork—Charles O'Connell, Dir. (1-12")
(Halvorsen: March of the Boyards) Columbia 7618-M
- Shostakovich: Waltz—Philharmonic-Symphony of New York, E. Kurtz, Dir. (1-12") (Prokofiev: March)
Columbia 12881-D
- The Drunken Sailor
L. Warren-M. Levine, Dir. (Blow the) Victor 10-1500
- Viennese Waltzes Album — Alexander Schneider String Quartet (4-12")
Columbia MM-756
Columbia 72602-D-72605-D Inclusive
- Charles Williams: Incidental Music (1-12")
Charles Williams and His Concert Ork (Charles Williams: Dream) Columbia 72633-D
- Charles Williams: The Dream of Olwen (1-12")
Charles Williams and His Concert Ork (Incidental Music) Columbia 72633-D

RELIGIOUS

- Do Unto Others
Golden Gate Quartet (Hush) Columbia 30138
- Hide My Soul
The St. Paul Church Choir of Los Angeles (How Many) Capitol 48136
- How Many Times
The St. Paul Church Choir of Los Angeles (Hide My Soul) Capitol 48136
- Hush
Golden Gate Quartet (Do Unto) Columbia 30138
- Songs of Cheer Album—Richard Maxwell and Larkin Sisters (3-10")
- Tru Tone T-7
Be Still My Soul . . . Tru Tone 1041
Keep a Song in Your Heart . . . Tru Tone 1040
My Task . . . Tru Tone 1042
Old Time Religion and Tir' So Sweet To Trust in Jesus . . . Tru Tone 1041
Thank You, Lord . . . Tru Tone 1040
Smile Away Medley . . . Tru Tone 1042
The Church in the Wildwood—The Hamilton Quartet (The Old) Tempo TR-1056
The Old Rugged Cross—The Hamilton Quartette (The Church) Tempo TR-1055
- My John Saw
Fisher Jubilee Singers (They Looked) Mercury 8099
- They Looked Away Into Heaven
Fisher Jubilee Singers (My John Saw) Mercury 8099

Location-Owner Operation Hurts Music Biz, Ops Say

(Continued from page 111)

his (the operator's) music business.

The matter certainly is not an involved one. On the contrary, it is indeed simple. And the sooner the location owner realizes that his commission is dependent upon the fluctuation of the operator's costs, the sooner the operator's dilemma will cease.

Costs Up

Recently a manufacturer notified me that after June 1, 1948, their music machines would increase \$50 in price. I notified the manufacturer that I would be forced to purchase from some other source. But June 1 the price was hiked \$50. Why? Simply because the manufacturer knows what he is doing and has guts enough to increase prices when it is necessary—but most operators do not have those attributes.

Music is the great inducement that brings the public into locations. It is a necessity. Without it, in many cases, business drops.

Suggests Solution

My solution is that all operators notify their locations of the rise in costs of operating music machines and announce the change in commission set-ups. If there is any objection, pull the equipment and advise other operators not to place equipment in the spot. If the location owner pur-

chases his own equipment, operators and their mechanics should not service the equipment.

The location owner will yield when he sees with what he is confronted just as he would if he should refuse to pay the increased price of beer and was refused delivery until he paid the higher price.

The operator alone can dig himself out of the hole he has dug himself into.

The primary business of the location owner is not music, and he never expected it to be until some operator made it so by increasing the location's commission, or by some other inducement in order either to hold the spot, or to bump some other operator. And you can't blame the location owner for taking all he can get from the unbusinesslike operator and then holding on to it.

I believe in public relations, but all the public demands or expects and all that is necessary is good equipment and excellent service. Great corporations advance that as a business-getter, and so can the operator. Operators should not be required to part with all their profit under the guise of public relations. No other industry does.

To sum the entire picture up in just a few words—the location owner is running the operator's business, instead of the operator running it himself.

WANTED

Used Juke Box Records. No limit on populars. Not too old. No Race Records. Hillbillies and Westerns O.K. 84 F. O. B. Boston. Also interested in large lots of top label (new) Records and Albums. Write or wire

Sheldon's Record Center
31 Tremont St. BOSTON, MASS.

GIVE TO THE
RUNYON CANCER FUND



The
Billboard

**FALL
COIN MACHINE
SPECIAL**

**Dated
September 25th**

**Distributed
September 21st**

**Advertising Deadline
September 16th**

CONTACT YOUR NEAREST BILLBOARD OFFICE

COINMEN YOU KNOW

New York:

Al Denver, president of Automatic Music Operators' Association (AMOA), and Ruth Nussbaum, Nash Gordon and Dorothy Wolk, the org's office and field staff, are preparing for AMOA's 11th annual dinner and dance at the Waldorf-Astoria. With two months to go before the October 23 affair, they report that requests for tickets at \$15 per plate and reservations for the annual journal are pouring into the AMOA office.

Last year's AMOA dinner dance, also held in the Waldorf's Grand Ballroom, drew a record crowd of more than 900. Sen. Homer E. Capehart was the guest of honor. With the top-notch entertainment being lined up for the 1948 banquet, it seems probable that last year's attendance may be surpassed.

Herb Lichtman, of Hub Distributing, is expecting an heir any day now. . . . Another prospective father is Joe Chicofsky, of D. J. Music. . . . Mac Pollay, head of United Phonograph Service, has become a color movie enthusiast. Long an expert still photographer, he is devoting a lot of time to his new hobby. . . . Nat Teller, of Silvertone Music, is vacationing in the Catskills.

Perry Wachtel is back in harness at the De Perri agency after a vacation during which he visited relatives in Cleveland and spent some time with his youngsters at a camp in Vermont. . . . Nat Goros, of Commercial Amusement Service, about to leave town for a month or so. Now that the hay fever season is upon us, Goros, an old sufferer, is looking for a place with a low-pollen count.

Harry Rosen, owner of Harry's Arcade in Coney Island and secretary of the Arcade Owners' Association, put in many extra hours this week preparing a display of arcade equipment as the feature of the Bureau of Licenses booth at the Grand Central Palace. The display he prepared with the co-operation of Bill Rabkin, Max Levine, Ralph Hotkins, Herb Weaver and Max Schaffer, will be one of the top attractions at the New York Golden Jubilee Exposition.

George Glassgold, Coin Machine Industries (CMI) attorney, who helped (See NEW YORK on page 118)

Miami:

One balls, which have been operating here for approximately a year, are being removed from some locations. City officials have asked storekeepers to co-operate in taking one balls off location here. . . . Jack Kaufman, formerly a pin game operator in New York, and presently operating music and merchandising video sets in Miami, is hospitalized with ulcers.

Dave Friedman, another ex-New York operator, has moved to Miami where he bought an interest in an existing pinball operation. . . . Television in Miami may be delayed a couple of months. As a result of a change in ownership of the city's first tele station, the Federal Communications Commission (FCC) has canceled the station license and will hold a hearing on the matter August 26. Extra time gives music operators a breathing period in which to ready their routes for video competition.

Operators here say their business is off about 25 per cent because of the season. Despite this fact, and the fact that operating expenses have doubled, the Miami Beach license department has increased license fees 15 per cent per year. Per machine licenses will now cost operators approximately \$100 annually. Operators here were not organized to fight this unfair ordinance.

Cincinnati:

A committee to study dues in the phonograph owners' association was named during the association's meeting here Tuesday (17). Committee, composed of Chairman William Fitzpatrick, Bill Harris and Frank Michaels, will report at the association's next regular meeting. They are expected to announce a plan for reducing dues.

In New York vacationing are Nat and Mrs. Bartfield and their daughter. He runs B. W. Novelty. . . . Ray and Mrs. Bigner (he's president of Bigner, Inc.) are on a two-week motor trip thru the South. Trip will take them to Florida. . . . Mrs. William Fitzpatrick and daughter are back from a three-week vacation in Michigan and Canada.

Gene Flaherty, with T & L Music, is in Virginia Beach. . . . Charles and Mrs. Kanter (he operates Ace Sales and is secretary-treasurer of the phonograph association) drove down into Kentucky recently and were slated for a week-end trip to Cleveland last week.

Philadelphia:

Paramount Amusement Company, in North Philadelphia, is the newest amusement machine operation, established by Joseph Levine and Harry Winterman. Harry H. Wexelblatt, industry lawyer, filed the business papers for the new firm. . . . Sam Stern, of the Scott-Crosse Distributing firm, will serve on the Golden Slipper Square Club fund campaign which gets under way this fall. He's a member of the board of directors of the proposed camp for underprivileged boys and girls to be established by the club next year.

Jack Beresin, head of Berle Vending Company, is serving on the arrangements committee for the Variety Club's annual golf tournament and dinner dance at the Whittemarsh Country Club September 24. . . . Ned Yaffe, of Y & Y Popcorn Supply, and his wife, back from an Atlantic City vacation. . . . In Atlantic City the Modern Music Company gets the bid to install the music system at the new Boulevard Bar and hotel at nearby Pleasantville, N. J.

Chicago:

Mike Spagnola, Automatic Phonograph Distributing, is looking forward to a couple of lonely weeks at the office since most of the staff is vacationing. Last week John Havrila, parts manager, began his long-awaited vacation. Mrs. Havrila, who handles secretarial duties for the Automatic Phonograph Owners, Inc., and is Mike's sister, arranged her vacation to coincide with her husband's. . . . Perry Tolby, Peru, Ind., operator, was among coinmen dropping in to see the AMI line at Spagnola's headquarters on Milwaukee Avenue.

Dave and Sol Gottlieb returned from a brief vacation at Eagle River, Wis., ready for a heavy fall sales campaign. Coe Sigs, Southern Automatic, Memphis, and Lou Boasberg and Bob Bosworth, New Orleans Novelty Company, were in for a tour of the Gottlieb plant. Bosworth, Boasberg and Nate Gottlieb attended the Chicago Cardinals-All Star football game at Soldier Field Friday night (20).

Al Stern, World Wide Distributing, was a Williams Manufacturing caller last week. Harry Williams, Sam Stern and Fulton Moore spent all last week checking over results of their recent road trips on behalf of Dew-Wa-Ditty, Williams's newest five-ball game.

Harry Berlin, former district manager for Seeburg, was in from California to make the coin machine rounds and enjoy a Midwest vacation. . . . Charles Sinsy, operator of Peoria (Ill.) Telomatic, reports that there have been 32,005 plays on his Filben Maestro since April. . . . Duane Price, engineer for Allie Manufacturing, Los Angeles, stopped in Gabby Harnett's bowling and recreation spot last week to see how one of the firm's new '48 bowling games was making out. Gabby, the former Cub catcher and manager, plans to install two more when the bowling league season gets under way. . . . Jack Nelson, national distributor for Pop 'n' Hot popcorn (See CHICAGO on page 118)

Twin Cities:

Its shop completely revamped, Midwest Coin Machine Company, Filben distributors, has hired Al Diekhising as shop foreman. Al was in charge of the service department of Bush Distributing Company here for many years until that firm moved its operations to Miami several months ago. He has been in the business 18 years. . . . The office force at Hy-G Music Company, Seeburg jobbers, bought a boxful of toys last week to send to seven-year-old Dicky Greaves who is bedded down in Sheltering Arms Hospital with polio. Dicky's father, Thompson Greaves, is a service man at Hy-G.

Vera Foster, head of the record department of Lieberman Music Company, Wurlitzer distributors, is due back next week from a vacation in Northern Minnesota. Her sister, Josephine, has been doing a good job during Vera's absence. . . . Billy Cohen, of Silent Sales Company and Pioneer Distributing Company, is out and around making contacts for his cigarette locations, with his 13-year-old son along learning the ropes from the Sphinx. . . . Sam Bendat, former operator, is in the outboard motors and radio repair business in Minneapolis.

Joe Perkins, formerly of Minneapolis, is here talking about buying a large Mill City pin game and music route with his partners, brother Monty Perkins and Dave Sobel. . . . Wedding bells rang August 7 for Bob Waters, of Berkeley Amusement Company, St. Paul, who married his secretary, Shirley Karwaski. Following (See TWIN CITIES on page 118)

Turning Back the Clock

10 Years Ago This Week

August 20, 1938 — William Betz, owner and general manager of W. B. Novelty, St. Louis, was host to over 150 operators and their friends at a party in the Fairgrounds Hotel. . . . Sam Gensburg, Chicago Coin, is making a business tour of England. . . . Oriole Coin Machine Corporation, thru Eddie V. Ross reports business on the upswing. . . . Homer E. Capehart, vice-president of Wurlitzer, announced that the firm would donate a Model 24 to the Burroughs Newsboys' Foundation camp at Agassiz Village, Me. . . . Mac Perlman, of Acme Automatics, New York, was handing out cigars for the birth of a second son.

A city tax of 2 cents on cigarettes is being considered by the Denver City Council. . . . Candy vender ops were preparing to attend a candy convention at the Hotel Sherman, August 24-26. . . . Frank Hart, Eastern Machine Exchange, announced the new Bob White bulk vending machine. . . . George Ponsler left New York to visit those Chicago manufacturers he represents. . . . Bert Lane, Seaboard Sales, New York, states that his new plan of acting as direct factory sales agent for manufacturers is catching on.

Ray Moloney, Bally president, reports that the firm's one ball, Klondike, may be operated either as a single coin game or a four coin multiple. . . . Fort Worth ops were reported elated over the election of W. Lee O'Daniels as governor of Texas. They said that he was known as a fair and square shooter. . . . New Orleans coinmen say this was one of the best business weeks they have had in some time. Superintendent of Police George Reyer announced that pinballs are not gambling machines after examining three games in his headquarters. He added that only when the game is permitted to be played for cash or other prizes would the equipment be construed as gambling devices.

Rock-Ola's research department announced that it had completed a survey of scale operators and locations to see how the Rock-Ola Lo-Boy measured up to present needs. From the survey, the firm deduced that the Lo-Boy was what most locations were asking for. . . . Bar-B-Q and hamburger stands are coming into their own as a modern coin machine location.

15 Years Ago This Week

August 19, 1933—It was a busy week for coin machine associations. Both the Coin Machine Manufacturers' Association and the newly formed National Automatic Distributors' Association were framing codes to be presented to their respective memberships for approval. . . . Rock-Ola Manufacturing announced the virtual completion of a distributor line-up to handle its new games. The distributors named thus far include Modern Vending, New York; Trimount Coin, Boston; Oriole Coin, Baltimore; Moseley Vending, Richmond, Va.; Jack R. Moore Company, and Advance Automatic, both of the Pacific Coast. . . . Jack Keeney, of Keeney & Sons, expressed the opinion that the creation of the National Automatic Distributors' Association represents an important step in correcting many evils now existing in the distribution of coin-operated machines.

