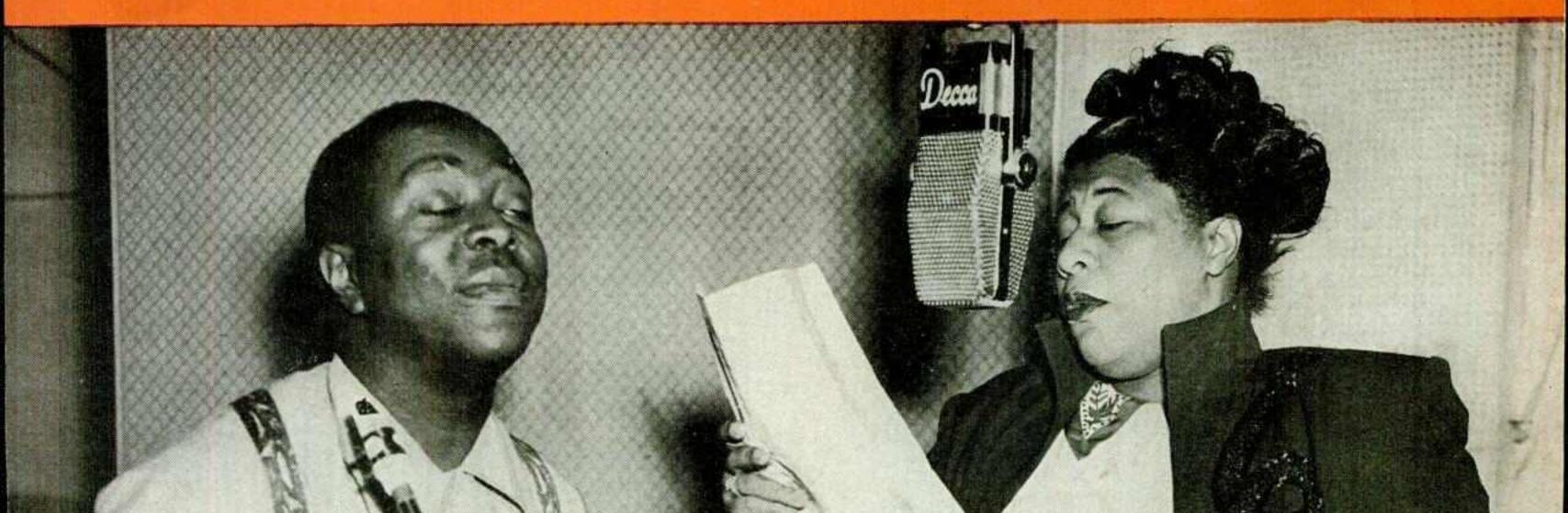
# WORLD'S FOREMOST AMUSEMENT WEEKLY

MAY 28, 1949

THE

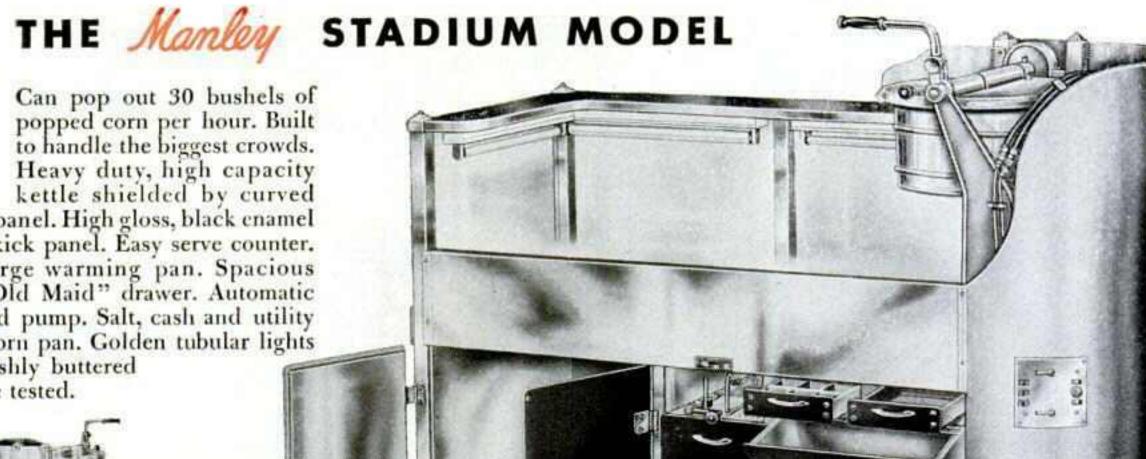


CENTS

"Baby, It's Cold Outside," quoth Ella Fitzgerald and Louis Jordan, but things are sizzling in the recording studio as Decca begins an all-out push on the striking two-part roundelay. Individually, platters like the Fitzgerald waxing of "Lover's Gold," which augurs to be a major hit, and the Jordan "Cole Slaw," currently riding at the top, have kept the cash registers ringing loud and long at Decca. Collectively, the duo are even more torrid, as attested by their sock collaboration on "Stone Cold Dead in the Market" two years back. It takes a mighty hunk of material to persuade Decca to pair these sure-fire artists—and their projected campaign for "Baby, It's Cold Outside" will be a biggie in all respects. The flip side bids to be one of the persuasive ballad jobs of the vear, as the pair glide thru a smoothie, "Don't Cry, Cry Baby."

# THERE'S BIG MONEY IN POPCORN ... AND YOU'LL MAKE MORE WITH Manley

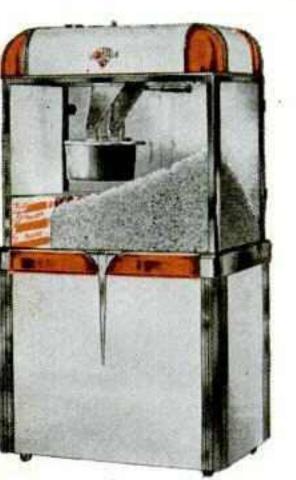
In circuses and carnivals, ball parks and sports arenas, at drive-ins or on crowded midways, parks, pools or beaches, wherever fresh, hot, delicious popcorn is part of the entertainment program, there is a Manley Popcorn Machine to answer every serving problem. They're big in capacity...have a wealth of built-in "flash" and eye appeal. Their fast, dependable operation assures maximum profit every minute of each working day. Important also, is the fact that they are a product of Manley, Inc., "the biggest name in popcorn", with over a quarter of a century of leadership. You can depend on Manley to fill your every popcorn need.



BACK VIEW

stainless steel end panel. High gloss, black enamel front. Aluminum kick panel. Easy serve counter. Unobstructed, large warming pan. Spacious warming oven, "Old Maid" drawer. Automatic seasoning well and pump. Salt, cash and utility drawers. Tilting corn pan. Golden tubular lights give corn that freshly buttered look. Fully service tested.

FRONT VIEW



The COUNTER

MODEL I Combines all the fine features of the Standard Manley except those contained in the lower

half of the cabinet.

The Manley Popcorn Machines shown here excel in flash. Their red and cream illuminated tops are famous the country over. People recognize them from a distance...are drawn to them. Remember, Manley serves every popcorn need...fine popcorn, double refined seasoning, special salt plus Nationally Advertised Bags and Boxes.

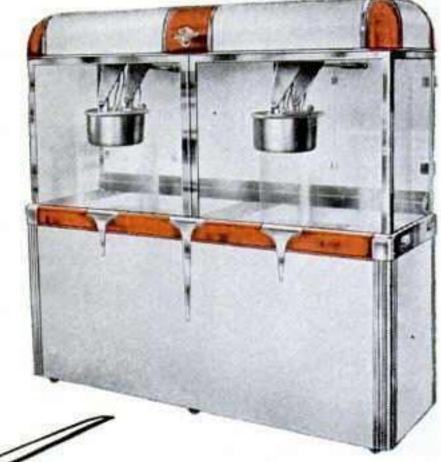
# The Manley Famous STANDARD MODEL

Convines every desirable feature in a popcorn machine. Big capacity. Dependability. Eye appeal. Automatic seasoning well and pump. Bag or box compartment. Cash drawer. Corn bin. "Old Maid" drawer. Creamy white with distinguishing red trim. A dream to work! A gold mine for profits!





An ideal popcorn machine to handle big crowds. The same as the Manley Standard Model except it's twice as big ... has two of everything. Two attendants can easily serve from it although a single experienced operator can double his efficiency.



MANLEY, Inc. Dept. BB 5-28-49 1920 Wyandotte St., Kansas City 8, Mo.

Without obligation please have a Manley Man call on me. I'm interested in information on D Manley Stadium Model D Manley Standard D Manley Counter Model D Manley "Twin." Have him bring your booklet "How to Make Big Profits from Popcorn."

WRITE FOR A Manley Man

YOUR NAME	
BUSINESS	
ADDRESS	
сіту	
BEST TIME TO CALL	



Vol. 61. No. 22



May 28, 1949

### The World's Foremost Amusement Weekly

# TELE'S TICKLISH, TABOOS Tic Scandal Congressman Finds Himself In Nation's Dizziest Funspot Stench Wafts From 'Pacific'

### Shubert Derricks B.-O. Man

NEW YORK, May 21.—The investigation of legit theater ticket sales, touched off in City Hall several weeks ago via complaints to Mayor O'Dwyer, boiled over Wednesday (18). A week ago, John M. Murtagh, commissioner of investigation, directed that the box-office records of the Majestic Theater, together with those of its operator, the Magoro (Shubert-controlled) Corporation, be brought to his office for checking. The Majestic that leads from the House office houses South Pacific, the Rogers-Hammerstein musical which opened to a 500G advance and has been not recommend it for Riverside. grossing \$56,000 a week.

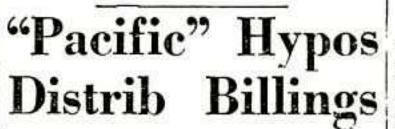
When Jack Pearl, the theater's box-office treasurer, refused to give any further information other than known device down here, and the his name and address, when invited Octopus you refer to has sometimes to Murtagh's office Wednesday, the been mentioned in connection with latter declared his attitude a violation of business law and not only an- house down here, but we have apnounced his intention of asking the propriated money in connection with of its billing, slightly less than 45 per revocation of the theater's license, rocket ships. We perhaps might do cent of the Pacific packages sold are but also stated that he would turn the complaint over to the district at- seems to be more a million or billion are not habitual disk buyers and torney's office for prosecution on a arcade in vogue at the present time. criminal basis. Notified of this, Lee We very definitely have a shooting Shubert, head of Magoro Corporation, after some preliminary hauteur many sharpshooters on both sides. announced the suspension of Pearl, the action based on the treasurer's refusal to answer questions in regard to alleged overcharges in the sale of tickets. Said Pearl: "I would like to When good legislation is passed, the pace to continue for the next couple (See TIC SCANDAL on page 45)

AGAWAM, Mass., May 21 .- One mirroring the very thing the oppoof the most prized possessions of Eddie Carroll, owner-manager of Riverside Park, is a letter from a friend in Congress likening the national legislative body to Carroll's them down to the Senate as a gentle funspot.

Carroll is withholding the name of the congressman. The letter follows: "If you ever get down to Washington, I will take you on the famous Washington Merry-Go-Round that goes on here most of the time. Our legislation does not have a Roller Coaster, but it certainly has its ups and downs. While we do not have a Tunnel of Love, we do have a tunnel building to the Capitol. It is probably a tunnel of debate, and I would

"I notice that among your amusements are included many that we also have. The Dodgem is a rather wellgovernment. We don't have a Funwell with a Penny Arcade, but it LP, since many purchasers of this set gallery in the House, and there are "I think the one thing we have that exceeds yours is our Mirror Maze, judging from comments that sometimes go back and forth in debate, cording to Hayes. He expects that opposition usually sees it as simply of months.

sition had done at an earlier date. If you have any extra speedboats on the river, which you also have listed, I think you should send a few of hint to some of the senators."



NEW YORK, May 21.-Thanks to South Pacific, the local Columbia distributor, Times - Columbia, reports billing for this month to date is running four times ahead of last month's pace. And billing for this April, according to Sales Manager George Hayes, was \$3,000 ahead of last April.

Pacific, out just a couple of weeks. is already 60 per cent ahead of the smash Kiss Me, Kate in New York. tho the latter has been out since February.

Altho Times-Columbia reports LP disks now accounting for 50 per cent haven't investigated new-type systems. In this area about 33 per cent of the Kiss Me, Kate packages sold were LP. In the first week that Columbia's new \$9.95 LP player hit the local market, Times sold over 1,000 sets, ac-

# **NBC** Setting **Rules for TV** Do's & Don'ts

### **Programing Guide**

NEW YORK, May 21 .- A policy of "preventive censorship" is now being applied by the National Broadcasting Company to television shows airing over its facilities. The web's continuity acceptance department, mindful of embarrassing situations which have come up unexpectedly in the past, is working out a set of principles to guide sponsors and network producers as to what may or may not be done. Stockton Hellfrich, of this division, has attempted to envision virtually every type of programing or commercial situation which might arise, and to set policy for them in advance.

Among the commercial possibilities

Hellfrich has pondered are what treatment NBC would consider proper for advertising women's brassieres and girdles, babies' rubber pants, deodorants, antacids and digestive aids and alcoholic beverages. In addition, he has grappled with the method of (Television's Ticklish on page 10)

# AGVA Gets \$\$ For Cuffos at H'w'd Benefit

HOLLYWOOD, May 21 .- American Guild of Variety Artists (AGVA) let it be known that the union meant biz in ruling against cuffo benefits played by members by demandingand getting-dough for AGVAites skedded to work the benefit at Hollywood Palladium Friday (20). Union Coast topper Eddie Rio stepped in late this week and refused to okay AGVA talent performances at the college jamboree sponsored by Campus magazine unless dough was forthcoming. Eight AGVA acts were lined up and advertised to work without pay in violation of the union's recently adopted policy.

After confabs with promoters, Pailadium op Maury Cohen shelled out \$800 to AGVA, which Rio says will be divvied out on a pro rata basis to the acts involved, with the exact amount per act depending on the talent's normal salary. In addition, Cohen shelled out \$250 to Theater Authority (TA) in return for which TA okayed the cuffo appearange of Jack Benny, Alice Faye, Phil Harris, Lurene Tuttle and Dennis Day.

AGVA action is a continuation of union's determined drive to end "exploitation" of members via the benefit route. To date, the union has stopped regular benefits at Friars Club, Hollywood Ad Club and other local spots and warned members they would be liable to stiff fines if found working for free.

Palace Relights; For How Long? 8-Act Shows Love That Name! **Back**, But Not **Grade A Flesh** 

### **30G Gross May Save Day**

By Jerry Franken

NEW YORK, May 21.-Well, it wasn't like a Monday afternoon opening at the Palace years back, but it was vaudeville, and it was back at the Palace, and the day for all those concerned-the acts, the agents, the bookers and the customers-was far more electric than opening days of years back. It was eight acts of vaude, plus Pat Rooney, unbilled. The date was Thursday, May 19, just a few months short of 14 full years since the Palace gave up vaude for a grind film policy. That was in September, 1935. Two-a-day had exited three years before that.

probably the most tumultuous occurred about 12 noon. The house cerned. opened at 10 a.m. and a half hour before that a crowded line ran from (See PALACE BRINGS on page 41)

PHILADELPHIA, May 21 .--It's being completely in love with a name as far as 20th Century Pioneers are concerned—particularly with the name designation paying off fat dividends. The 20th Century Pioneers, a musical unit with Western leanings, are long-running it at Frank Palumbo's 20th Century Tavern here and have just been signatured for waxings by the local Ballen Record Company for itsyou guessed it-20th Century Records. The unit's first sides for the waxes will be Jack Howard's Blue Ranger and Jimmy Myers's and Ace Pancoast's Coyote Joe.

the box office around and half way down 57th Street. The acts had been in the theater since 6 a.m., rehearsing. The waiting line included many performers, old and new, and thruout the day they kept filing into the house. The picture, a technicolor oater, The day was full of peaks, but Canadian Pacific. was strictly a stall insofar as these early birds were con-

Around noon, the picture ended,

652 Stations Can Put LP **Disks on Air** 

### 185 Others Getting Set

NEW YORK, May 21.-A total of 652 standard broadcast stations thruout the country are equipped to play microgroove disks, according to a survey made by Robert J. Clarkson, general manager of Columbia Transcriptions, division of Columbia Records, Inc.

In addition to the 652 AM stations equipped to play microgroove disks, another 185 plan to install microgroove transcription pick-ups within the next two or three months, according to the survey.

According to Clarkson, 2,100 AM stations were polled. There were 837 answers favorable to use of LP equipment and 175 answers indicating no definite plans as yet. Several hundred, classified in the survey's "no answer" group, are assumed by Clark-(See 652 AM OUTLETS on page 20)



### The Billboard

### **GENERAL NEWS**

# TV Pact Needs Clarification By Anderson

# ASCAP, Nets **Would Define** Dramatic Use

### Webs Report to NAB

WASHINGTON, May 21.-With the deadline for cuffo television music extended to June 15 by the American Society of Composers, Authors and Publishers (ASCAP), hope is continuing to brighten for settlement of the pact dispute (The Billboard, May 21). It was made clear this week, however, that any final peace terms will have to satisfy the National Association of Broadcasters' Television Music Committee. Latter committee is continuing to hold the cards for the video industry even the ASCAP is currently staging negotiation meetings with representatives of five major TV networks. The webs are reporting all developments to the NAB committee which holds complete veto power.

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Consequently any settlement on the NAB committee's present terms will have to meet that group's demand for ASCAP's elimination of its system of special licenses for special uses in TV. The NAB committee, in a report sent to the NAB board of directors this week, made this point emphatically clear. The committee stressed that in the group's last negotiations with ASCAP, it was suggested that "a blanket license based on the current sound broadcasting Broadcasting Company (NBC) local contract with the elimination of spe- | AM and TV stations led award wincial uses might be acceptable to the | ners in the annual Chicago Federated industry."

# **BB** Chi Moving

CHICAGO, May 21. - On Tuesday, May 31, the Chicago office of The Billboard will move to 188 W. Randolph Street, across the street from the Bismarck Hotel. Offices will occupy the 30th floor. Telephone number remains the same, CEntral 6-8761.

## **Marks Incorporates** Music-Drama Outfit

Marks, radio and nitery producer who originated the trend-setting music-drama shows for the Hotel Sherman, this week formed a new radio-television-theatrical production corporation, his attorney, John B. Moser, stated. Firm is called Sherman Marks Productions, Inc. Officers are Marks, president; Marcella Marks, his wife, vice-president and treasurer, and Daniel Newman, secretary.

Corporation will handle Marks' George Gershwin show which started at the Hotel Sherman and now is being booked by Music Corporation of America into the Cocoanut Grove, Hollywood; Mark Hopkins Hotel, San Francisco, and niteries in Reno and Las Vegas, Nev.

### **NBC AM, TV Outlets Snare CFAC Honors** CHICAGO, May 21 .- The National

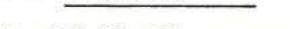
# **Radio Meggers To Hear Talks By Musickers**

WASHINGTON, May 21.-Talks by members of music composing societies will be one of the features of National Association of Broadcasters (NAB) program directors' clinic slated for Northwestern University June 27-29. Other features include a speech on the code by NAB chief, Justin Miller, and one on TV by CHICAGO, May 21. - Sherman Charles Batson, editor of NAB's TV reports.