In Los Angeles, vending machine operators were pondering the new retail sales tax passed by the State Legislature. The problem is whether the operator is liable for the 2½ per cent tax on products sold thru his machines. Operators of pin games are also concerned altho the act states "this tax only applies in cases where an actual article or service is being sold and resold to the ultimate consumer."

O. D. Jennings & Company will soon announce three new products. Firm also stated that it would soon open a New York office at 74 Varick Street with G. F. Haley in charge. . . . Eugene S. Goebel, formerly with a Philadelphia broadcasting station, has been appointed sales manager of the Automatic Instrument Company, Grand Rapids, Mich.

Carl W. Dipman, editor of *Grocery Trade News*, stated that the growth of the super market idea for the grocery business may lead to the location of coin machines on their spacious premises. . . . Joe Calcutt, head of the Vending Machine Company, Fayetteville, N. C., revealed that his firm is preparing a fall sales campaign catalog featuring the new Silver Cup pin game by Genco. . . . United Vending Company, Detroit, is completing its experimental period with its aspirin venders, Kenneth McGregor, firm attorney, announced. Bank closings in Detroit seriously delayed its previous plans to go ahead with the machines.

Immediate Delivery!

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Pushback Wire

18 or 20 Strand

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Color Combinations

Pushback wire, for many years one of our leading items, has kept pace with the phenomenal growth of the coin machine industry.

The wide variety of color combinations available lends itself to devious methods of wiring harness—to meet any requirements of the industry.

Coin machine service organizations and distributors are invited to write for complete information as to how they may better serve their trade by furnishing them with RUNZEL quality wire.

Manufacturers of coin machines may avail themselves of our engineering facilities for designing correct and most efficient wiring harness.

RUNZEL
Cord and Wire Co.
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MILLS BELLS!

We have all Mills latest Bells in stock.

KEYSTONE PANORAM COMPANY, INC.

2538 W. Huntingdon St., Philadelphia
AUTHORIZED BELL-O-MATIC DISTRIBUTOR

Yes—

IT'S FASTER!



Genco

Detroit:

Michael Stein, of the Paramount Sâler Company, distributors for the Kunkel popcorn vender, reports demand far ahead of supply available in the territory in his line. . . . Auto-Vend, Inc., is starting a direct-mail campaign to locations for its popcorn service. . . . The Mechanical Candy Sales Company, operating chiefly in industrial locations, has sold out its route to the Automatic Merchandising Company of Chicago. The Detroit firm was headed by W. B. Landis, who contributed a well-received article on venders in industrial plants to Vend last year, and Henry J. Roesch.

S. J. Weisser, former music operator, who is concentrating on amusement games now, is disposing of some of his older equipment. . . . Jeanette Sterling, of the Michigan Automatic Phonograph Owners' Association office staff, is back from a week's vacation spent at home. . . . Reuben Ray, head of the Ray Music Company, may soon own an amusement park. He is one of four principals negotiating for the purchase of Eastwood Park here.

A. K. Andrews and Mrs. Andrews, of the vending machine manufacturers, Andrews & Company, of Clawson, are leaving on a vacation trip to Northern Michigan. . . . Jacob and Al Kremsky, of the Great Lakes Amusement Company, Flint, are going into shuffleboard distributorship in addition to their regular operation. . . . Harry Stanton, of the Robinson Sales Company, is strongly in favor of the new gauged production plan as a major improvement in the industry. . . . Jack Flanagan, of the Macomb Specialty Company, has bought a new Chris-Craft cruiser and is trying it out on frequent fishing expeditions.

Indianapolis:

Paul Jock, Arrow Distributing Company, is in Chicago. . . . Charles Settle, of the service department at Janes Music Company, is vacationing in Bedford, Ind., and fishing in near-by White River. . . . Frank Banister, head of Banister & Banister Distributing Company, in Chicago buying pinball equipment. . . . William Bolles, advertising manager of Packard Manufacturing Company, still in Washington. He has been absent from his desk about five weeks. . . . Robert Anderson, Anderson Distributing Company, Louisville, distributor for Rock-Ola phonographs, was a business visitor at the Indiana Automatic Sales Company last week.

Fred Slough, of Plymouth (Ind.) Novelty Company, was a coin row visitor, buying parts and looking at equipment. . . . Peter Stone, Indiana Automatic Sales Company, distributors for Rock-Ola phonographs, visited operators in Northern Indiana last week. . . . Operators from many parts of Indiana are singing the blues. Business in industrial sections is off from 25 to 35 per cent, and the same is true in Indianapolis. . . . Mrs. Blanche Janes, of the Janes Music Company, has discarded her vacation plans. She is undecided as to where to go, and disappointed in not going to Eastern Canada, as originally planned.

City Controller Phillip L. Bayt's effort to collect all possible fees due the city was extended to city hall itself. Spying a soft drink dispenser in the board of works office, Bayt served notice on Henry Mueller, board executive secretary, that the board is going to have to pay a \$2-a-year license fee on it. Mueller said the board will comply and pay the \$2 out of the machine's receipts.

NEW GAMES IN STOCK

- | | |
|-------------|--------------|
| CRAZY BALL | MAJOR LEAGUE |
| DU WA DITTY | SPIN BALL |
| SHORT STOP | YANKS |
| MERRY WIDOW | TRINIDAD |
| | RANGHO |

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Lehigh Specialty Co.

1407 W. MONTGOMERY AVENUE
Call Poplar 5-3208, PHILADELPHIA 21, PA.

SEE JENNINGS NEW

1949

Monte Carlo Series

3 NEW SUPER-JACKPOT COIN MACHINES

to be shown in your territory

Sept. 7-8, Cal-Neva Lodge

LAKE TAHOE, CALIFORNIA

Sept. 17-18, Edgewater Gulf Hotel

EDGEWATER PARK, MISSISSIPPI

Sept. 22-23, Berkeley-Carteret Hotel

ASBURY PARK, NEW JERSEY

ENTERTAINMENT—SPORTS JENNINGS SERVICE SCHOOL

LARGE FREE BANQUET For All on Opening Evenings

DOOR PRIZES

PLEASE MAKE ROOM RESERVATIONS NOW AT THE RESORT IN YOUR TERRITORY

GET IN ON THE SNEAK-PREVIEW OF JENNINGS MYSTERY ATTRACTION

"Live Jackpot"

TO BE FEATURED AT EACH SHOW!

O.D. JENNINGS & COMPANY

4307 WEST LAKE STREET CHICAGO 24, ILLINOIS

Chicago:

(Continued from page 116)

venders, reports that Hume-Hagerson, manufacturer of the vender, has stepped up production. Jack Nelson Jr. is back from a vacation in Konora, Canada.

William W. Rabin, president of the Filben Manufacturing Company of Chicago, and Sam A. Drucker, vice-president of the National Filben Corporation, returned from a two-day showing of the Maestro and Mirrocle Music units held in the newly formed Filben Sales Company of Arkansas in Little Rock Thursday and Friday (12-13). It seems there were more than 60 operators in attendance at the showing, and more than a carload of equipment was sold on the spot. Another Filben showing was scheduled for August 22 in Williamsport, Pa., and a two-day showing in Omaha August 24-25. Drucker will attend both events, while Rabin planned to fly to Omaha Monday for that showing.

Dudley Rutenberg, Coin Machine Industries, Inc. (CMI), was bedded with virus X last week, and altho he was back at his desk this week, was still

COINMEN YOU KNOW

a bit shaky. He plans to take the second week of his vacation next week if the pressure of his work lets up a bit. Meanwhile, Barbara Humphrey has returned to her desk after a week's vacation spent with her family in Junction City, Kan. . . . Myron (Mike) Michel, owner of Temptation Foods, and his wife, Helen, are the parents of a second son. The newcomer, born at Henrotin Hospital, weighed in at 5 pounds 9 ounces and has been named Paul. Myron reports his gum ball and nut venders picking up after a slow summer season.

After getting John Bennett, sales engineer from the Aireon plant in Kansas City, Mo., settled in his new Chicago headquarters, Fred Mann, regional sales manager, said good-bye to the industry for the next three weeks and headed north on his vacation. Fred, an ardent fisherman, plans to visit several lakes in Northern Minnesota and Canada before returning to Chicago and his duties the second week in September.

New York:

(Continued from page 116)

arrange the promotion tie-in between CMI and United Artists involving the use of six giant pin games during first-run showings of *The Time of Your Life*, left for Chicago Thursday (19) on association business. . . . Isidor Edelman, head of Edelman Amusement Devices, Chicago, was a visitor to coin row.

Joe Hanna, of Hanna Distributing Company, Utica, N. Y., stopped at Barney Sugarman's Runyon Sales Company last week. Hanna is busy furthering organization of a State-wide association of coinmen. . . . Francis Hoge, United States Television (UST) vice-president in charge of sales, has announced the appointment of Television Distributors of Indiana, Inc., as UST outlet in that territory.

Twin Cities:

(Continued from page 116)

a honeymoon in Northern Minnesota, the newlyweds are living in St. Paul with Bob's people until they find a home.

Oscar Schaffer, sales manager for Midwest Coin Machines, was fuming the other morning. Because an operator wanted to get loaded early with a shipment of Filben phonographs, Schaffer came down to the plant much earlier than usual—before the rest of the crew was down, in fact. But in his hurry to arrive, Oscar forgot his keys. His wife couldn't find them and he had to wait around until the first contingent of the office help arrived. . . . Bud Harrison, Minneapolis operator, was around visiting distributors and displaying his new look. On orders from his physician, Harrison dropped 54 pounds and now tips the scales at a mere 214 pounds.

Eli Razovsky, salesman for Taran Distributing Company, Miami, was in this week making preliminary plans for his marriage in December to Sybil Harris, Minneapolis. . . . Phil Jordan, of Howard Sales Company, was passing out cigars this past week in honor of a daughter born August 11. . . . Operators are getting set for Minnesota State Fair which opens August 28. Among the veteran arcaders who will be on hand once again are Selma Nelson and Phil Brady.

Yes-

IT'S LIVELIER



Genco

PHONOS

Reconditioned by ATLANTIC

Triple Tested for . . .

- ✓ Good Appearance
- ✓ Mechanical Perfection
- ✓ Proper Packing

WURLITZER 600 ROTARY . . . \$ 90.00
 WURLITZER 500 KEYBOARD . . . 125.00
 WURLITZER 750E 250.00
 WURLITZER 850 250.00
 ROCK-OLA STANDARD 100.00

WRITE FOR ADDITIONAL USED PHONO LIST!

ATLANTIC

NEW YORK CORPORATION

540-550 W. 58th St., New York 19, N. Y.
 Phone: COLUMBUS 5-4584



MILLS BELLS!

We have all Mills latest Bells in stock.

SOUTH COAST AMUSEMENT CO.

314 E. Eleventh St., Houston 8, Texas
 AUTHORIZED BELL-O-MATIC DISTRIBUTOR

Look To The GENERAL For LEADERSHIP

BIGGER BUYS IN AMERICA'S FINEST RECONDITIONED 5-BALLS

AMBER	\$ 39.50	MAISIE	\$49.50
BAFFLE CARD	39.50	MEXICO	69.50
BIG HIT	29.50	MIDGET RACER	29.50
BOWLING LEAGUE	69.50	NEVADA	80.50
BRONCHO	69.50	PLAYBOY	49.50
CAROUSEL	39.50	RANGER	69.50
CINDERELLA	140.50	ROCKET	49.50
CO-ED	69.50	SEA ISLE	69.50
FIESTA	49.50	SMARTY	39.50
FLAMINGO	79.50	STATE FAIR	39.50
HI-RISE	49.50	STEP-UP	29.50
HONEY	49.50	SUPERLINER	39.50
HUMPTY DUMPTY	123.50	SUPER SCORE	29.50
JACK 'N JILL	159.50	SUSPENSE	29.50
LADY ROBIN HOOD	139.50	TORNADO	49.50
LUCKY STAR	69.50	VANITIES	69.50

RECONDITIONED SLOT MACHINES

MILLS BLUE FRONT, 5¢	\$ 99.50
MILLS BROWN FRONT, 5¢	99.50
MILLS CLUB CONSOLE, 25¢	189.50
MILLS BLACK CHERRY, 10¢ Original	129.50
JENNINGS SILVER MOON CLUB CHIEF, 25¢	114.50
JENNINGS TRIPLEX	89.50
JENNINGS BRONZE CHIEF, 5¢, 10¢, 25¢	99.50
JENNINGS SUPER DE LUXE (Lite-Up), 10¢	169.50

CHICAGO METAL'S Universal

Box Stands	\$ 29.50
DeLuxe Revolv-Around Double Safe Cabinets	175.00

ONE-BALL FREE PLAY

Daily Races	\$179.50
Best Bet (Revamp)	50.00
Club Trophy	50.00
Double Feature (Revamp)	50.00
Double Entry	325.00
Special Special	169.50
Victory Special	60.00
Whirlaway (Revamp)	60.00

Terms: 1/3 cash with order, balance C. O. D.
 Write for our regular bulletins.



MEMBER

GENERAL Vending Sales Corp.

BIDDLE & HOWARD STS. Phone: Vernon 4119 BALTIMORE 1, MD.

MONARCH COIN MACHINE CO.