> Music group speakers include Herman Finkelstein, resident counsel of American Society of Composers, Authors and Publishers (ASCAP); Kurt Jaddasohn, general manager of Society of European Songwriters, Authors and Composers (SESAC), and Carl Haverlin and Robert Burton, president and vice-president of Broadcast Music, Inc. (BMI). According to NAB, their talks will be devoted exclusively to data on how to make better use of music services. Dick Redmond, WHP, Harrisburg, Pa., will discuss production of record shows.

Miller will discuss the influence of the code as ar aid to better programing, while Batson will report on the possibilities available in planning a TV program structure.

Other talks and discussions will cover farms, public interest, news and disk programing.



# **By Anderson** In 100G Libel

NEW YORK, May 21.-Maxwell Anderson has filed a \$100,000 libel action against Francis Hackett in Federal Court for alleged false and defamatory statements to reporters of The New York Times and The New York Herald Tribune, causing them to be published Wednesday (18).

Hackett, it is alleged, accused Anderson of plagiarism in the writing of his hit play, Anne of the Thousand Days. The complaint, filed by Samuel J. Silverman, charges that Hackett Tuesday (17) gave interviews to a reporter of each of the two dailies in which he accused Anderson of lifting material from two books and an unproduced play by Hackett. The two books were Henry VIII, a Personal History and Queen Anne Boleyn. The name of the play was not disclosed.

Anderson asks for \$25,000 each for statements made to the two reporters and \$25,000 each for causing the two articles to be published.

It was not said whether Anderson planned also to sue The Times and Tribune.

# Supreme Court OK's FCC on WORL Case

WASHINGTON, May 21.-By winning a victory in Supreme Court this week over operators of WORL, Boston, the Federal Communications Commission (FCC) boosted its high court rating over the past decade to 16 wins and only two reversals.

In upholding FCC's decision refuring to renew the station's license, the Supreme Court overruled a reversal ordered by the Court of Appeals. The FCC had issued its renewal nix on the grounds that "wilful" misrepresentations had been made by WORL. Meanwhile, the Commission has decided not to appeal to the high court a reversal of a decision involving a Lubbock. Tex., grant (The Billboard, May 14).

May 28, 1949

### **Issues** at Stake

Altho there are other big issues at stake, such as ASCAP's refusal to allow a 15 per cent sales commission on web business, the topmost issue is known to be on special licenses for special uses. In this respect the television music committee declared in this week's report that ASCAP has no right to grant broad general li-(NAB Holds ASCAP-TV, page 11)

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The Bulboard Main Office: 2160 Patterson St.,	

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Advertising Club competition. Results were announced this week. WMAQ, NBC AM station, took five awards, while WNBQ, TV adjunct, captured four.

In the radio category, WGN won four awards; WBBM, two; WIND, two, and the American Broadcasting Company (ABC), one. In TV, WGN-TV placed three winners; WENR-TV, two, and WBKB, two. Kukla, Fran and Ollie, WBKB-originated NBC program, won a special award as "the best Chicago television program."

WMAQ earned awards in the news, juvenile show, public service and popular music categories. Quiz Kids, WMAQ-NBC program, won a special award. WGN topped the Preakfast Club, ABC program, took TV won the news show nod.

No. 1 On the Honor Roll of Hits RIDERS IN THE SKY

CRUISING DOWN THE RIVER

No 1 Disk in the Nation's Juke Boxes

No 1 Best Selling Retail Folk Record

No. 1 Best Selling Retail Race Record

No 1 Sheet Music Seller in England

**TWELFTH STREET RAG** 

No. 1 Most Played on Disk Jockey Shows

No 1 Most Played Juke Box Folk Record

No. 1 Most Played Juke Box Race Record

HUCKLEBUCK, P. Williams Savoy 683

HUCKLEBUCK P. Williams. Savoy 683

No. 1 Sheet Music Seller

No. 1 Disk via Dealer Sales

## 2d of 3 Bridgeport **FM Bidders Out**

BRIDGEPORT, Conn., May 21 .--WNAB, Inc., of this city, this week was notified by the Federal Communications Commission (FCC) that its request for a cancellation of its permit for construction of an FM station had been granted.

WNAB is the second of three successful applicants for FM broadcasting permits to abandon plans for stations in this city. The Bridgeport Sunday Herald was first. Harry F. Guggenheim remains in the field.

top honors as a network variety show.

In TV, WNBQ was tops in the inocal drama, network drama and two structional, news commentary, pubnusic categories. WBBM won the lic service and quiz sections. ocal variety and women's shows WENR-TV led in variety and music. ections, while WIND paced in the WBKB received awards for sports lisk jockey and sports brackets. and origination of K-F-O and WGN-

Billboard The World's Foremost Amusement Weekly Founded 1894 by W. H. Donaldson Publishers Roger S. Littleford Jr. William D. Littleford ..... Pres & Treas. E. W. Evans . Lawrence W Gatto ..... Secv Editors Roger S. Littleford Jr. ..... Editor in Chief G. R. Schreiber ..... Coin Machine Editor Dick Armstrong .... Executive News Editor New York) Managers and Divisions W D. Littleford, Gen. Manager Eastern Division 1564 Broadway New York 19 N Y Phone: PLaza 7 2800 M. L. Reuter, Gen. Manager Western Division (55 North Clark St., Chicago 1, 11). Phone: CEntral 6-8761 ACROSS THE MUSIC-DISK BOARD Sam Abbott, Gen. Manager West Coast Division 6000 Sunset Bivd., Hollywood 28 Calif. Phone: HOllywood 9-5831 F B Joerling, Gen Manager Southwest Division 390 Arcade Bidg, St Louis 1 Mo Phone: CHestnut 0443 C. J. Latscha ..... Advertising Director K. Kemper ..... Advertising Mgr., New York M. L. Reuter .... Advertising Mgr., Chicago B A Bruns Circulation Manager Main Advertising, Circulation & Printing Offices 2160 Patterson St., Cincinnati 22. Ohio Phone Junhar 5450 Subscription rates payable in advance. One year, \$10. Two years, \$17.50. These rates apply in the United States, U. S. Possessions, Canada and countries in Pan-American Postal Union Rates in other foreign countries sent upon equest. Subscribers when requesting change of address should give old as well as LOVESICK BLUES, H Williams and His Drifting Cowboys, MGM 10352 new address. The Billhoard also publishes Vend, the monthly magazine of automatic merchandising Turnover, the monthly magazine for record and phonograph dealers Leading albums, classical disks, English and Canadian sheet sellers and full score on all CIERCE MARKED 19 music-disk popularity in Music Popularity Charts, pages 22 to 38 in Music Section. WE IN MARTIN sprite rul aller lawash

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RIDERS IN THE SKY. V. Monroe Ork., Victor 20-3411

RIDERS IN THE SKY V. Monroe Ork., Victor 20-3411

FOREVER AND EVER, R. Morgan Ork, Decca 24569



NUMBER ONE

DON'T ROB ANOTHER MAN'S CASTLE, Eddy Arnold, Victor 21-0002

**RADIO-TELEVISION** Communications to 1564 Broadway, New York 19, N. Y.

COAST AD AGENCIES JITTERY

DETROIT, May 21.-WDET, owned by the United Auto Workers, is offering free time to Henry Ford II and Walter Reuther for round-table discussion of the Ford strike by them and top union and company officials. The move was taken as carrying out the public service policy of the station, despite union ownership, probably setting a precedent in making time available to the company during strike negotiations. The idea was originated by Station Manager Ben Hoberman.

WDET is covering the strike as public news, picking up a half hour of speeches and entertainment in Local 600 headquarters to show the public the inside of strike in progress. It also recorded a half-hour of union mass meeting Thursday (19) night, presenting to the public just what union officials tell members during a strike.

# N. Y. FM-er Shakes **Down With FDR Jr.**

NEW YORK, May 21.-Newest FM station to take the air here, WFDR, started its shakedown test Tuesday (17), one day earlier than planned. The sked was moved up to permit the station to air election returns in the congressional race which found Franklin D. Roosevelt Jr. winning a



HOLLYWOOD, May 21.-Deal to launch an Eddie Cantor variety show for Pabst Beer this fall collapsed this week when the comic and sponsor reached an impasse over frequency of the video show. The Billboard learned this week-end that Cantor absolutely refused to go along with Pabst in demand to do both a weekly radio and separate video show, declaring that he would turn thumbs down on tele for another year rather than attempt a weekly stanza. Accordingly, no contract for tele was signed and final inking of Cantor's radio deal with Pabst is still unsettled. Deadline of Monday (23) has been set by both sides in a last-minute effort to reach a tele compromise.

Cantor's refusal to attempt a weekly show was based on his feeling that video is still too rough to successfully handle a Coast-originated and kinescoped weekly tele stanza, plus the fact that doing both a radio and video show on a regular sked would be injurious to his health. Pabst's insistence on a weekly format reportedly stemmed from the fact that the bankroller has already made tele time commitments and would be left holding the bag if the Cantor deal fizzles.

Altho the radio end of Cantor's that Cantor would be back at same old tation on the medium up to now.

# **Double Oops**

In reporting, recently, on radio's top Hooper-rated shows, according to their 1948 - '49 Hooper averages, a typographical error inadvertently deprived songstress Jo Stafford of part of her rating. The correct figure for Miss Stafford is 9.7.

Another inadvertency produced a misspelling in the name of Charles Caplin, co-producer of Fashions on Parade on WJZ-TV, produced by Television on Parade, Inc. The correct spelling is Caplin, like we just said.

Oops, sorry, in both instances.