1545 N. FAIRFIELD AVE., (PHONE ARMITAGE 1434) CHICAGO 22, ILL.

CLOSEOUTS! BRAND NEW 5-BALL GAMES—CALL OR WRITE FOR PRICES

Thoroughly Reconditioned Equipment Ready for Location

CONSOLES		ARCADE	
Bally Hi-Hand, 5¢ Comb.	\$ 99.50	Batting Practice	\$ 75.00
Bally Club Ball, 5¢ Comb.	99.50	Sky Fighter	89.50
Del. Draw Balls	295.00	1947 Ten Strike	129.50
Mills 25¢ Golf Ball Slot	275.00	Chicago Hockey	69.50
Jan. Silvermoon, FP, 5¢	59.50	Grosch, Typex, 10¢	289.50
10¢, \$69.50; 25¢	79.50	Periscope-Liberator	69.50
Ex. Lucky Lucre, 5¢-25¢	179.50	Keeney Submarine	69.50
		Undersa Raider	69.50
		Zingo	69.50
		Ex. Mystic Eye	139.50
		Ace Bomber	89.50

WRITE | SPECIAL — JEWEL BELLS | WRITE

5¢-10¢-25¢-50¢. New and RECONDITIONED

MILLS BLACK CHERRYS—Orig. 5¢-10¢-25¢ 2/5 or 3/5 PO \$150.00 EA.	ANY MILLS ESCALATOR BELLS REBUILT INTO LATEST MODELS. WRITE OR CALL.	MILLS GOLDEN FALLS, H. L.—Orig 5¢-10¢-25¢ 2/5 or 3/5 PO \$155.00 EA.
---	--	--

SPECIAL—TUMBLERS & BOOMERANGS Brand new in orig. crates. Sensational upright games. **\$129.50 Ea.**

WRITE FOR COMPLETE LIST: 1-Balls, 3-Balls, Arcade, Phonographs, Slots, Etc. FOREIGN TRADE: We are prepared to serve you now. Write in your own language for information. Terms: 1/3 Deposit, Balance C. O. D. or Sight Draft. CABLE: MOCOIN

\$395.00 For Sample SHUFFLEBOARD

Size 18, 20 and 22'



SPECIAL TO NEW SHUFFLEBOARD DISTRIBUTORS

Will ship you a sample board for \$395.00, f.o.b. Youngstown, so you can see and convince yourself that we have the best Shuffleboard yet. We're doing this to save you asking a lot of questions. Order sample today then make up your mind after receiving it. Better yet, we'll be glad to have you come to Youngstown and see for yourself

1/3 deposit with orders, balance C. O. D. or draft
 WIRE OR CALL 9-3496

OHIO SHUFFLEBOARD COMPANY

17 N. SCHENLEY AVE. YOUNGSTOWN, OHIO

RECONDITIONED 5 BALL FREE PLAY GAMES

Superliner	\$15.00	Honey	\$39.50
Spitball	15.00	Gold Ball	39.50
Superscore	15.00	Fast Ball	29.50
Suspense	15.00	Kilroy	29.50
Havana (Motoped)	39.50	Show Girl	39.50
Hay Boy	34.00	Malice	39.50
Spitball	39.00	Baffle Card	29.50
Singsong	99.50	Hawaii	89.50

Humpty Dumpty \$99.50
 To get 1/3 Deposit, Balance C. O. D.

ST. LOUIS NOVELTY COMPANY

2718 GRAVOIS ST. LOUIS 16, MO.

Trade Directory

Summary of trade activity for the past two weeks is condensed here in easy-to-file form as a trade service feature of *The Billboard*:

New Equipment

Beverage Vender (cup), Seaboard Metal Products Company, 189 Frelinghuysen Avenue, Newark, N. J.
 Candy vender, Adeo Products, 3232 North Kilpatrick, Chicago.
 Coin Chute and Timer (combo), Miller, Harris Instrument Company, Milwaukee.
 Foot, Leg Massage Machine, Aciform Corporation, 1057 West Grand, Chicago.
 View Machine, Exhibit Supply Company, 4230 West Lake Street, Chicago.

New Firms

American Drink-o-Mat Company, Incorporated, 1349 Fifth Avenue, Pittsburgh.
 Automatic Juice Sales Company, 456 Verbeke Street, Harrisburg, Pa.
 Filben Sales Company of Texas, Texarkana, Tex.
 Filben Sales Company of Arkansas, Little Rock, Ark.

Complete stock of new and used equipment at lowest prices. Phone or write.

Triple Bells\$525.00
Draw Bells, R.B. 225.00
Big Inning, New 889.00
Drivemobile 139.00
Metal Typer, Reconditioned 100.00
Ballyhoo 65.00
Rocket 55.00
Silver Streak, New 79.00
Exh. Crossfire 50.00
Now delivering Bally's Reserve Bell and Carnival.	

We will buy Bally Draw Bells, Deluxe Draw Bells, Triple Bells, Bally One Bells. All types of Slots.

EXCLUSIVE BALLY DISTRIBUTOR
COVEN Distributing Co.
 3181 ELSTON AVE. CHICAGO, ILL.
 INDEPENDENCE 2210

Filben Sales Company of Nebraska, Omaha.

New Addresses

Cigaromat Corporation of America, 114 East 32d Street, New York.

Personal Notices

Clarence Bayne, has been elected vice-president and sales manager for the U. S. Vending Corporation.
 H. R. Blum has been appointed controller of Philip Morris & Company, Ltd.
 Carl Burbank has resigned his position as manager of the Drink-o-Mat plant in Lawrence, Mass., and has turned operator heading the Vermont Drink-o-Mat firm.

Cornelia Craig has been named assistant secretary of Philip Morris & Company, Ltd.

H. M. Daniels has been appointed vice-president and general sales manager of M. H. Rhodes, Inc.

DeWitt (Doc) Eaton, has joined Blatts' Supreme Distributors, Inc., Miami, Fla.

Dale Harrison, will write and edit the "Newsletter" which will be a weekly publication of the Bally Manufacturing Company.

E. F. (Barney) Hinkel, has been named director of sales for the Automatic Canteen Company of America.

Allen Messick has resigned from his position as chairman of the board for the U. S. Vending Corporation.

Henry T. Roberts has resigned as vice-president and director of sales, U. S. Vending Corporation.

W. J. (Bill) Ryan has been elected president of the J. H. Keeney Company.

Julius P. Schmidt has been appointed to the Howard B. Stark Company sales and promotion staff.

Paul E. Schickler has been elected president of the Illinois Association of Tobacco Distributors; E. O. Burkland, vice-president; Oscar W. Weeke, vice-president; Walter C. Knock, treasurer; A. Najim, secretary.

George Shamlin has been elected president of Peter Paul, Inc.

Distributor Appointments

Lafax Distributors, Charlotte, N. C., has been appointed to distribute the Polar Pete Snow Cone Machine in South and North Carolina.

Mercury Athletic Scale Corporation has appointed four new distributors: Southern Music Company, Charlotte, N. C., for North Carolina, South Carolina, Georgia, and Florida. Public Scale Company, Omaha, for Nebraska, South Dakota, northern half of Kansas, and western half of Iowa. Harry O. Sutton, Tuscola, Ill., direct factory representative for Illinois. Amusement Supply Company, Huntington, W. Va., for the State of West Virginia.

Massaging Machine At Beauty Confab

NEW YORK, Aug. 21.—Massage-o-Mat, the coin-operated automatic massage unit manufactured and distributed by the Massage-o-Mat Corporation, will be exhibited at the three-day show of the National Hairdressers and Cosmetologists' Association in Chicago, beginning September 26, Abe Benjamin, president, announced this week.

Two display booths at the Sherman Hotel, where the beauty industry confab is to be held, have been contracted for by Massage-o-Mat. Private demonstrations of the device will be given in a suite at the same hotel during the run of the show.

The machine, introduced here last spring (*The Billboard*, April 17), resembles a canvas-covered couch, in which 270 rubber rollers, traveling back and forth, exercise massage action. A Robo-meter, adapted to accept 50-cent coins, controls the mechanism.

AUTOMATIC COIN America's Bell Machine Center

Exclusive Authorized Distributor for Mills Bell Products



NOW DELIVERING BRAND NEW
 MILLS JEWEL BELL
 MILLS BLACK GOLD HANDLOAD
 MILLS MELON BELL

GUARANTEED SLOTS

Reconditioned—Refinished—Repainted

MILLS GOLD CHROME, HAND LOAD, JP, 2/5 or 3/5, 5¢, 10¢ or 25¢\$129.50
MILLS GOLD CHROME, 2/5 or 3/5; 5¢, 10¢ or 25¢ 119.50
MILLS BONUS, 5¢ or 10¢ 119.50
MILLS BROWN FRONT, 5¢, 10¢ or 25¢ 104.50
MILLS BLUE FRONT, 5¢, 10¢ or 25¢ 99.50
JENNINGS 4-STAR CHIEF, 5¢ or 10¢ 69.50
JENNINGS BLACKHAWK, Postwar, 5¢, 10¢ or 25¢ 109.50
JENNINGS 5¢ BRONZE CHIEF, Postwar 129.50
JENNINGS DE LUXE LITE-UP, Postwar, 5¢, 10¢ or 25¢ 149.50

DELIVERING AGAIN!
 BRAND NEW MILLS

5¢ Q. T. \$115.00

MILLS GOLDEN FALLS, HL, JP (Post-War) 2/5 or 3/5, 5¢, 10¢ or 25¢ \$164.50

MILLS BLACK CHERRY (Post-War) 2/5 or 3/5, 5¢, 10¢ or 25¢ \$154.50

BRAND NEW MILLS VEST POCKET.... \$65.00
 DOWNEY-JOHNSON COIN COUNTER... \$198.50
 NEW METAL BOX STANDS FOR SLOTS.....\$22.50

TERMS: 1/3 Deposit, Balance C. O. D. WRITE FOR COMPLETE LIST: GAMES, PHONOGRAPHS, PARTS, ETC.

'AUTOMATIC COIN MACHINES & SUPPLY CO.

ALL PHONES: CAPITOL 8244
 4135-43 ARMITAGE AVE. • CHICAGO 39, ILLINOIS

NOW DELIVERING NEW FIVE BALLS

Genco: SCREW BALL
 Williams: DEW-WA-DITTY
 United: PARADISE
 Chicago: COIN CRAZY BALL
 Exhibit: SHORT STOP
 Bally: CARNIVAL
 Marvel: HIT PARADE
 Gottlieb: ALICE IN WONDERLAND

WW

NEW CONSOLES

KEENEY WILD BELL, 5¢, 25¢ \$800
 TWIN BONUS, 5¢, 25¢ \$800
 GOLD NUGGET, 5¢, 25¢ \$800
 BALLY DOUBLE UP... Write
 RESERVE BELL... Write

WW

NEW ONE BALLS

Bally GOLD CUP... Write
 Bally TROPHY... Write
 Keeney FAVORITE, Comb. F.P. & P.O. \$475

SLOTS

Completely Reconditioned and Guaranteed

Blue Front, 5¢ \$ 80
10¢, 50¢; 25¢ 100
Brown Front, 10¢ 100
25¢ 105
Extra Bell, 5¢ 110
Gold Chrome, 10¢ 110
Melon Bell, 5¢ 80
War Eagle, 25¢ 85
JENNINGS	
Standard Chief (floor sample) set, 5¢, 10¢, 25¢ \$600
Bronze Chief, Postwar, Set 5, 10¢, 25¢ 450
Oigazola, 5¢ 65
WATLING	
Roll-a-Top, 5¢ \$ 45

WW

Write for listings and prices on Reconditioned Phonographs, New Slots, Reconditioned Five Balls or any other category.

Reconditioned CONSOLES

Keeney TWIN BONUS SUPER BELL, 5-25 \$675
Evans RACES, 1948 Model, Comb. F.P. & P.O., Floor Sample 675
Bally DRAW BELL, 5¢, 25¢ 235
Mills JUMBO PARADE, Cash P.O. 65
Mills JUMBO PARADE, F.P. 60
Mills JUMBO PARADE, Comb. F.P. and P.O. 75

WW

NEW WURLITZER PHONOGRAPHS

(In Original Crates)
 Model 1050\$625
 Model 1100 Write

TERMS: 1/3 Deposit, Balance Sight Draft.



Yes-IT'S NEW!



MILLS BELLS!

We have all Mills latest Bells in stock.

MARVIN J. BLAND
 INDIANA MUSIC CO.

705 Putnam St., Terre Haute, Indiana
 AUTHORIZED BALLY COIN MACHINES DISTRIBUTOR

WORLD WIDE DISTRIBUTORS

2330 N. WESTERN AVE. CHICAGO 47

Phone: EVERGLADE 2300

YOUR LAST CHANCE TO GET IN ON A REAL BARGAIN

Brand New "MISTIC DERBY" Race Horse Game

Only 2 left at the special low close-out price

\$50.00 apiece

First Come—First Served

A novelty game which demonstrates realistic horse racing—America's most popular sport

SHORELINE DISTRIBUTORS

2803 N. 11 St. Phone 5619 Sheboygan, Wis.



COLUMBIA TWIN JACKPOT BELL



Fruit or Cigarette Machine. Gold Award or Jackpot Model. Size: Height, 18 1/2"; Width, 12 1/2"; Depth, 12"; Weight, 43 lbs. Plays pennies, nickels, dimes and quarters. 10 OR 20 stop reel.

WRITE FOR PRICES

FOREIGN TRADE

This machine takes any foreign coin as big as U. S. 25¢ piece or as small as U. S. 10¢ piece.

GROETCHEN TOOL & MFG. CORP.
126 N. Union Ave. Chicago 6, Ill.

United's New Five-Ball Game In Production

CHICAGO, Aug. 21.—United Manufacturing Company is now making deliveries to its distributors on its newest five-ball novelty replay game, Paradise, it was announced this week by Lyn Durant, firm president, and Billy DeSelm, sales manager.

Three major features of the new game are a build-up holding bonus which resets only at the start of the game, a super bonus which increases four times in value, and two separate ways to score replays. Scoring goes to 8,990,000.

Featured on the play field are 10 bumpers, six of which are bonus bumpers, the other four carrying two each of the letters in the game name. By contacting the latter four, the name lights up, thus hiking the value of the other bumpers. Two saucers, located at the top and mid-center of the play field, are valued at 50,000 points, tripling when lit to score 150,000. An "extra special" saucer at the bottom center, when lit, scores a replay. The build-up holding bonus registers on 10 lights at the bottom of the board, while two pockets, to the left and right at the bottom of the play field, collect the bonus for the player. Build-up bonus goes from 50,000 to 200,000 in four steps if not lit, and from 200,000 to 800,000 when the game name is lit.

Replay button is located between the coin chute and the plunger, while the two flippers on the play field are controlled by buttons located on either side of the cabinet.

Political Issues Balk Revision of Minn. Lottery Law

ST. PAUL, Aug. 21.—An attempt to delete from the Minnesota Constitution a provision barring the State Legislature from approving lotteries and sale of lottery tickets was defeated here Thursday (19)—because this is a political year in the State.

The proposal came before the Constitutional Revision Commission now working on the State's 91-year-old constitution. Sen. Milton Lightner, of St. Paul, urged the deletion, claiming it was vague and that "gambling laws should be statutory, not constitutional." But opponents of the proposal, declared that while they favored such a deletion they believed it would prove a political boomerang and that the measure should be left in the constitution.

Among those who opposed the provision's expulsion was State Rep. Howard Rundquist, of Dawson, Minn., one of the co-sponsors in 1947 of Minnesota's Anti-Bell Machine Law, who said, in passing, "Look, I shoot a little dice myself once in a while."

Meanwhile, Gov. Luther W. Youngdahl, who pushed the anti-bell bill thru the 1947 Legislature, now seeking re-election, is using that action as fodder in his campaign.

Altho Youngdahl thought he was going to have little serious opposition in his re-election drive, he received a stunning surprise on the final day of filing when State Auditor Stafford King, a Republican, just as the governor is, threw his hat into the ring for the gubernatorial post. King is a strong vote-getter in Minnesota.

Telequiz Gets Del. Charter

DOVER, Del., Aug. 21.—The Telequiz Corporation of New York is a new Delaware Corporation chartered Friday (13) at the corporation department of the secretary of State's office. Capital is listed at \$24,000 and the principal office is listed at the Corporation Trust Company, 100 10th Street, Wilmington.

RECORD REVIEWS

(Continued from page 113)

RATINGS (100 Point Maximum)

90-100 TOPS • 80-89 EXCELLENT • 70-79 GOOD
40-69 SATISFACTORY • 0-39 POOR

ARTIST
TUNES
LABEL AND NO.
COMMENT

RATINGS			
OVER-ALL	DISK JOCKEY	DEALER	OPERATOR

ARTIST
TUNES
LABEL AND NO.
COMMENT

RATINGS			
OVER-ALL	DISK JOCKEY	DEALER	OPERATOR

RACE

VIVIANE GREENE & HER TRIO
(Mercury 8098)

He's the Man
Vivian sings and plays an easy-riding blues with smart trio backing.

76 76 75 77

Bowlegged Boogie
Fresh approach here as Vivian balls her way thru a lively double entendre novelty lyric with more good trio support. Jukes should be picking up on this one.

81 80 78 83

BIG BILL
(Columbia 30135)

Bad Luck Man
Slow-rock blues hollerin' by Bill with small combo cutting appropriate indigo groove.

72 72 70 73

Flat Foot Suzie With Her Flat Yes, Yes
Race-jingle novelty warbling with some fine basic-style 88-ing.

77 77 75 78

JOHNNY MOORE'S THREE BLAZERS
(Exclusive 47-X)

Huggin' Bug
Bouncy novelty gets a smooth, glass-studded Charlie Brown warbling and flashing 88 work.

76 76 75 77

I'm Looking For Love
Brown's easy-gliding vocalizing and tasty combo support on dreamy race ballad original could be a juke click.

81 80 80 83

JACK McVEA & ORK
(Exclusive 48-X)

Fightin' Mama Blues
Boogie woogie blues with a fervent shout vocal and jump small band backing builds to a sock rids-out. A solid rocker, with fine alto go the solo gem.

80 81 79 81

Carlos
Tongue-in-cheek rumba trifle, with live Spanish dialect vocal.

72 72 70 73

FOLK

ZEKE MANNERS & ORK
(Victor 20-3005)

I'm a Tired Cowboy
Moderately funny gag piece in the vein of "The Sad Cowboy," "Lone Cowhand," etc.

70 70 68 72

Easy Payment Blues
Humorous novelty warbled and played with deft, light touch.

73 73 72 74

EDDY ARNOLD, THE TENNESSEE PLOW-BOY
(Victor 20-3013)

My Daddy Is Only a Picture
Pathos-laden folk weeper, with Eddy compensating for the sentimentality of the lyric by singing with casual objectivity.

82 82 82 83

Just a Little Love
Eddy warbles a simple ballad in his soft-singing, mellow folk style.

86 86 85 86

CHET ATKINS & HIS COLORADO MOUNTAIN BOYS
(Victor 20-3006)

I'm Gonna Get Tight
Easy-riding rhythm ditty, with relaxed chanting and fiddle and guitar getoffs.

73 73 72 74

Dixie Strings
Western-swing instrumental, with easy string solo and section work.

71 73 70 70

FOLK

WILEY AND GENE
(Columbia 20465)

Give Me Your Heart
Easy, tuneful warbling but lackadaisical instrumental.

64 64 63 65

A Tiny Baby Bonnet
Bathos - dripping tear-jerker with suitable close-harmony duet chanting.

68 68 67 69

JESSE ASHLOCK
(Columbia 20456)

There's No Time Like Today
Casual, light warbling of routine folk ballad.

70 70 68 72

Still Water Runs the Deepest
Vocal and steady-beat orking okay on better-than-average hill ditty.

72 72 70 74

ACE DINNING & THE DUDE RANCH BOYS
(Tri-State 101)

Mountain Dew
Dinning and gang romp thru gay folk novelty for newly launched hillbilly label.

71 69 71 72

Cigarettes and Whiskey and Wild, Wild Women
Current comedy lave produced in tongue-in-cheek mode, creates a chuckle or two.

72 71 71 74

DICK DYSON & HIS MUSICAL TEXANS
(Tri-State 103)

Square Dance Medley
Instrumental square dance medley platter embodying traditional oldies emerges as strong, fiddle featured effort.

73 73 74 73

Cindy
Flip here, also in square dance mode, replete with calls.

68 69 67 67

DICK DYSON & HIS MUSICAL TEXANS
(Tri-State 113)

Cocaine Blues
Up-tempo Paul Blunt piping of dope-ditty which should nibble nickels, altho radio stations might resent.

74 NS 72 76

Hell's Fire
Dyson mixes in patter effectively with clear chanting of folk ditty, also better suited for juke than juke.

73 NS 71 74

ROY ACUFF & HIS SMOKY MOUNTAIN BOYS
(Columbia 20473)

A Sinner's Death
Usual nasal, high-pitched Acuff vocal. So-so tear-jerk tale of a sinner facing the last round-up.

71 72 68 74

The Midnight Train
Another in the endless procession of hillbilly train ditties. Acuff piping and harmonica featured backing both strong here.

73 76 70 74

BOB WILLS & HIS TEXAS PLAYBOYS
(Columbia 20473)

Never, No More Hard Times Blues
Wills and the gang swing way thru folk blues, replete with yodels and asides.

76 77 75 77

Maiden's Prayer
Borrowed, fiddle-led instrumental treatment by Wills and His Playboys comes off as infectious, highly listenable bit of stuff.

82 82 82 82

Yes-

IT'S LIVELIER



SPECIAL

100

Rock-Ola Phonographs

(20-Records)

\$50.00 Each

\$10 Extra For Crating
Guaranteed All Parts Complete
Cash With Order

BIRMINGHAM VENDING COMPANY
2117 North 3rd Avenue
Birmingham 3, Alabama



MILLS BELLS!

We have all Mills latest Bells in stock.

SOUTHERN VENDING MACHINE CO.

528 Craghead Street, Danville, Virginia
AUTHORIZED BELL-O-MATIC DISTRIBUTOR

METAL TYPER DISCS

FOR GROETCHEN TYPER

\$9.50 PER 1,000

Manufactured from Precision Dies from Finest Quality Aluminum. Standard Thickness. Satin Finish.

TOP QUALITY ONLY—ONE LOW PRICE

SAMPLE ON REQUEST

MONEY BACK GUARANTEE

1/2 With Order. Balance C. O. D.

MAX GLASS
DISTRIBUTING COMPANY

914 DIVERSEY - CHICAGO 14, ILL.

Yes-

MORE ACTION



Genco

Mills Books Show Steady Profit Gain

(Continued from page 100)

month. Since the first of the year Mills over-all inventory has been reduced approximately 10 per cent.

In reviewing the first three months (April, May and June) under the new management, Treganza credited constant reductions in bank loans, factory expenses and administrative expenses as the main reasons why the firm has showed a profit for the second quarter. He also stated that the outlook for the remainder of the year gives ample reason to believe that Mills will continue to show monthly profits and wind up 1948 with an over-all profit.

No concrete progress has been made on the sale of the Fullerton Avenue plant, altho several offers have been received since it was first announced that it would serve the best interests of the firm if it were sold (*The Billboard*, June 12). Treganza again stated that this plant would be disposed of only if an adequate offer is received. Sole announced offer thus far amounted to \$1,500,000 and was rejected as being insufficient.

Due to the fact that several members of Mills creditors committee have been on vacation at different times during July and August, no regular monthly meetings have been held since June. However, it is expected that they again will meet on a regular monthly basis beginning in September and again issue detailed reports on Mills operations.

COIN GAMES FEATURED

(Continued from page 100)

partment booth has been given over to the display and operation of the coin machines, in order to demonstrate one phase of that city body's authority.

Arcade suppliers who have provided machines for the exhibit include Bill Rabkin, of International Mutoscope Corporation, with a Silver Gloves, Fishing Well, Atomic Bomber and two Mutoscopes; Max Levine, of Scientific Machine Corporation, showing his Pitch 'Em & Bat 'Em; Ralph Hotkins, of Capitol Projectors, with a sound-equipped midget movies; Herb Weaver, of the American Gripmeter Company, Inc., with his grip machine, and Max Schaffer, of Times Amusement Corporation, who has furnished a Chicago Coin Basketball Champs.

All games will operate without charge, said Rosen, and will undoubtedly receive heavy play thruout the run of the show. The exposition, which is the highspot of New York City's commemoration of its 50th anniversary, opens Monday (23) and runs thru September 19.

Industry leaders here stated that display of the games under the auspices of the license bureau is certain to reflect favorable publicity on the entire coin machine business. And they point out that many persons never before exposed to the games will become aware of the amusement they provide.

The Grand Central Exposition, crowding the four floors of the large building, is divided up among the various city departments.

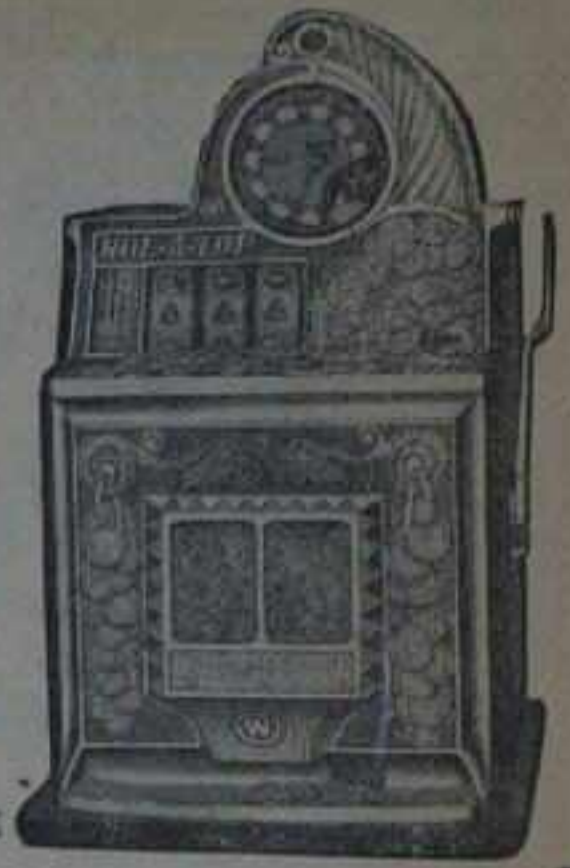
NADA Meets Sept. 13 in Chi

(Continued from page 100)

sion among coinmen on the need and merits of the association has resulted. Four old-line coinmen instrumental in formation of NADA were reached for comment. They were David Bond, Trimount Coin Machine Company, Boston; William Marmer, Sieking, Inc., Cincinnati; Leo Weinberger, Southern Automatic Music Company, Louisville, and Sam London, S. L. London Music Company, Milwaukee.

Bond said, "The aims of the National Automatic Distributors is to establish sound business principles in order to place our industry on a par with other established industries." Marmer took the view that the new organization was needed as an important link between operator and manufacturer. "A distributors' association," Marmer stated, "is vital at this time for manufacturers and operators as well as distributors in order to keep all of us progressing as time goes on."

Both Weinberger and London somewhat echoed Marmer's sentiments. Weinberger explained his stand on the new association this way: "We believe that the distributors' association can go far in opening new territories and co-operating with manufacturers in helping to introduce equipment that will have greater earning power. Distributors will pre-test equipment before quantities are produced and will pass on to manufacturers ideas for better-operating and better-earning equipment." London added: "I was greatly impressed with the plan presented at the initial organization meeting of the National Automatic Distributors' Association and I am of the opinion that it will be beneficial to operators and manufacturers as well as distributors. It is, however, imperative that there be no deviation on anyone's part if the plans are to be perfected."



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BOX D-28, c/o The Billboard, Cincinnati 22, O.

**Cost Still Chief Problem
Facing Coin Machine Ind.**

(Continued from page 100)

the war) and the changed habits of the people as well as the destruction of the equipment by enemy action, and sheer old age of many of the units, there has been a considerable appreciation in value of bells, a trend which has been helped along by the absence of new equipment.

Phono Picture

A considerable number of the automatic phonographs which are at present in use in Great Britain are those which were imported from the United States before the war. They are still giving very satisfactory service in spite of having been in use for such a long time altho it would be fair to say that in very many cases considerable rebuilding has taken place.

As for the use and types of locations for which phonographs can be put to and installed, I should say that they have their best use in amusement arcades and the like. Here they are considered to be a customer-drawing unit. They are generally operated for two pennies and, on the basis of the pre-war prices, they represent an economic proposition. But at the present scale of prices, which range upward of \$2,000 for a new English-made 16-record phonograph, they cannot possibly justify the capital outlay.

In spite of this terrific capital cost, brought about by the high cost of production and the purchase tax, which is computed at 66 2/3 per cent on the selling price, there is a fair demand for the English phonograph mentioned above. This is the successor to the Hylton phonograph.

In arcades, the phonographs are considered important for their drawing power alone, and, therefore it is considered worth while making the large investment involved. In locations other than arcades, including cafes and licensed establishments such as public houses (pubs) there is less phonograph operation. A guarantee is demanded by the operator in these locations and quite often this cannot be met for a week or two at the start, with the result that there is considerable turnover of locations, without, I believe, doing much good to the potential development of this type of operating.

Vending Situation

The vending of cigarettes and candy thru coin machines is now non-existent. In the case of cigarettes, there is a great shortage and in any case, the increased cost due to extremely high taxation makes the use of the machines impossible without considerable modifications. (The approximate cost of a package of cigarettes in London is now 70 cents.)

Candy, being rationed, could not be vended without some method being devised for collecting ration coupons and this appears to be beyond the capacity of any automatic vending machine.

The stories you heard about the use of vending machines for these and other commodities before the war were not at all exaggerated. A tremendous business had been developed, but today it is completely at a standstill and the vending business in the United States has far outstripped us.