# **Guedel Seeks** Simulcasts of His 3 Shows

NEW YORK, May 21 .- John Guedel, packager of House Party, People Are Funny and You Bet Your Life, this week stated his intention of requesting the sponsors of his shows to do AM and TV simulcasts of the programs this fall. He pointed out that each of the shows had strong TV possibilities and that only budget difpact was still unsettled, insiders felt ficulties had prevented their presen-

# **Slumping Biz**, **Video** Strides **Cause Worry**

The Billboard

5

### Say Budgets Must Be Cut

HOLLYWOOD, May 21. - Hollywood ad agencies are winding up the season with a healthy record of overall business but a bad case of television jitters. Altho Coast activity among the "teletype" execs shapes up strong as compared with last year, Hollywood execs are casting worried glances at New York video progress, with the Hollywood record pale by comparison.

Despite cancellations, the past season found relatively few over-all changes in the number of major network shows originating here. A survey by The Billboard reveals a total of 71 top coast-to-coast stanzas aired from Hollywood as compared with 73 during the corresponding period last year. Top agencies, with few exceptions, are as busy-or busier-than last season, altho several commission houses took a beating with a switch in accounts.

Foote, Cone & Belding, for example, lost three shows when American Tobacco switched to Batten, Barton, Durstine & Osborn. Biow Agency, with the Philip Morris account in its stable, picked up three Coast airers for a new high of five Hollywood Young & Rubicam originations. added another show for a new high of seven Coast airers. Benton & Bowles added three stanzas for a total of five originations.

House seat, a tie-up which WFDR officials considered a natural.

The station aired from 6 to 9:30 p.m. Tuesday and is to operate from 2 to 9 p.m. daily until June, when its formal opening occurs. To open Tuesday, the outlet of the International Ladies' Garment Workers' Union (ILGWU) had a news ticker rushed in, platters unwrapped and skedded, and a cardboard nameplate with grease-pencilled call letters attached to the microphone for photographers.

# 'Dear Mr. President' **Prepped for CBS**

NEW YORK, May 21.-Dear Mr. President, a new public affairs show, is being readied by the Columbia Broadcasting System (CBS) for a spot on the network's schedule. The program is the idea of John Hayes, the general manager of WTOP, CBS's Washington affiliate, and is being written by Robert Nichols.

The half hour show offers feature stories and human interest items on the nation's capital. The title may have to be changed because of its conflict with the American Broadcasting Company's (ABC) show, Mr. President.

## **Gardner Severs MCA** Pact, Ankles to WM

HOLLYWOOD, May 21. - Ed (Archie) Gardner ended a two-year management deal with the Music Corporation of America (MCA) this week and signed with the William Morris Agency. Comic's recently cancelled deal with Bristol Myers was handled by the Morris office despite the MCA tie-up, with George Gruskin, Morris agency radio topper here, supervising Gardner's air package.

Return to the Morris agency is in a way a homecoming for Gardner, since comic's radio career was plotted and launched by the agency and supervised by Coast office under Gruskin's tutelage.

beer keg next fall, pointing to the gagster's close relationship with Pabst top execs and the successful history of the show. Tele failure, however, gave rise to rumors that Pabst would buy a separate tele show, with Ed Gardner's Duffy's Tavern mentioned.

# MBS's "Queen"

Broadcasting System's (MBS) veteran the People on the CBS TV network Queen for a Day daytime show will undergo major format changes to hypo listening audience, bringing in for the first time a home-listener device. A joint move of bankrollers Phillip Morris and Alka Seltzer, switch will add a fifth contestant to the show's daily loot seekers, to be chosen by a mail pull gimmick. Queen's emsee, Jack Bailey, will do a daily tape-recorded phone interview with home listener, which will be cut into the regular show and put the housefrau in direct competition with studio contestants for queenly honors.

Agency execs Ed Simmons and Riley Jackson, of the Cecil Presbrey office, and Wade Agency execs Jeff Wade, Bob Dwyer, and Forrest Owens are jointly working out final details before launching promotional campaign to herald new plan.

# **2** Clients Seek New "Magic Masters" TV

NEW YORK, May 21.-Masters of Magic, the show which did its last program for Polaroid Wednesday (18), is being sought by two sponsors. One is a soft drink client and one other a coffee account.

The program which had a talent budget of about \$700 had a strong rating of about 12.3 when it left the Columbia Broadcasting System (CBS) TV network. The show was not dropped for any rating reasons, but because it had finished its cycle. Sherman Dryer produces.

Guedel said he expected General Electric to drop House Party because of a shortage of money for radio advertising. However, he felt that its rating would insure it of another bankroller almost immediately. House Party is on the Columbia Broadcasting System (CBS) across the board 3:30 to 4 p.m.

The independent packager had the typical Coast attitude about TV: That Gets Alterations the Easterners were overrating the medium. Some of this pessimism was HOLLYWOOD, May 21.-Mutual dispelled after an appearance on We, by Art Linkletter, his partner. It was found that one-third of the people at a public appearance made by Linkletter in Newark the next day had seen him on TV.

## **Martin-Lewis** Near **Lever Bros. Inking?**

NEW YORK, May 21.-The Dean Martin and Jerry Lewis radio show this week was reported on the verge of sale, with the pact expected to be finalized next week. The bankroller mentioned most prominently in recent weeks as negotiating with the National Broadcasting Company has been Lever Bros. The comics will return to the Coast at the conclusion of their current run at the Copacabana June 29. However, the possibility exists that they will make a personal appearance at the Paramount here when their film, My Friend Irma, opens. The duo also is considering a possible booking into the Roxy here.

Plans for a Martin-Lewis video show will have to wait for some time, inasmuch as commitments will make its debut impossible earlier than the end of November. Two films for Hal Wallis are on tap first. One will be My Friend Irma's Vacation, a sequel to their first pic. This will be preceded by a film to be chosen from three titles: Life of Van and Schenck, Dream Puss and The Stooge. all originals.

### **Billings** Sag

But altho over-all production remained relatively static, billing figures spiraled downward. The trend toward inexpensive packages put agency toppers on a hunt for lowcost high-rating airers. The fall outlook is clear-cut, with word out that anything over \$10,000 weekly is out -unless the show is so star-studded that no bankroller can afford to pass it up.

One agency exec, whose outfit has had more than its share of big-budget shows, frankly said, "Fall will see high-priced talent and packagers out of radio unless prices are cut in half. The day of the \$5,000 weekly star salary is over and the sooner talent realizes it, the better for the industry." Others similarly blasted the inflated price structure which generally has been on the downgrade but still not at normal levels. Most informed agency men said the fall radio picture was rosy despite tele's impact, since video's full saturation point is still several years away. Meanwhile, however, operating costs are being trimmed and frills shelved. Personnelwise, employment continues good with relatively few key radio agency men looking for jobs. Summer lay-offs, which will probably begin earlier this year, may change this picture.

### **Replacements** Cheaper

Summer replacement stanzas will be cheaper (and fewer) this year, with networks forced to fill hiatus t'me with sustainers. Buying of summer airers is slower than usual, with many top spots still unfilled.

Biggest worry is what is expected of Coast agencies in television. With New York far in the lead videowise, Coast toppers know that further delays in getting their tele feet wet are out. With few exceptions, notably FC&B and J. Walter Thompson, Coast agency men are still tele neophytes. (See Coast Advertising on page 7)



### **RADIO-TELEVISION**

# **NBC and ABC (Shhh!)** Prep New Gimmicks in Giveaways Drops Storecasts

airlanes well clotted with the garden | execs hinted that they have the same variety of come-and-get-it type of giveaway shows, the networks this week were pondering new kinds of twists by which they could legally too, will get the sneak preview offer loot as lure for listening to their wares. One of these, to be aired by the National Broadcasting Company (NBC), is of so ephemeral a nature that the web is afraid it has no way to protect the idea. The result is that NBC, in self-defense, plans a combination audition-sneak preview by which it will be able to prove priority on the idea if anyone should prove foolhardy enough to try to swipe it.

The show which has caused the high-voltage pondering leading to this decision to one-shot a sample stanza is Invisible Microphone, which combines elements of a mystery show with the giveaway. It has been optioned from Ed Byron, producer of Mr. District Attorney, and will be exposed to the public Friday (27) from 11:30 p.m. to midnight. Byron produces. Perry Lafferty is writer-director and Norman Brokenshire will emsce.

American Broadcasting Company (ABC), too, was acting mysterious about a new giveaway idea being hatched there, and now receiving the finishing artistic touches by the web's programing masterminds. The ABC opus is in the top-secret category, and is mentioned in the same hushed tones with which uranium is dis-



NEW YORK, May 21 .- With the cussed at the Pentagon. Program fears about inability to protect their idea as were expressed at NBC, and it is conceivable that the ABC show, treatment to guarantee priority.

> Altho details of the ABC show are lacking, it is known to contain a suspense angle, and will air late in July or early August. The program, one ABC official stated cautiously, "could give away as much as a million dollars per week."

# **Strike May Cut Ford Ad Budget**

NEW YORK, May 21 .- Continuation of the Ford strike until the beginning of June might conceivably cut into the auto firm's advertising appropriations for the rest of 1949 in radio and TV. The possibility was furrowing brows this week at the Ford agencies, Kenyon & Eckhardt (K&E) and J. Walter Thompson (JWT). This belief has been strengthened by the fact that Ford has already curtailed some of its billings in newspapers and magazines because of the labor trouble. The strike has been on since May 5.

Ford is believed to feel that with no cars to sell its advertising is wasted, and, in addition, the cost of maintaining the plant is another factor which may help tighten the manufacturer's purse strings. The Ford Theater handled by K&E, leaves the Columbia Broadcasting System (CBS) on July 8 for a summer hiatus. The program is on Friday evenings from 9 to 10. It is believed that the show will probably be renewed this fall, but Ford has made no move thus far to ink a renewal. The Fred Allen show, aired via JWT over National Broadcasting Company (NBC), winds up its career with the arrival of it was not arbitrable since the consummer.