Production Nil

Apart from the phonograph field, there is no automatic machine production. This is prohibited by law with the result that concentration is given the reconditioning of used machines. That is where the main volume of selling lies and for the reasons which I have already given, it can be seen that the prices which are obtainable for this class of equipment is well above their original new price, in some cases. By the nature of things it has to be since the cost of reconditioning is high and the scarcity of

effective labor and materials does not make it possible to keep prices down.

When it was possible to manufacture machines, up to a short while ago, it was with the express understanding that two-thirds of the total production was for export. Even today it is legally possible to manufacture machines, provided they are for export. Today, purchase tax at the rate of one-third is charged on all new equipment, even tho no new equipment is available.

General Outlook

As for the state of affairs generally, it would appear we have settled down to pre-war standards. When the war ended, the trade experienced a boom period, due to the demobilization gratuities and the chance which was afforded the public to take a real vacation for the first time since 1939. Since then, however, there has been a marked cut in spending power and this has resulted in the trade settling down to pre-war standards. This must be qualified in light of the increased living costs and the decreased purchasing power of money, but, all things being equal, it is safe to say that the business is on a pre-war level, with the seasons clearly marked out as was the case before the war.

There is a certain amount of new British equipment, supplied when the production was permitted, but apart from this, our amusement resorts have only pre-war equipment, and they really make an excellent showing. You would ordinarily expect shabby and dilapidated places, but these are in the minority and most places are a credit to the trade.

There is no doubt we could use plenty of new American equipment and it would be very welcome, however, the question of price would naturally enter into it as there is an import duty of 20 per cent on all amusement equipment and a purchase tax of one-third additional. This would double the price of an American machine, and, as the amusement machine still operates for one penny here, this aspect would be very important.



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Some of the objectives of the National Automatic Distributors Association are:

1. that all games be location tested by the manufacturers before being offered for sale. (There is no excuse for manufacturers turning out games without first proving their earning power.)
2. that the manufacturers shall allocate definite territories to exclusive distributors which shall not conflict with other distributors.
3. that original factory replacement parts be branded with the manufacturers name and code.
4. that all games be marked with the serial number in a prominent place for easy identification.

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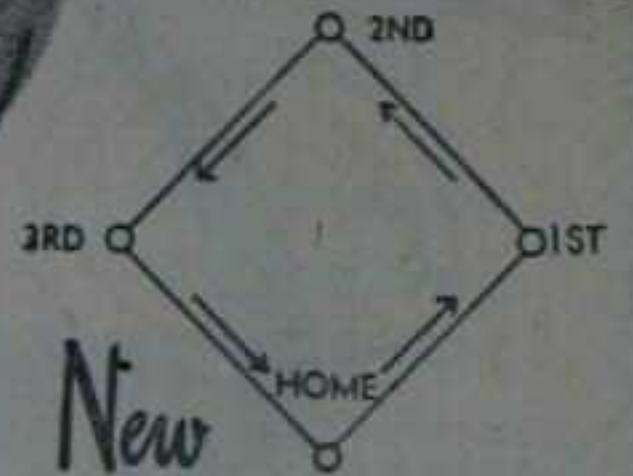


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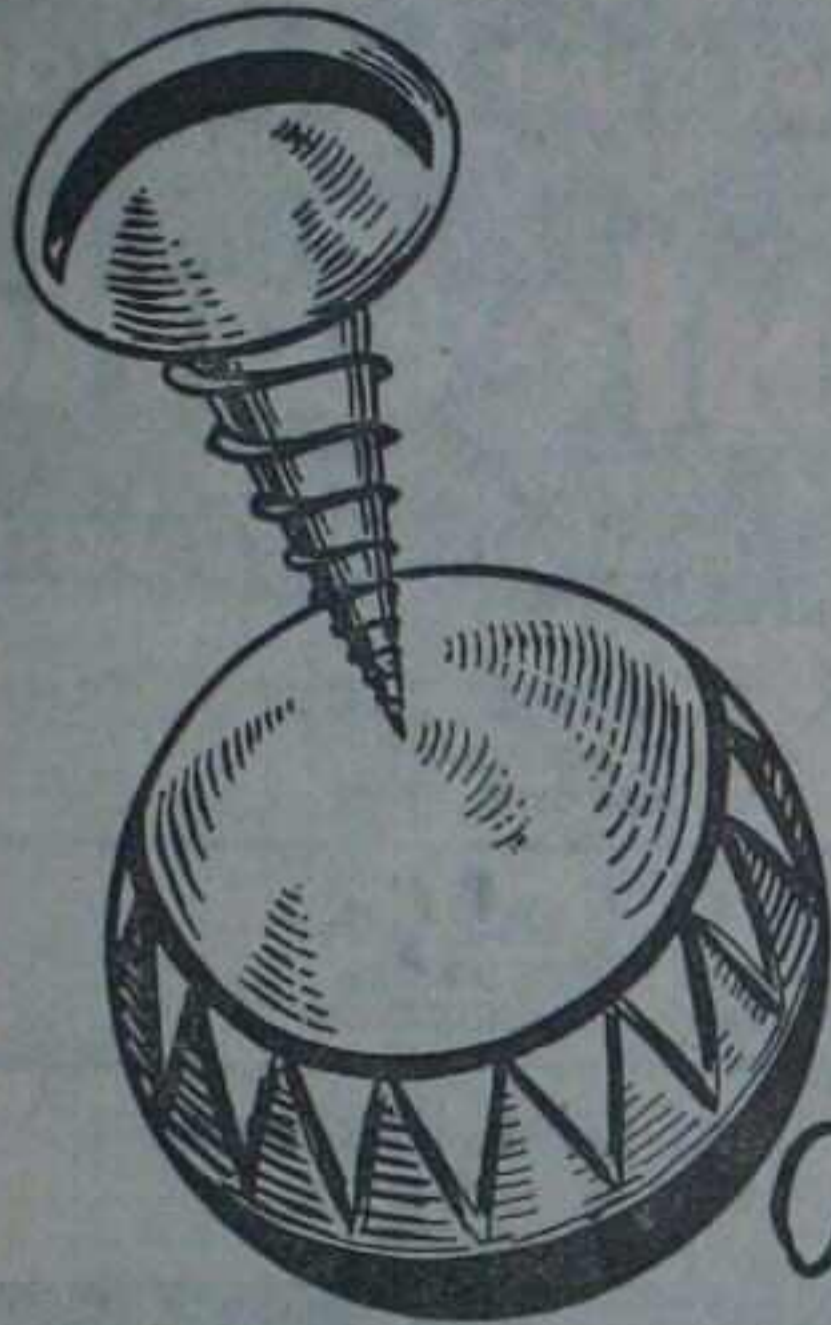
Reconditioned Wurlitzer 24 Record Phonograph Excellent Condition, \$150.00

Buckley Manufacturing Co.

4223 WEST LAKE STREET · · · CHICAGO 24, ILLINOIS

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**Yes -
NO BUMPER!**



Genco

BADGER'S Bargains

"Often a few dollars less - Seldom a penny more"

LOS ANGELES see
Bill Happel
MILWAUKEE see
Carl Happel

GUARANTEED RECONDITIONED CONSOLES

KEENEY BONUS 3-WAY, 5-10-25	\$585.00	KEENEY BONUS 1-WAY, 5¢	\$275.00
BALLY TRIPLE BELLS, 5-10-25	550.00	KEENEY BONUS 2-WAY, 5-25	550.00
BALLY TRIPLE BELLS, 5-5-25	545.00	KEENEY BONUS 2-WAY, 5-5	545.00
MILLS 1947 THREE BELLS	385.00	KEENEY GOLD NUGGET	WRITE
MILLS 1941 THREE BELLS	180.50	KEENEY WILD BELL	WRITE
JENNINGS CHALLENGER, 5-25¢	375.00	BALLY DRAW BELLS (R. B.)	245.00
KEENEY TWINS, 5-25, F.P., P.O.	88.50	BALLY DRAW BELLS (M. B.)	225.00
KEENEY SINGLE SUPER, F.P., P.O.	80.50	MILLS JUMBO LATE F.P., P.O.	49.50
MILLS JUMBO, LATE F.P.	39.50	MILLS JUMBO, LATE P.O.	39.50
1947 EVANS BANGTAILS, P.O.	250.00	1946 BUCKLEY TRACK ODDS	445.00
NEW BALLY GOLD CUP, F.P.	WRITE	NEW KEENEY FAVORITE, F.P., P.O.	WRITE
1948 GALLOPING DOMINOES	WRITE	1948 BANGTAILS	WRITE

GUARANTEED RECONDITIONED PHONOGRAPHS

WURLITZER MODEL 1015	\$495.00	SEEBURG MODEL 1-47 M	\$525.00
WURLITZER MODEL 1080	495.00	SEEBURG MODEL 1-46 M	425.00
A.M.I. 1946 MODEL A	575.00	ROCK-OLA MODEL 1426 (1947)	450.00
PACKARD 1946 MODEL 7	395.00	ROCK-OLA MODEL 1422 (1946)	375.00
1946 SEEBURG MODEL 246	295.00	1946 ROCK-OLA PLAYMASTER	325.00
PACKARD MODEL 400	195.00	1940 ROCK-OLA PLAYMASTER	149.50

BRAND NEW IN ORIGINAL CRATES

BALLY HI ROLL	WRITE	BALLY BIG INNING	WRITE
BALLY BOWLER	WRITE	BALLY HEAVY HITTER	WRITE
1948 GALLOPING DOMINOES	WRITE	1948 BANGTAILS	WRITE

ALSO LARGE STOCK OF USED GENCO BING-A-ROLLS, BALLY HI ROLLS AND ADVANCE ROLLS

RECONDITIONED SLOTS AND STANDS

MILLS BLACK CHERRY, ORIG., 5¢	\$149.50	NEW MILLS JEWEL BELL	WRITE
MILLS BLACK CHERRY, ORIG., 10¢	159.50	NEW MILLS BLACK CHERRY	WRITE
MILLS BLACK CHERRY, ORIG., 25¢	189.50	NEW MILLS GOLDEN FALLS	WRITE
MILLS BLACK CHERRY, ORIG., 50¢	285.00	SINGLE WEIGHTED STAND	22.50
NEW MILLS VEST POCKET BELLS	59.50	DOUBLE REVOLV-A-ROUND SAFE	149.50

TERMS: 1/2 DEPOSIT WITH ORDER, BALANCE C.O.D. OR SIGHT DRAFT

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1949**

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**3 NEW SUPER-JACKPOT
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**LARGE FREE BANQUET
For All on Opening Evenings**

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**PLEASE MAKE ROOM RESERVATIONS NOW
AT THE RESORT IN YOUR TERRITORY**

**GET IN ON THE SNEAK-PREVIEW
OF JENNINGS MYSTERY ATTRACTION**

"Live Jackpot"

TO BE FEATURED AT EACH SHOW!

O.D. JENNINGS & COMPANY

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(Complete with Locks and Bars)

Also USED ESCALATOR SLOTS

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TENTH AND WALNUT STS.

EVERYBODY WILL WANT A

THRILL!

THRILL!

THRILL!

THRILL!

THRILL!

WATCH FOR IT!

IT'S A FACT! YOU MUST SAVE NOW!

Conditions are such today that you must make every dollar and every hour count. You can make more money by getting your games sooner from ATLAS. Our prices are the lowest—delivery immediate!

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- Ex. Short Stop
- Merry Widow
- Hit Parade
- Alice In Wonderland
- Quaher \$19.05
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Equipment offered by ATLAS completely reconditioned, beautifully refinished. You get your money's worth!

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- Standard Chief, 10¢ 279.00
- Standard Chief, 25¢ 288.00
- Standard Chief, 50¢ 399.00
- Standard Chief, 5¢ 509.00
- Super DeLuxe Lite Up Chief, 5¢ 324.00
- Super DeLuxe Lite Up Chief, 10¢ 334.00
- Super DeLuxe Lite Up Chief, 25¢ 344.00
- Super DeLuxe Lite Up Chief, 50¢ 454.00
- Standard Club Console 369.00
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- 5¢ WIRELESS WALL-O-MATICS (W5-2Z) \$19.50
- 5¢-10¢-25¢ WIRELESS BAR-O-MATICS (WB-1Z) 29.50

Each unit completely reconditioned and refinished. All worn parts replaced.

GUARANTEED PERFECT



Terms: 1/3 deposit, balance C. O. D.

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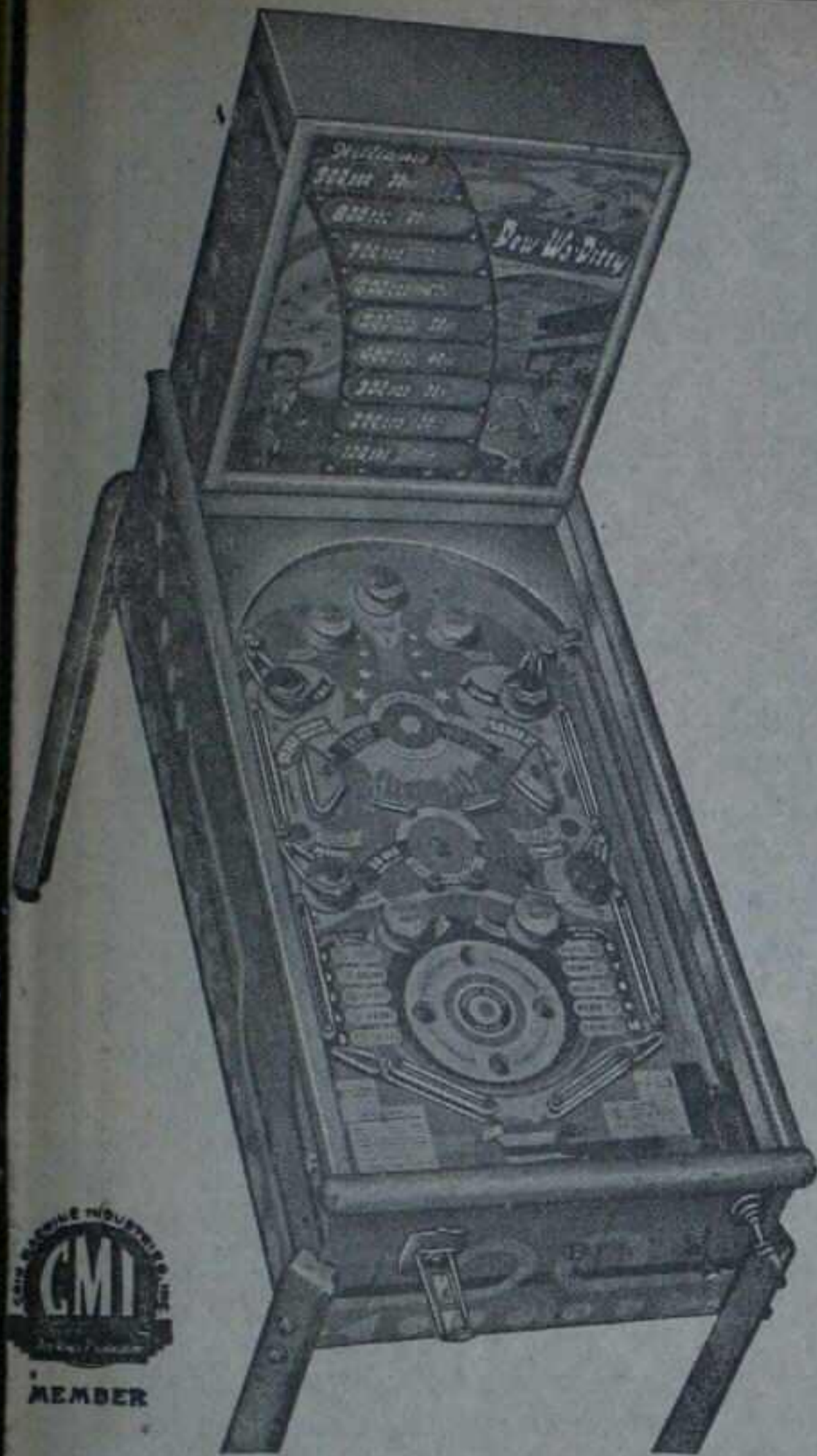
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**Priced Within Reach
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Nothing can compare with these super-safe protection units at the price. They are heavier, better constructed . . . are equipped with better locking devices . . . simplify servicing all machines . . . are streamlined and finished in attractive colors that harmonize with the finest interiors.

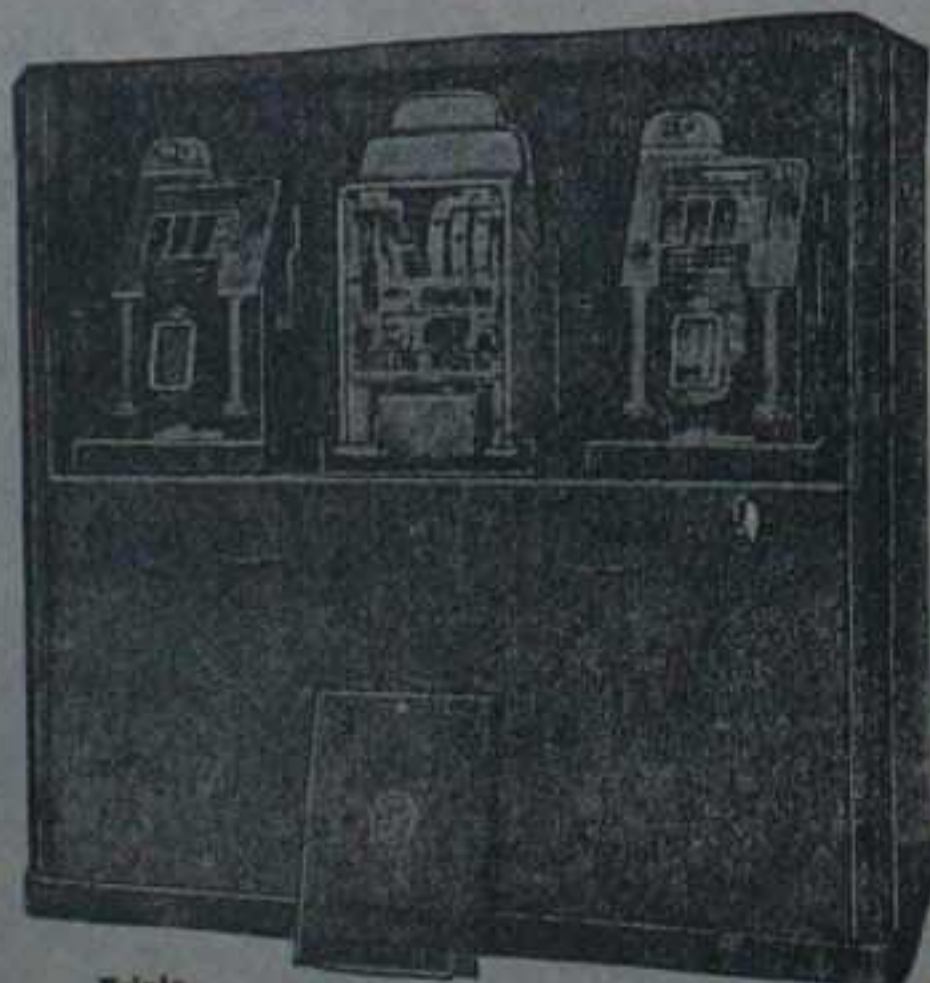
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Write at once for literature, prices, and name of nearest distributor.

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Single Universal Stand



Triple DeLuxe Safe

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ACTIVE
COMPLETELY
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YOUR CHOICE **\$17.50 Ea.** 3 FOR \$47.50

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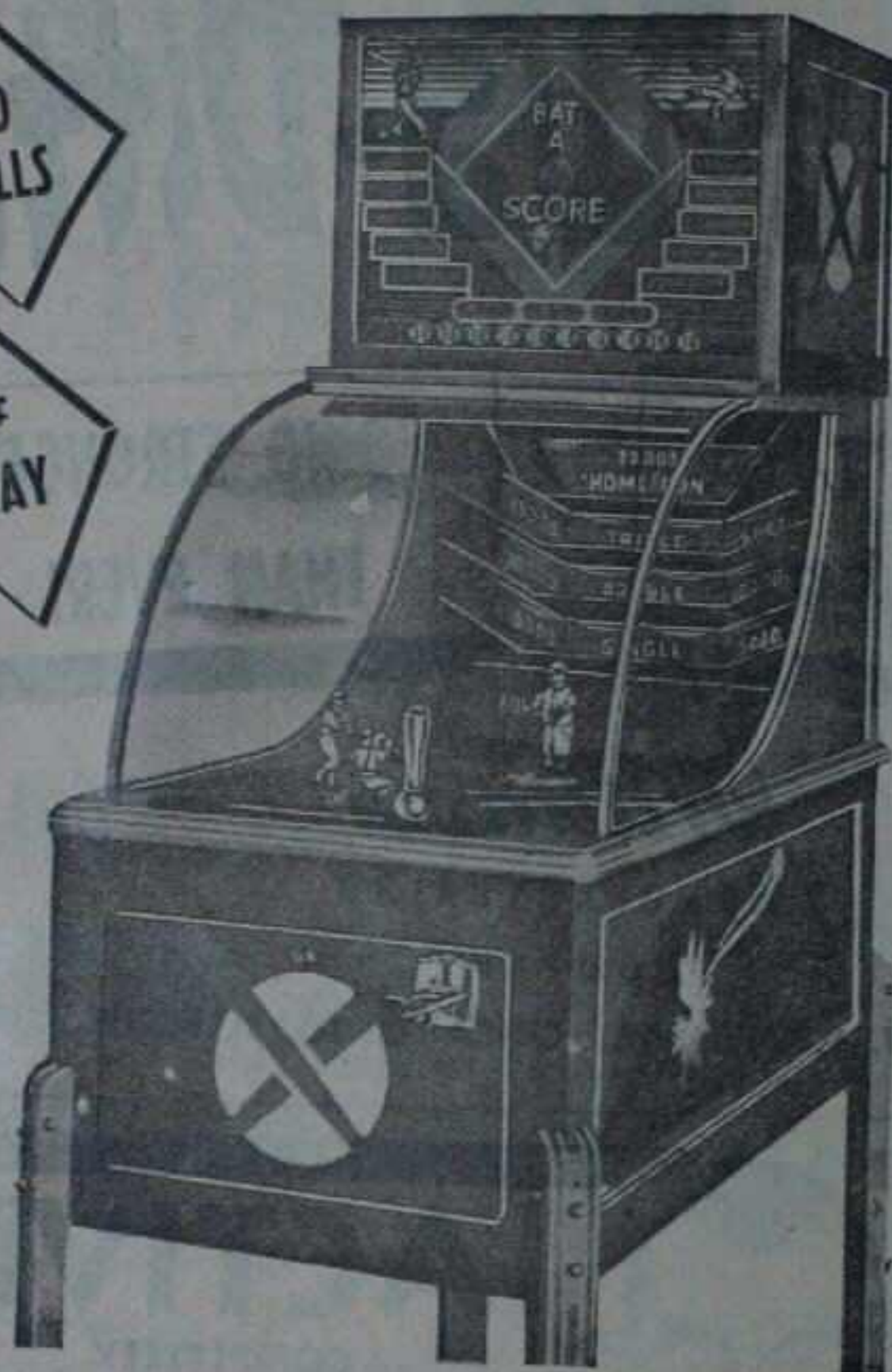
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10 BALLS
5¢ PLAY



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BASEBALL AMUSEMENT GAME
PERMITTED ANYWHERE!

Watch the pitcher pick up the ball, go through his wind-up, and deliver the ball THROUGH THE AIR to the batter. Watch the batter take his stance, meet the pitch, for a foul, single, double, triple or home run, depending on the skill of the operator. Watch the catcher catch the ball, if missed by the batter.

IT'S HIGH SCORING BASEBALL UNDER LIGHTS!
HIGHLY COLORFUL SCOREBOARD!
BEAUTIFULLY DECORATED DIAMOND and GRANDSTAND!
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- Galloping Dominos
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MILLS LATEST MACHINES



GOLDEN FALLS
You can make MORE MONEY with this New Mills Bell (with Hand-Lead Jackpot). It is modern in design and has the "come-on" appeal. Full Jackpot at all times is one of its "Come-On" Features. Write for illustrated circular giving full details on the unusual Bell. Immediate delivery in 5¢, 10¢, 25¢ and 50¢ play. **WRITE FOR PRICES**



JEWEL BELL
If you want to increase your income place the New Mills Jewel Bell on location. It is different than any Bell ever manufactured in the past. Its design is modernistic and has unusual eye appeal. Ready for delivery in 5¢, 10¢ and 25¢ play. **WRITE FOR PRICES**



MILLS QT
A "Pony-Size" Bell. Weighs only 35 lbs. The NEW QT is an entirely new design with streamlined front painted Blue and Gold, and made to give Operators unlimited service. It shines out bright and cheerful in any type of location. Any rounter anywhere will welcome its presence.

\$115.00 1/3 Deposit
New Box Stands, Single, Double and Triple Safes



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**. **\$65.00** 1/3 Deposit

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Associated with Sicking Dist. Co., 2833 W. Pico Blvd., Los Angeles, Cal.

REDUCED PRICES!

POST-WAR PHONOGRAPHS	WURLITZER 1015	\$469.00
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EACH MACHINE THOROUGHLY CLEANED—CHECKED—REFINISHED
OPERATES LIKE NEW—LOOKS LIKE NEW

GUARANTEED REBUILT PHONOGRAPHS

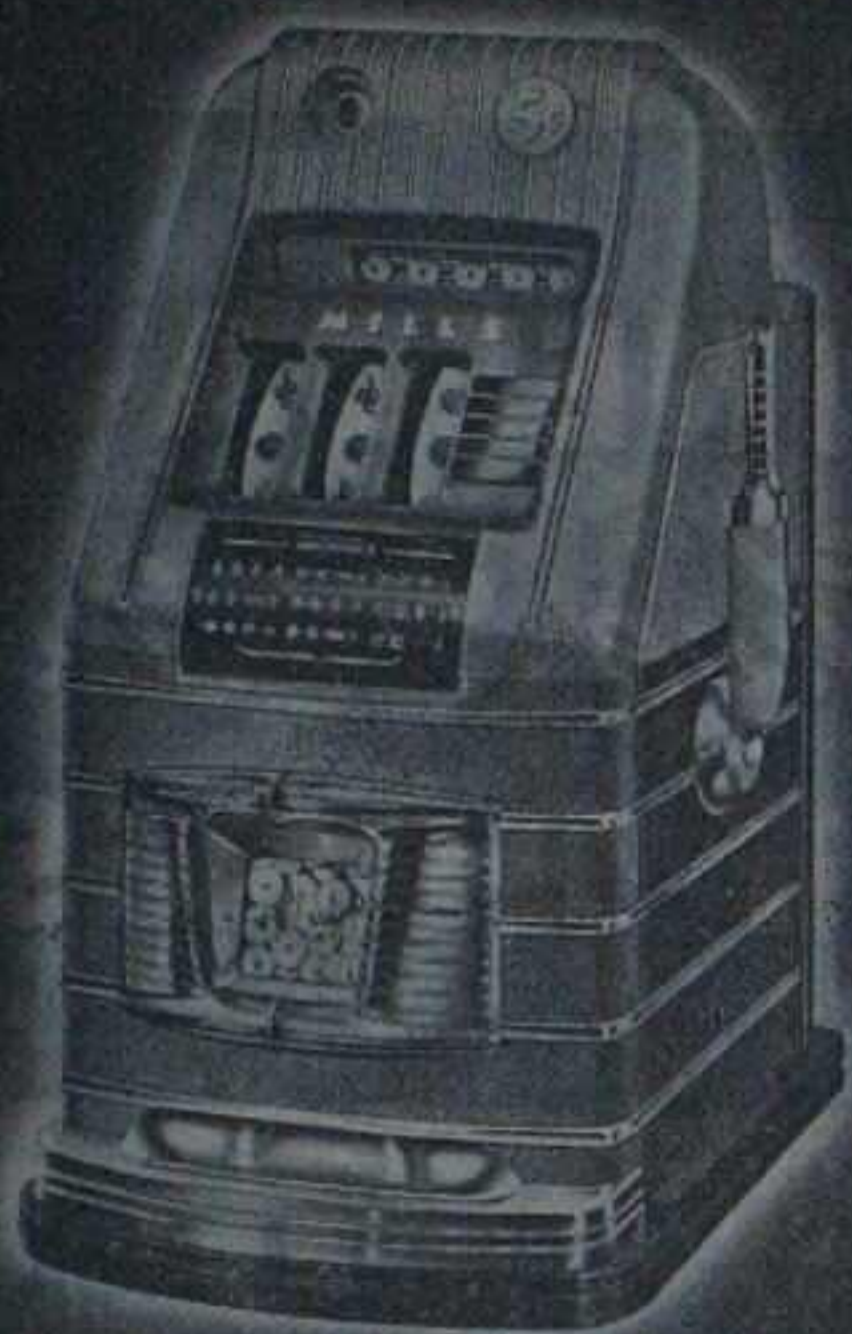
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Following prices for machines complete in working order.
For rebuilt unconditionally guaranteed phonographs, add \$35 each.