Tree When WXRT

CHICAGO, May 21.-Altho many radio trade leaders believe storecasting will be the financial salvation of FM stations, WXRT, local FM outlet, this week dropped chain food stores broadcasts and decided to air only classical musical programs. Robert Miller, station general manager, said surveys revealed storecasting was not liked by the public. WXRT had been airing a service to Jewel food stores thru an arrangement with Consumer Aid, Inc.

Even tho the system had been earning about \$25,000 per year, Miller said it had not given the station programing of interest to a populace cross section. Classical music will give his station a better reputation and constitute a more legitimate radio service, Miller added.

WXRT broadcasts storecasting Monday thru Saturday from 9 a.m. to 6 p.m. Starting May 30, live and recorded classical music shows will be aired daily from 7:15 a.m. to midnight.

# **Two Hearings So Far** In Kenny Baker Suit

LOS ANGELES, May 21.-Two hearings have been held in the complicated case of Kenny Baker against both the Stellar Radio Productions, the William Morris package subsidiary, and Fredrick Ziv, Inc. Baker claims that Ziv owes him repeat fees for transcriptions starring him which it bought from Stellar and then peddled. He contends the contract made with Stellar expressly provided for repeat fees if the records were played more than once and he claims he can prove they were. Ziv argued that the issue against tract was made with Stellar. A hearing was held here Friday (13), at which it was ruled that Baker had a case against the transcription company. On Sunday (15) another hearing was held to determine which of Baker's cases, that against Ziv or the one against Stellar, should take priority. No ruling has been made yet.

# 25G Plum Off FM CBS in Middle In Pol. Fight; FCC May Act

WASHINGTON, May 21. - The Federal Communications Commission (FCC) is awaiting data from the Columbia Broadcasting System (CBS) before deciding whether to take action on the complaint of the New York State Democratic Committee protesting CBS's refusal to grant time to answer what the committee called a "political" address by Gov. Thomas E. Dewey over CBS May 2.

The FCC revealed late this week that it is writing the web "requesting their comment on the complaint." The protest which was received by the Commission Monday (16) claimed that Dewey's speech contained "at least seven statements of a controversial nature and at least one false statement detrimental to the Democratic party in the State of New York." The so-called false statement involved th Governor's remarks on disability insurance, during which Dewey made what the Dems termed a "misrepresentation of the Democratic point of view."

The protest, addressed to Chairman Wayne Coy and signed by State Committee Chairman "aul Fitzpatrick, stated that CBS refused to consider the Dewey speech a political one and therefore refused to provide similar time and facilities for rebuttal. It was claimed that the National Broadcasting Company (NBC) had previously given the Dems time to answer a similar report on the activities of the State Legislature made by the Republican Governor in 1:17. This, said Fitzpatrick, made at least one precedent on the books.

Broadcasting System plans to air its kid shows, Tom Mix and Captain Midnight, as half hour, instead of 15-minute segs, in the fall, Both shows originate in Chicago.

Captain Midnight is aired from 5:30 to 5:45 p.m., Monday thru Friday, while Tom Mix is broadcast the following 15 minutes on the same days. Plan, not yet completed, is to have Mix aired Monday, Wednesday and Friday, 5:30 to 6 p.m., and Midnight at the same time Tuesday and Thursday. Mix will definitely be aired under the new plan, but no decision on Midnight has been made. If the latter program is not included in the plan, it might be aired five days a week from 6 to 6:15 p.m.

American Broadcasting Company adopted a similar plan for its kid segs several years ago because of belief that top entertainment impact and sales results could not be obtained from 15-minute shows. Mutual's new policy is said to stem from a similar theory.

Tom Mix is sponsored by Ralston-Purina Company, thru the Gardner agency of St. Louis. Captain Midnight is sponsored by the Wander Company thru Hill-Blackett, Inc.

# Army Nixes 'Skyway'; 'Cathird' Deal Near?

NEW YORK, May 21.-Skyway to the Stars, the army air force recruiting show now on Columbia Broadcasting System (CBS) network Sunday afternoon from 4:30 to 5, is being canceled after its May 22 broadcast. The show has been on the air approximately four months.

The rapid cancellation of this program would seem to indicate that the deal by the army air force recruiting service to acquire the CBS Red Barber Catbird Seat for simulcast is close consummation. The Gardner to Agency is handling the account.

The web will probably fill the Sunday afternoon time this summer with a musical show originating from an outlet.

### **CBS Mulls Summer** 'Green Lama' Show

NEW YORK, May 21 .- One of the newest Columbia Broadcasting System (CBS) possibilities for a sustaining spot on the web this summer is a mystery show called The Green Lama which will originate from the West Coast. The program is about a character who spent 10 years in Tibet and emerges from his monastic existence to crusade for justice.

It will probably go into the 5:30 to 6 spot Sunday evening, replacing Broadway Is My Beat.

Both of the defendants argue that Baker is not entitled to any money. Baker is not handling the case thru the American Federation of Radio Artists (AFRA), his union, but the labor org is acting as an observer just the same. The case is being heard by the American Arbitration Association.

# Ad Cast Sets Up FM **Only Show to Store** Direct, Thru WJLB

DETROIT, May 21.-The first major sale of FM time alone among Detroit stations has been set up by Ad Cast, Inc., with headquarters at Toledo, with WJLB-FM. A 12-hour schedule starting at 9 a.m., Monday thru Saturday, has been tied in with the Thrif-Tee Market chain, with programing beamed primarily at a special battery of FM receivers, in each of the 90 stores operated by the chain, which are funed to the station for their hours of operation.

The program is all musical, with commercials restricted to 20 seconds rather than the usual 60. Time is actually sold to individual sponsors of products which must be those sold in the Thri1-Tee stores, with time currently sold to Silver Cup Bread, Don Dce Coffee, Blue Ribbon Napkins, Canada Dry Ginger Ale and Everkrist Potato Chips.

### Staff Requests

The first aalf hour in the morning is like a closed circuit broadcast in effect, directed to the store staff, in the all-request program, with special sales stimulus to promote the advertised products.

The program is also available, of course, thru FM receivers to potential patrons not in the stores, but the objective of the Ad Cast hook-up is direct point-of-sale advertising via radio— rign in the stores.

Arthur A. Naylor, formerly with WJLB, handling publicity, is in charge of the Detroit set-up for Ad Cast.

Under the Ad Cast tie-up, WJLB is the only Detroit AM station to use a separate program for FM, for these 12 hours, with the other local stations following the usual practice of parallel programing. WJLB, incidentally, claims to be the only local FM station now in the black. 121

# **Reinsch Leads Jess Willard**, **Terry for WCAU 35G Helm**

NEW YORK, May 21 .-- J. Leonard | Terry was in transit yesterday (Fri-Reinsch, now radio director for former Ohio Gov. James M. Cox, is reported as the leading candidate to take over the general managership of WCAU and WCAU-TV, the Philadelphia Bulletin stations. Reinsch has discussed the proposal with the management of the Philadelphia operation, but no decision has been made yet. The job is said to carry a \$35,000 annual salary.

Reinsch is one of three candidates mentioned for the job, the other two being Hugh Terry, KLZ, Denver, and A. D. (Jess) Willard, executive vicepresident of the National Association of Broadcasters. Terry, according to reliable sources, has turned the job down, one reason said to be his recent acquisition of an interest in KLZ.

day) and could not be reached. Willard's position on the WCAU post is not known, altho present plans call for his becoming director of video for the NAB very shortly.

Reinsch is now director of WSB and WSB-TV, Atlanta; WIOD, Miami; WHIO and WHIO-TV, Dayton. One of the best known men in radio, he was for years White House radio adviser. He now headquarters in Atlanta.

WCAU opening came with the retirement of Leon (Doc) and Isaac Levy from that station, with Isaac Levy already havin, stepped out and "Doc" remaining as general manager until the post is filled. Leon Levy would neither confirm nor deny the Reinsch report Friday (20).



### The Billboard

### **RADIO-TELEVISION**

# And Giveaway

NEW YORK, May 21 .- A new mucal situation comedy show starring auritz Melchior and Helen Traubel ras in the works at American Broadasting Company (ABC) this week. 'he stanza, to be scripted by Jean followay, will have the two longhair varblers playing a Mr. and Mrs. pera team, who engage in comic ackstage buffoonery and battles beween arias. An audition will be cut ae first week in July, with the show abbed for its debut this fall.

Comic Jack Paar is being readied or his kilocycle comeback by ABC, s emsee of a new audience particiation-giveaway show tentatively itled Take a Share. The program, measure this session. wilt by ABC in conjunction with ackager Bernard Schubert, seems et to move into the 8 p.m. Thursday period, starting June 16. It thus would eplace the Abbott and Costello co-op how which ABC will drop after une 9. The Paar show, however, is inlikely to be offered for co-op sale.

# King's Men Summer

NEW YORK, May 21.-The King's Men, the featured quartet on the Fibber McGee and Molly show, will eplace the comedy team for the sumner. Beginning June 7 and until September 13, the quartet will be neard over the National Broadcastng Company (NBC) on Tuesday rom 9:30 to 10 p.m., for the same ponsor.

Ken Darby will emsee the show, which will have a featured musical juest each week.



Opera Comedy Introed in Senate

WASHINGTON, May 21. - The crusade of the "drys" which was championed for decades by former Sen. Arthur Capper (R., Kan.) has been picked up by Sen. William Langer (R., N. D.), who has introduced the Senate's first anti-liquor plug bill of the session.

Langer's bill, almost identical with the bills offered annually by Capper, would ban the advertising of liquor over radio, television, in magazines and newspapers. A similar measure is being sponsored in the House by Rep. Joseph Bryson (D., S. C.).

The Langer bill was referred to the Senate Interstate Commerce Committee, which has such a backlog of bills that it is not likely to take up the



(Continued from page 5) In some cases, agencies have launched local tele shows for regional on local accounts to gain tele experience. For Fill-In for McGees the main, however, tele progress has been retarded by video's high production costs, indifference (or fear) of talent toward the new medium. and lack of coaxial cable or adequate kinescope facilities. With video nets promising top-quality kine processing, talent and bankrollers are expected to switch thinking and take to tele.

### TV To Move West

One agency biggie summed up tele thusly: "Hollywood will soon have its share of video production. Talent and film production headquarters on the Coast will require shifting of

# ABC Preps New Anti-Booze Ad Bill ABC, 64G in Red 1st Quarter, **To Push AM Over Video Now**

fact that the American Broadcasting Company (ABC) is selling TV as well as AM, it was learned this week that the web intends to turn its heaviest guns on an all-out AM drive for the fall, stressing the growing importance of radio in the current unsettled economic situation. The move is believed dictated by the fact that, altho ABC's combined AM and TV gross sales for the first quarter of 1949 were \$10,-218,410, or an increase of \$587,062 over a year ago, the web suffered an estimated first guarter loss of \$64,000 this year, where in 1948 it was on the black side of the ledger to the extent of \$502,000 at the end of the first three months. The switch to red ink was attributed to ABC's heavy TV investments, which have not yet

begun to pay off. Inasmuch as AM must pay the freight both for itself and TV at this time, ABC intends to step up its AM campaign from here on in, altho not neglecting television. Some ABC execs believe that the other networks may be overwhelmed with the glamor of television and may leave their AM guards down, so that opportune moves might mean a shift in the current balance of webs.

### Focus on One Type

Signs point to ABC concentration on bankrollers with the widest type of distribution problems. With toughening economic times ahead, many sponsors may pull in their horns with regard to jumping into video. In such cases, and where they are undecided. it is believed that the ABC pitch will stress the point that AM offers mass coverage at all points of distribution, while TV still can supply only selec-

NEW YORK, May 21.-Despite the ber of impressions thru use of a new medium such as TV.

7

### **Expect Dealer Backfire**

Sponsors also are expected to feel more backfiring from dealers as times get tougher, if video shows are maintained on dealer funds. Some dealers in non-tele areas are known already to be resentful of video shows which cannot result in many sales for them. The pinch is on now, they feel, and they can't afford to contribute to building a video show which may benefit them in the future when the funds could be used in radio, hitting listeners who might very well be potential customers right now.

To point up the importance of concentrating on AM sales, ABC execs note that they can make more net profit from the sale of ne 15-minute radio show than they get gross return, before payment of expenses, on a 30minute tele program. Furthermore, if the TV network were completely sold out, it still would lose money.

### AM Still Has 97%

To point up the fact that AM has continued to show marked signs of life despite the ballyhoo about video, latest available Hooper data as of March, indicates that on a share-ofaudience basis, AM has 97.4 per cent while tele claims only 2.6 per cent. In four broadcasts, the lowest rated radio show at night reaches 3,799,923 different families, or three times as many as there are TV families in the country. Incidentally, the top rated AM show reaches 12,791,820 homes in a single show and 22,197,570 different homes in four broadcasts.

Furthermore, despite the onrush of television, the average number of hours of radio listening per day per home has shown a marked rise. In

NEW YORK, May 21.-Miles Labpratories will use Curt Massey, East." Martha Tilton and an ork as a replacement for Herb Shriner during ing ostrich to video, local and rethe summer. The program is on the Columbia Broadcasting System (CBS) network, 5:45 to 6 p.m. across the cording to a spokesman for the board.

Massey and Miss Tilton will go to work on June 6 and entertain on both radio and telewise, is good and CBS for 13 weeks thereafter. The Wade advertising agency handles the account.

BALTIMORE, May 21.-Robert V. Walsh, formerly with WJIM, Lansing, Mich., WGFG, Kalamazoo, Mich., joined the radio staff of VanSant, Dugdale & Company, Inc., here. His basis. Reports of activity for fall wife is the former American Broadcasting Company's (ABC) radio commentator, Ruth Lawson.

Massey and La Tilton the Coast will require shifting of video's emphasis to Hollywood just as radio moved westward. Mean-To Bat for Shriner while, we've got to catch up with New York in video know-how. At present, we're a poor second to the

While national agencies are playgional commission outfits are climbing on tele's bandwagon eagerly, ac-Southern California Advertising Agencies Association. Current biz, the outlook is strong. Local bankrollers and agencies have gone into tele, both spotwise and with live shows, but not at the expense of radio. Agencies such as Ross, Gardner & White; Smith, Bull & McCreery; Abbott Kimball, Hixon & Jorgensen; and WPDX, Clarksburg, W. Va., has Stodel Scholtz, and Lee Ringer have turned to tele on a broad, exploratory indicate that others will follow suit.

A year ago, only a handful thought

tele worth the effort.

# 90% of Radio's Commercials Draw Blank, Says Schwerin

the Schwerin Research Corporation, stated this week at a meeting of the Chicago Radio Management Club. Schwerin backed his claims with results of 1,000 tests of 1,800 commercials. More than 300,000 people had indifferent reactions to 94 per cent of the sales messages.

Schwerin gave figures showing that most commercials were not remembered and did not stimulate purtion, including familiarity, approach, mood, emphasis and direction.

results are those to which listeners market, he stated.

CHICAGO, May 21 .- Ninety per | are indifferent. If commercials are cent of all radio commercials are irritating, or well-liked, they are rewasted, Horace Schwerin, president of membered. Well-liked sales messages produce the best results, Schwerin said.

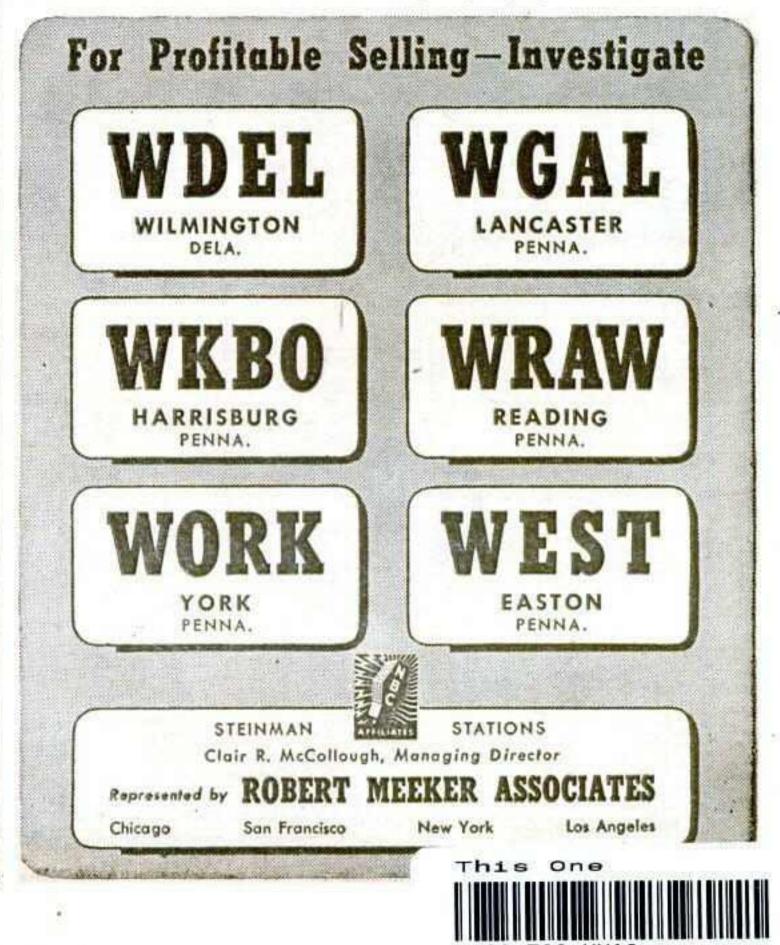
> Schwerin also said television, to a certain extent, will have a beneficial effect upon radio, as TV competition would result in improvement of radio commercials and programs.

Despite current enthusiasm for television, Schwerin said, radio is not dead as an advertising medium. chasing because they failed in five Optimistic forecasts of television recategories of sales message construc- ceiver production indicate only 44 per cent of the population will have sets by 1954. The rest of the population Commercials producing the poorest will constitute an important radio