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750 \$219	LOTONE Write	SUPER \$99
950-850 199	MAJOR \$145	MASTER 99
800 187	ENVOY 145	DELUXE 99
780 187	COLONEL 139	STANDARD 99
500 109	COMMANDER 134	COMMANDO 89
600 99	CLASSIC 109	PRESIDENT 89
24 69	VOGUE 109	CELLAR JOB 59
500 VICTORY 69	1941 R.C. SPEC. 169	
71 79		
61 59		

WALL BOXES: Seeburg: 5-20-12, \$3.95; W5-22 Wireless, \$19.50; DS-20-12 3-Wire, \$15.00; Post-War, Write; Wurlitzer 120, \$5.00; Rock-Ola Dial-A-Tune, \$3.50. Terms: 1/3 Deposit, Balance C. O. D.

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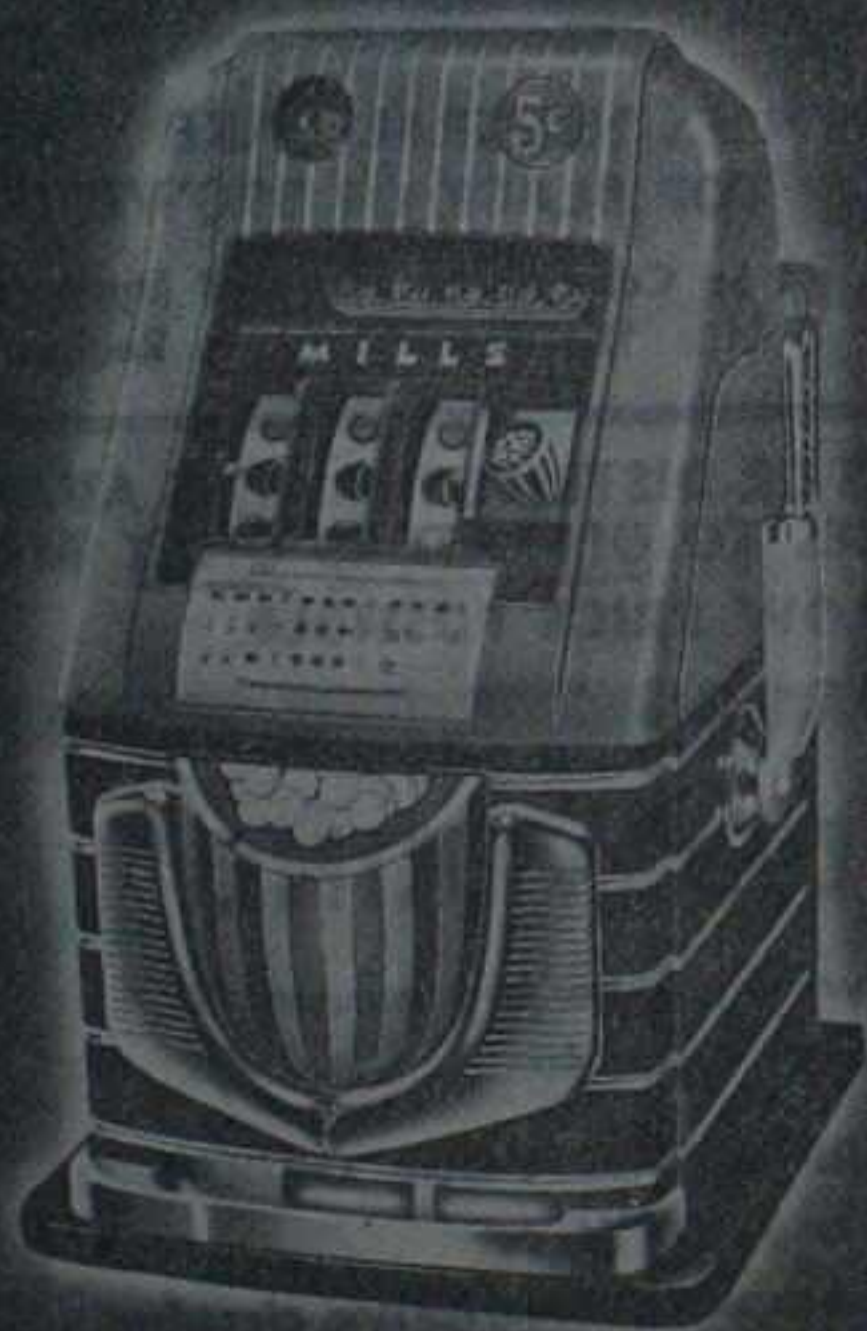
The Jewel
THE OPERATOR'S STANDARD BELL!



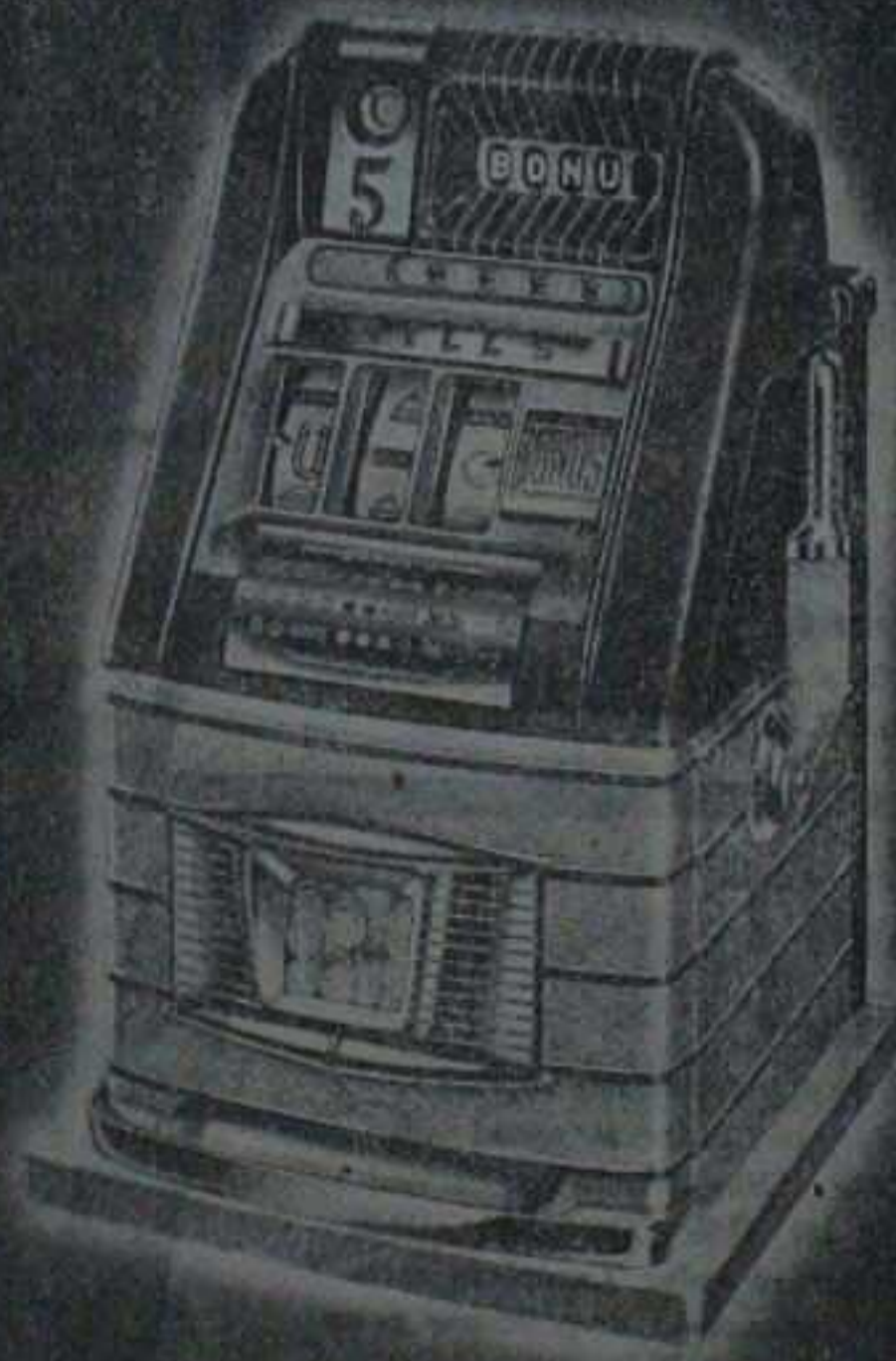
The Black Gold
THE HANDLOAD WITH DOMINANT JACKPOT!

ALL FOUR-DESIGNED TO SCORE!

ALL FOUR-DESIGNED TO SCORE!



The Melon
IT KICKS OUT A JACKPOT TOKEN!

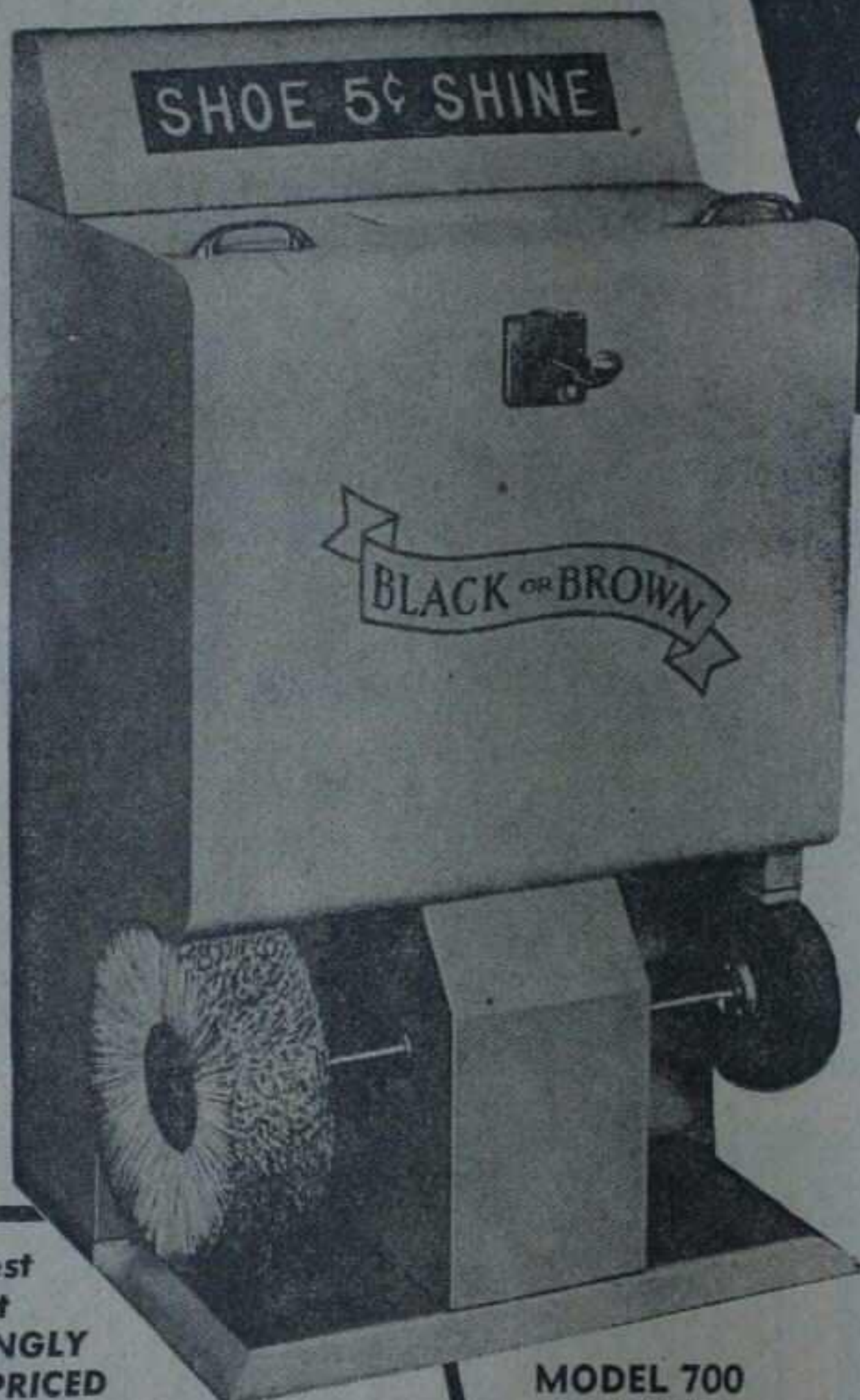


The Bonus
IT'S NOT ONLY A BELL- IT'S A GAME!

BELL-O-MATIC CORPORATION

EXCLUSIVE NATIONAL DISTRIBUTOR: MILLS BELL PRODUCTS • 4100 FULLERTON AVENUE, CHICAGO 39, ILLINOIS

Operate the Nation's Finest



UNEEEDA Shoe Shine MACHINES

DELIVER A BASIC EVERY DAY SERVICE . . . RECEIVE A HIGH RETURN ON YOUR INVESTMENT!



Shining shoes . . . automatically . . . is today's big business opportunity . . . and routes of UNEEEDA SHOE SHINE MACHINES . . . the nation's finest . . . are proving every day that exceptional money can be made in this new business.

The Finest and Yet
AMAZINGLY LOW PRICED

only
\$199.50

IN LOTS OF 10 OR MORE
SAMPLE \$209.50
1/3 DEPOSIT WITH ORDER
BALANCE C. O. D.
F. O. B., N. Y. FACTORY

MODEL 700
Patents Pending
SPECIFICATIONS:
Height—42"
Depth—19 1/4"
Width—24"

APPLIES NEUTRAL CAKE WAX POLISH FOR BLACK OR BROWN SHOES

5c Coin Chute Standard Equipment—
10c Coin Chute on Request

**NO FRANCHISES OR DISTRIBUTORSHIPS AVAILABLE
DIRECT SALES TO OPERATORS ONLY MAKE
LOW PRICE POSSIBLE**

IMPORTANT OPERATOR PROTECTION

Orders for samples will be accepted through Sept. 25, 1948. After that date minimum order accepted will be 5 machines. Uneeda Shoe Shine Machines, backed by 15 years' experience IN THE COIN MACHINE FIELD, are sold to operators only. Complete satisfaction, unconditionally guaranteed or purchase price will be refunded within 10 days.

NOW DELIVERING

Shine your way to the big money
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WRITE—WIRE—PHONE YOUR ORDERS TODAY! or
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**YOU GET
MORE PROFIT PER DOLLAR!**

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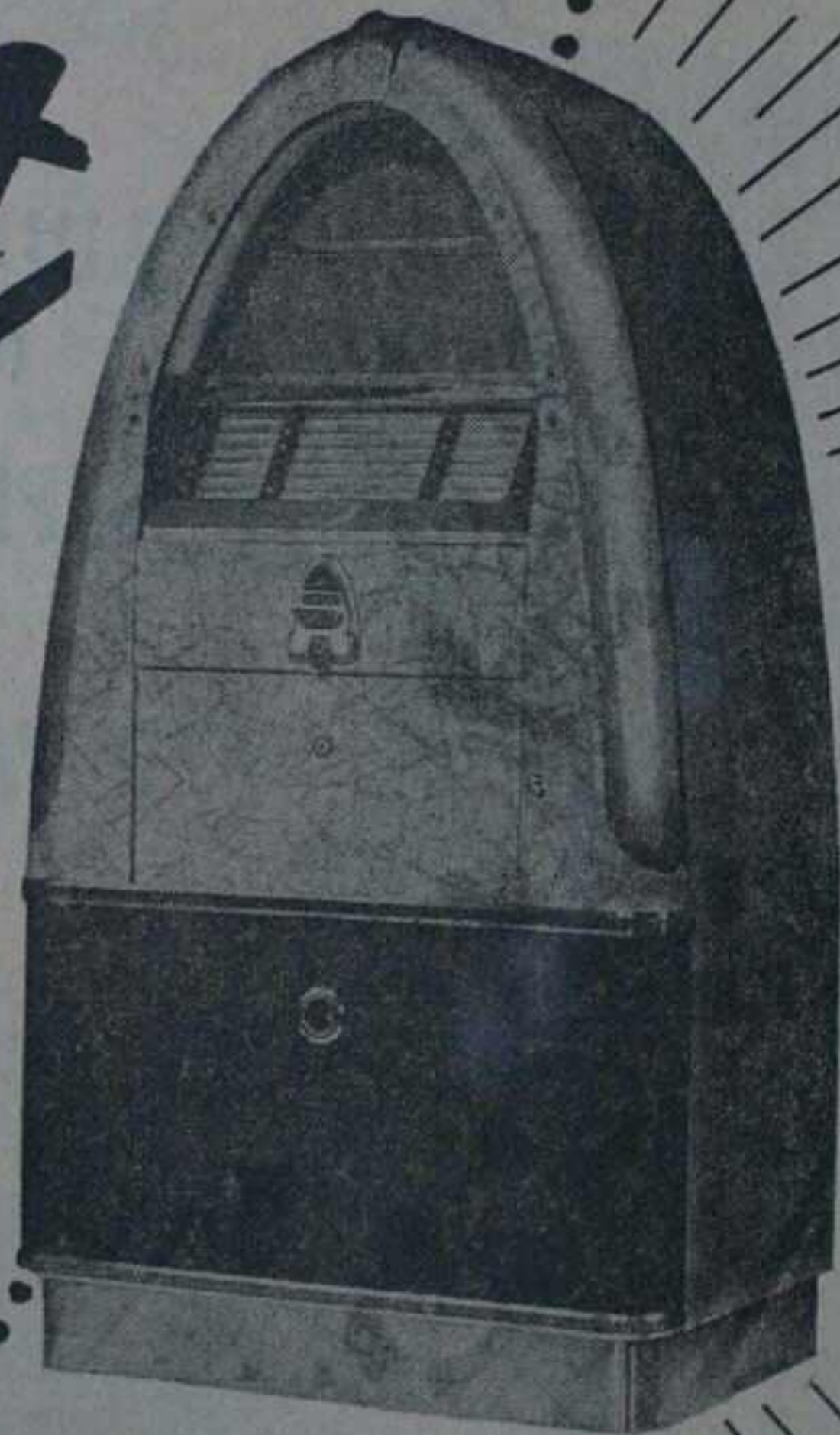
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You spend fewer dollars to make a profit when you install CORONET in your locations.

No need to buy a phonograph that costs twice as much . . . for each dollar you invest in CORONET you get a greater return.

Figure the low initial cost and the low service cost . . . then check the returns in your cash box. It adds up, doesn't it?

Here's the break you've been waiting for—the chance to earn more right away . . . and keep it.



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✓ **BUILD-UP--HOLDING BONUS**
(Resets only at Start of Game)

✓ **SUPER BONUS**-Increases 4 Times in Value

✓ **2 WAYS TO SCORE REPLAYS**

KICKER
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EACH SIDE



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FIVE-BALL
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CHICAGO 40, ILLINOIS

The time has come to speak of games,
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Are hailed and praised on every hand—
Marvelous



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ON BOTH SIDES

Originators of
FLIPPER BUMPERS

There is no
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Protect Your Investment!

LOADED WITH MONEY-MAKING
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and
New SUCCESSIVE SUPER-SCORE
STEP-UPS!

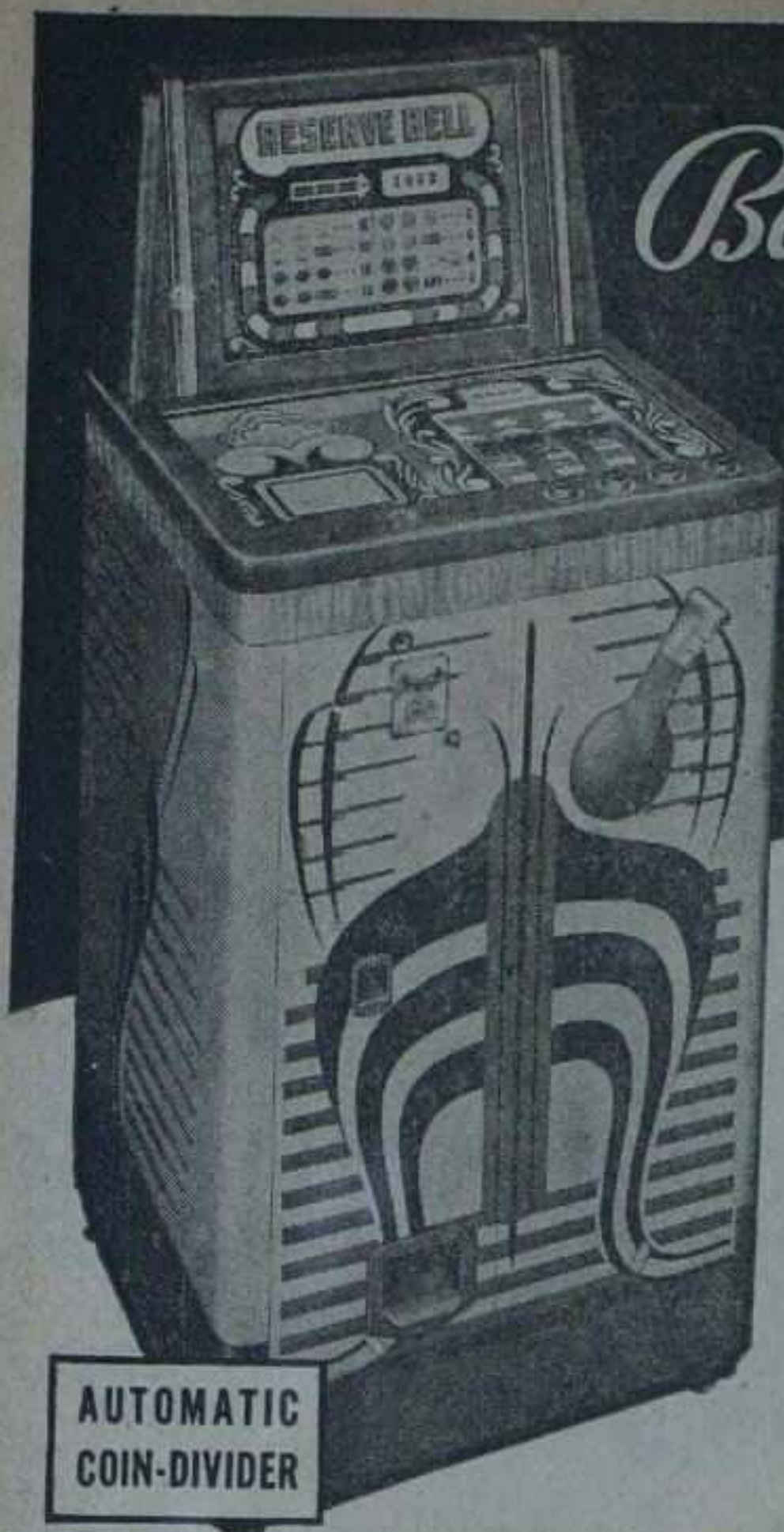
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JET-ACTION BONUS!

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FROM YOUR DISTRIBUTOR
NOW!



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CHICAGO 51, ILLINOIS



AUTOMATIC COIN-DIVIDER

Bally Reserve Bell

NEW HOLD AND DRAW BELL-CONSOLE WITH NEW BUILD-UP BONUS

BALLY BALLY BALLY
 3-BAR WINNER RECEIVES BONUS
 BONUS "GROWS" FROM 100 TO
2000 TOP

PLUS PLENTY OF
BELL-FRUIT
 WINNERS

CAN BE OPERATED AUTOMATIC OR REPLAY
NICKEL OR QUARTER PLAY

DOUBLE YOUR EARNINGS IN EVERY 5-BALL LOCATION IN YOUR TERRITORY



**KICKER-BUMPER
 BUTTON
 ON BOTH SIDES
 OF CABINET**

WITH *Bally*
CARNIVAL
 FAMOUS BUILD-UP BONUS...
 AND 'ALL-12' SKILL FEATURE
 PLUS HIGH-SCORE
 COMPETITIVE PLAY APPEAL

A BALLY GAME
 FOR EVERY SPOT

BIG INNING
 TRIPLE BELL
 WILD LEMON
 DOUBLE UP
 HI-BOY
 HY-ROLL
 DELUXE BOWLER

★

Bally ONE-BALL MULTIPLES!

GOLD CUP
 FREE PLAY

TROPHY
 AUTOMATIC



PROFIT PROVED
 HORSESHOE FLASH
 with
 NEW 'FAN FLASH'

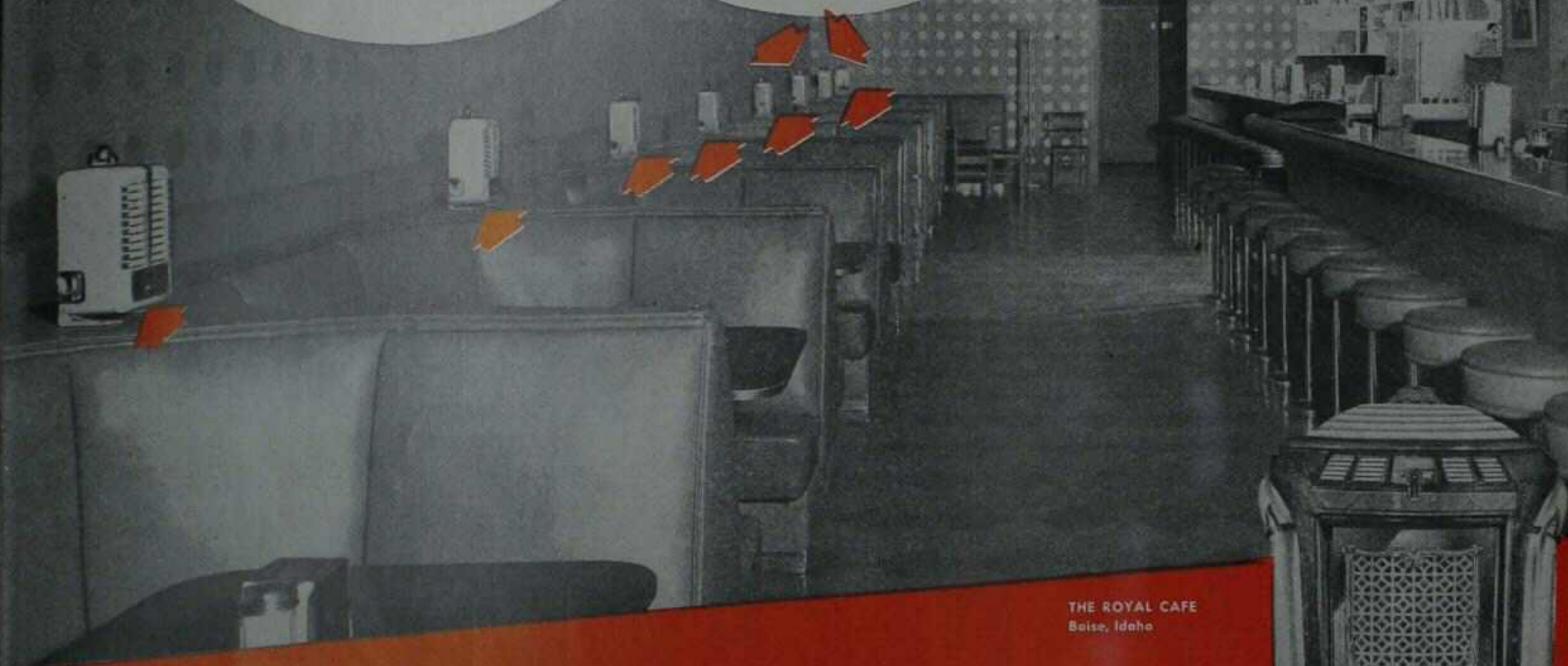
PLAYERS PLAY
 UP TO
 6, 8, OR 10
 COINS
 PER GAME



Bally MANUFACTURING COMPANY

DIVISION OF LION MANUFACTURING CORPORATION
 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

Excellent Music
 ... A PART OF THE MENU



THE ROYAL CAFE
 Boise, Idaho

Seeburg Provides Everything for "TAILORED" Music Systems

Here is another fine example of a "well-tailored" music system. Guests—whether seated at the counter or in a booth—have the music of their choice right at their finger tips. And the skillful arrangement of Tear Drop Speakers assures listening pleasure throughout.

This music system has taken full advantage of the benefits of Seeburg Scientific Sound Distribution and Remote Control. You can gain these same benefits by putting these two principles of modern music merchandising to work in your location.

In addition to the Symphonola and the R. C. Special (used in this installation), Seeburg provides everything you need to "tailor" a music system to the exact requirements of any location.



"148" Symphonola



Wireless and 3-Wire
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