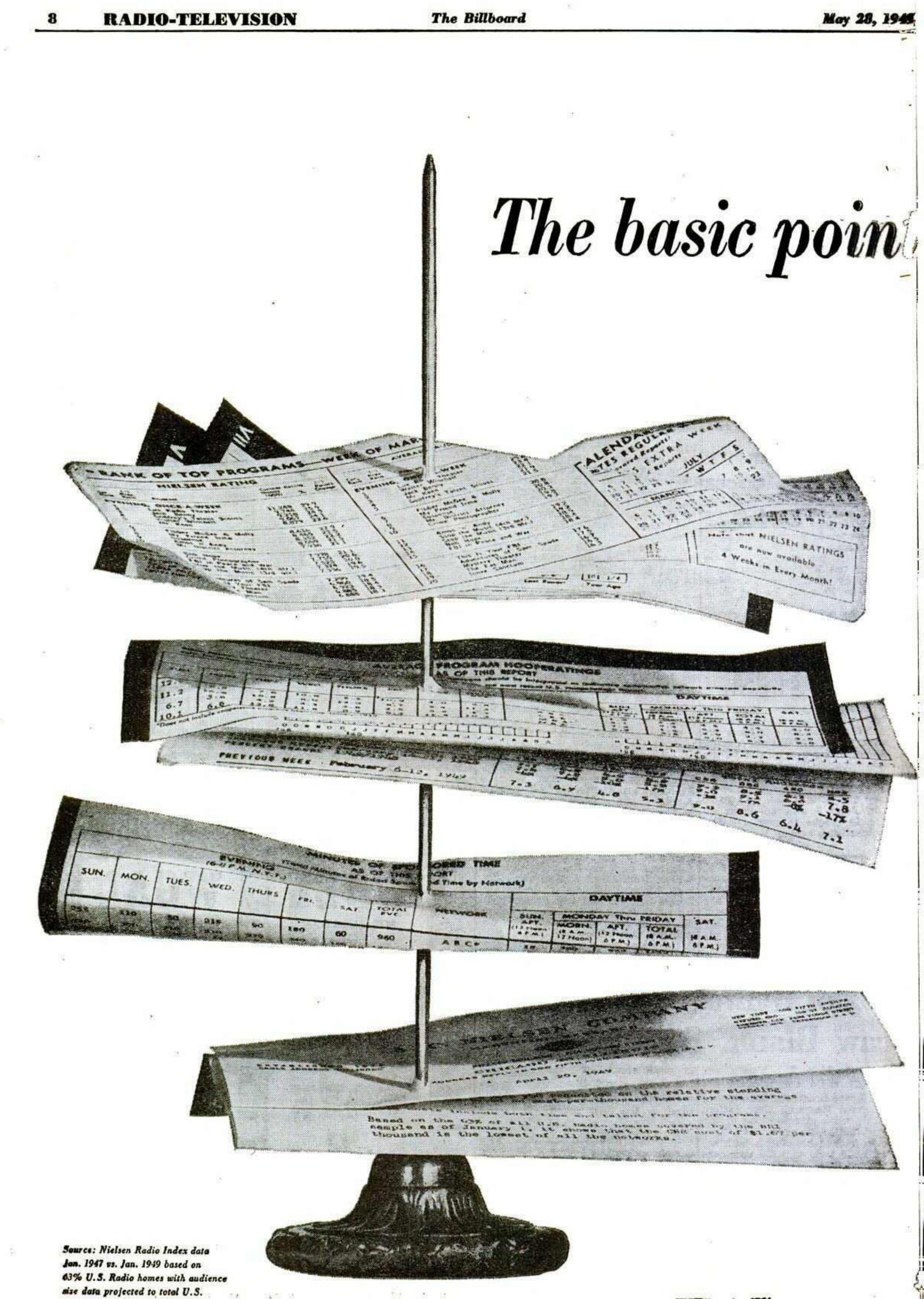
tive coverage in limited areas.

The significance of this pitch is that, if the financial barometer continues to sink, competition for sales will move out of the brand vs. brand field into the product vs. product 24.2 to 26.9 in the daytime, while division, with consumers deciding whether to buy a car or refrigerator instead of which car and refrigerator to buy. Thus it will become essential to reach as many people as pos- the latter total, according to Pubsible for maximum impressions, lisher's Information Bureau, amountrather than risk certain reduced num- ing to \$198,995,742.

January, 1946, according to A. C. Nielsen, it was 4 hours 47 minutes daily per home, and in January, 1949, it was 5 hours and 7 minutes. Sets in use, in the same period, leaped from remaining level in the evening with 40.5 in 1946 and 40.4 in 1949. Network gross AM billings jumped over 4 per cent from 1947 to 1948, with







size data projected to total U.S.



The Billboard

# in 1949 advertising

This year your customers have had unlimited access to advertising media -all media have been free to find their own level. Newspapers and magazines get all the paper they want. Television has grown apace. New radio stations have sprouted everywhere.

In this "free market" for media, the cold facts show that today more people are listening longer to NETWORK RADIO—and advertisers are reaching them at lower costs!

**NETWORK RADIO** audiences are larger: 3,800,000 families for the average network broadcast in 1949–12% more than in 1947.

And they cost less: \$1.78 per thousand families for the average network

broadcast in 1949-6% less than in 1947.

# The basic point in network advertising

And this is the year when CBS leads all other networks by every significant count: in *largest* audiences and highest *average* audiences (as measured by both Nielsen and Hooper), and in facility strength too!

In all network radio, CBS ranks first today in audiences delivered at lowest cost to advertisers.

CBS today delivers an average audience of 4,251,000 families to its advertisers – 17% more than in 1947.

And at a cost to its advertisers of \$1.67 per thousand families—16% lower than in 1947 and the lowest cost of all networks.

The basic point for the careful advertiser is clear: make NETWORK RADIO your first choice in media...

And CBS your first choice in radio.

10.000

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CBS

...<u>largest</u> audiences at <u>lowest</u> cost





### **RADIO-TELEVISION** 10

### May 28, 1949

# **Television's Ticklish Taboos;** NBC Sets Do's & Don'ts Rules

(Continued from page 3) presentation in the body of programs of situations including suicides, murders, "swish" routines, animal acts which might react embarrassingly, bedroom scenes and others of the warned to eschew that type of humor. same dubious character.

The network is hampered in its efforts to set standards by a surprising lack of vocal expression on the part of viewers. A far lower percentage of the video audience takes the trouble to write than has been the case in radio. Until the linking of the Eastern and Midwestern cables, virtually no letters critical of taste were received by the webs; since then, viewers in some of the "Bible belt" areas have commented in deprecatory terms on scenes depicting drinking or "high living" which have proved perfectly acceptable elsewhere.

### Scanty Question

Anticipating entry into video of sponsors plugging delicate wares, Hellfrich and the continuity acceptance division have attempted to set forth how certain products could be handled. Thus, female undergarments product is non-poisonous. and scanties are okay, but models demonstrating them are taboo. Instead, NBC suggests use of completely clad models, with background voice indicating that reason they look so well is that what's underneath is so good. The product then could be shown in an open box, with hands extracting the fabric dainties.

A potential sponsor, hawking babies' diapers, proffered a shooting script calling for an unhappy daddy, with a grimacing face, lifting a soggy infant. It was suggested that this be switched to a positive approach, with happy

ference after gulping down a dose of the sponsor's burp-inducer.

The web eliminates any pansy biz on material suggestive of "swish" routines, and comics have been However, legitimate use of males in female attire may be used, as in a production of Charlie's Aunt, or as done on the Lamb's Gambols by a chorus recently.

### **Murders** Touchy

Material dealing with suicides or murders must not be too graphic. On murder stories, the web wishes to avoid offering hints on how to commit the perfect crime. On a recent Philco show a considerable amount of checking was needed to determine the suitability of a story dealing with a young frau who eliminated her better half back at the turn of the century by dissolving match tips in his eggnog. Fearing protests by match companies as well as a rash of match murders, the web checked and found that the formula for making matches was changed about 1915 and the current

Animal acts are watched carefully. Recently one had several dogs licking their trainer's face, followed by one pooch which presented its posterior for reciprocation. This was struck out of the act. However, a seal act was permitted to include having the mammal come out from under a bed with a potty in its phiz. Bedroom scenes are checked carefully and in the main are not used. A recent edition of The Goldbergs, showing Mollie and Jake together in a double bed, was passed by the Columbia Broadcasting System, and its simplicity brought no outcry from blue-noses.

## Show for Angels

NEW YORK, May 21.-The third video package to be developed this month around the idea of airing showbiz material for angels to gander was in preparation this week at World Video, Inc. Titled Top of the Evening, the opus will have Charles MacArthur acting as executive producer. Top name performers will guest each week in spots covering such categories as drama, nitery act, singer, new faces, dancing, vaude acts, summer theater, films, burlesque, carnivals, circus, ballet, opera, etc. The acts will parade for the edification of an "angel," as portrayed by a feature player such as Tom Ewell, Hank Ladd, Victor Moore, Bobby Clark or Walter O'Keefe.

Announced last week was Audition for Angels, property of NW Television Productions, which will feature casts of potential legit shows simulating a run thru of material before angels. The first show of the genre was For Angels Only, which Roger Kay will produce for John Nasht Associates, offering full-hour pre-Broadway adaptations of legit scripts.

# CBS's 'Broadway' TV **Presents Big Posers**

NEW YORK, May 21 .- The Columbia Broadcasting System (CBS) is tinkering with the possibility of doing a TV version of This Is Broadway, the new CBS sustainer now on Wednesday from 9:30 to 10:30 p.m. The program would have to be a simulcast because of its cost.

# **Obrist's Walk Based on NAB's Place**, Function

PHILADELPHIA, Ma. 21. - Edward C. Obrist, general manager of WPEN and WPEN-FM, Philadelphia, this week revealed the reasons for his resignation from the National Association of Broadcasters (NAB) in a letter to C. E. (Bee) Arney Jr., of the NAB. Obrist assured Arney that the move was not made from anger or pique, but rather was the result of long consideration of the place and functions of a trade organization.

The major reason for his decision, Obrist indicated, was his feeling that "the industry has become too large to be adequately represented by or handled at "the present type of convention held by the NAB." He also noted that video, fax and FM all were in the same organization with AM, but should have their own separate organizations. "TV is especially separate and distinct," the letter said. "Why mother our murderer?"

The NAB, in Obrist's opinion, "should revert to its type, an association of AM broadcasters for the over-all advancement of the AM industry and the sole benefit of all individual AM stations in it." Such a group, he indicated, would help members with "strong, militant guidance in fighting competition," such as newspapers, TV, transit ads, etc., by furnishing program ideas and suggestions based on efforts in similar markets. The AM broadcasters should be subdivided by power categories as well as into web affiliate and indie groupings. Each subdivision should have smaller conventions and elect delegates to a large over-all AM meet, he said.

Obrist also said he felt that in cer-

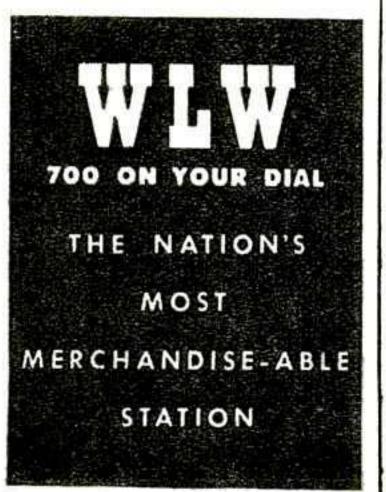
father and child, and voice plug attributing the blissful scene to the moppet wearing the sponsor's product.

Another plug, for roomette service on a train, was to have shown the modern plumbing facilities available, and their convenience in location and use. The web believes this could be done better by showing the roomette as a whole, with the voice pointing out the excellent private toilet facilities.

### **Deodorant Dilemma**

Uplifted armpits are frowned upon as a means of selling deodorants. While opinion is divided as to acceptance of this type of product, prevalent belief is that the business would be taken if fully clad models are shown, en route to a dance for example, with voice copy stressing that their fresh appearance and olfactory magnetism is due to wisdom in purchasing a jar of what-have-you.

Antacids and like products may not utilize graphic visual matter, such as charts of a messy alimentary canal, One potential bankroller is working out a cartoon plug, showing a man tossing in bed, unable to sleep and counting sheep unsuccessfully. In humorous terms, it shows the dif-



DAYTON, O., May 21.-Neal Van Ellis has been appointed chief announcer at Station WLW-D, Crossley Broadcasting Company's local video outlet, Don Faust, program manager, announced this week. Van Ellis moves into the local tele slot from WBOW, Terre Haute, Ind., where he was announcer and news director. He also has been with WIRE, Indianapolis, and WAOV, Vincennes, Ind.

to get the 9:30 to 10 p.m. TV slot now occupied by a CBS sustainer, Studio One, the Westinghouse show begins at 10 Wednesday evenings on CBS-TV and couldn't be moved easily. The only way to get around this problem would be to shift the AM version to a different time slot and that may be possible in a few weeks when more time opens up in radio. This Is Broadway is believed to have unusual TV possibilities.

However, while it might be able tain circumstances, the NAB should submit propositions for a referendum vote. Such a vote, he said, likely would have defeated the loan made to the Broadcast Measurement Bureau at the last NAB meet and the code adopted at the NAB's Atlantic City convention.

## "Bride and Groom" **Tele Plans Formed**

HOLLYWOOD, May 21.-Plans are currently being completed for the tele bow of Bride and Groom. Show will be televised simultaneous with its AM broadcast when ABC's KECA-TV goes on the air this fall, and will be kinescoped for national airing. Plans call for radio version of B. and G. to be cut sufficiently in advance so as to allow enough time for kines to be mailed to video stations. This would then protect show's tele version from being outdated by the AM broadcast. Hence, viewers thruout the country would be eying same show on the day of its radio broadcast.

John Masterson, B. and G. co-packager, intends to iron out minor problems with sponsors during his current Eastern jaunt. Local problem still awaiting solution is to find studio where simultaneous AM-TV broadcasting would be possible. Present point of origination has ceiling too low to permit entry of teevee equipment.

# **TV Film Council Sets 1st Quarterly Forum**

NEW YORK, May 21.- A series of day-long forums on video will be held quarterly by the National Television Film Council (NTFC), with the initial meet skedded for June 30. Burt Balaban, film chief of Paramount television and NTFC veepee, heads arrangements for the sessions, which will feature discussion groups on various phases of tele.

Following the daytime meets, reguasking for authority to experiment lar NTFC membership sessions will, take place in the evening.

**UHF** Experiments on Upbeat; **16 Stations Now Telecasting** 

WASHINGTON, May 21.-Experi- est number of bands, being licensed ments by telecasters in the ultra-highfrequency (UHF) range are reaching a feverish pitch with the approach of an expected decision by the Federal Communications Commission (FCC) opening UHF for commercial telecasting. A survey disclosed this week that 16 telecasters are now authorized by FCC to use the UHF band, while another 4 have bids in to operate.

Edwin Armstrong, FM inventor, has authority for the most powerful UHF station ever granted, carrying 50-kw. visual and aural power. Armstrong is using a 20-kc. width band spreading from 600-620 kc. The results of his experiments at Alpine, N. J., are being closely guarded, but it has been reported for some time that he is working in color.

The majority of the UHF experimenters, however, are using much less power, usually no more than 500 watts. Band-widths used range from the 6 kc. used by New Jersey Broadcasting Company, Clifton, to the 50kc. spread of Ed Pauley's Television California at San Francisco,

Experiments are being carried on in the UHF band all the way from 480 kc. used by KFRL, Denver, and the Midland Boadcasting Company, Kansas City, Mo., to 920 kc., used by The Milwaukee Journal in Milwaukee.

The Journal is also using the great-

for 540-560, 700-720 and 900-920 kc. Along with The Journal, the Columbia Broadcasting System (CBS), New York; the Zenith Radio Corporation, Chicago; the Radio Corporation of America (RCA), New York; the Metropolitan Broadcasting Company, New York, and the Sherron Metallic Corporation, Brooklyn, have licenses to operate experimentally.

Holding UHF construction permits are the Pacific Video Pioneers, Pasadena; the National Broadcasting Company (NBC), Bridgeport, Conn.; Kansas State University, Manhattan; the Radio Electronics Television School, Detroit; the Philco Television Corporation, Philadelphia; KFEL, Denver; Television California, San Francisco; the Midland Broadcasting Company, Kansas City: the New Jersey Broadcasting Company, Clifton, and Armstrong, Alpine.

Applications to build are on hand from the Keystone Broadcasting Corporation, Harrisburg; the Associated Broadcasters, Easton; the Reading Broadcasting Company, Reading, Pa., and Warner Bros., Los Angeles. The latter, however, has announced its intention of dropping the bid. The three Pennsylvania applicants are with pulse transmission.



The Billboard

NAB HOLDS ASCAP-TV CARDS

# NBC Thurs. TV Sked Shaky, With 3 Shows Held Insecure

day night television schedule at cancellation shortly. Swift plans to the National Broadcasting Company pull the Lanny Ross opus out for an (NBC) this week was reported to be indefinite hiatus after the first show shaky up and down the line. On the in August and the chances of its reheels of the cancellation by Arrow turning to the same slot, if it comes last week of the 8-to-8:30 period, the back at all, are believed slight unthree shows immediately following less NBC comes up with a strong Arrow were said to be insecure. line-up surrounding the show, to put Gulf's Bob Smith show and Bigelow Sanford's Dunninger show.

Combination of climbing costs and rugged opposition was believed responsible for the tenuous situation. The Arrow and Swift shows now buck Stop the Music on the American Broadcasting Company (ABC), Gulf is opposed by ABC's Eisenhower film series and Bigelow is fighting the ABC Actors' Studio.

Of the three NBC shows reported

## 6 U. S. Firms Asked To World Exhibit

WASHINGTON, May 21. - There will be an international video exhibition in Milan, Italy, September 10-19, the Commerce Department announced this week. Six U.S. firms have been invited to participate in the exhibition and in a conference to be held simultaneously.

The exhibition will be held at the Arts Palance in Milan, while the convention will take place at Hotel their place in line for open time. Ac-Villa D'Este at Como. V. K. Zworkin, of Radio Corporation of America (RCA), has been asked to be an honorary member of the exhibition's executive committee. RCA, Philco Corporation, Allen B. DuMont Laboratories, General Electric Company, Raytheon Manufacturing Company and Westinghouse Electric Corporation have been asked to send receiving and transmitting equipment to be exhibited.

NEW YORK, May 21.-The Thurs-| weak, Gulf is said to be readying a These are Swift's Lanny Ross show, up a more satisfactory battle against the potent ABC line-up.

> The Bigelow show is regarded by the trade as stronger than any of the others, and no verification of its reported intention to vacate has been secured. It is considered probable that the sponsor and agency, Young & Rubicam, will stick tight in view of a satisfactory rating until the remainder of the NBC line-up is settled.

Shines on TV WASHINGTON, May 21.-Al Sears, local engineer who is barefoot from the eyebrows up, finds that attribute no drawback to video performances. Sears has appeared on TV twice -once when a baldhead was required for a charades show, and once when his shiny pate was needed for a toupee demonstration.

# WPTZ Sponsor List Hits 100

PHILADELPHIA, May 21. - Indicative of the growth of television in the Philadelphia market, Philco's WPTZ announces that its list of sponsors has hit the 100 mark. In April, WPTZ listed 91 sponsors, and in the first week of this month, 17 new advertisers were added to the books. The 100 mark for WPTZ sponsors

comes on the heels of new figures released showing that the local area now boasts 165,000 video sets. The total of the sets in use is determined from figures released by the Electrical Association of Philadelphia, plus kit sets and those of manufacturers not covered in the analysis made by the association.

Conservative estimates indicate that at least 12,500 new installations will be made each month during the balance of 1949. This would bring the total number of sets to 200,000 by the end of July, and more than 265,000 by the end of this year.

# Webs Report **Huddle Terms To Committee**

**RADIO-TELEVISION** 

11

### **Special Uses a Poser**

(Continued from page 4) censes such as it grants in sound broadcasting.

### Special Uses

"When television performances are made in costume, accompanied by dialog, certain types of scenery or dance routines, ASCAP is required to execute special licenses and charge special fees in each case," the report continued. "Further limitations are placed on ASCAP, such as the requirement that no license be issued for the use of more than two compositions from the same production on any program."

On this question of special licenses for special uses, the NAB-TV committee report stated emphatically that "television is costume, television is scenery, television is dialog, television is dance routine. If the broadcasters must negotiate and obtain special licenses whenever such elements are present," stated the report, "the committee (TV Music Committee) felt that it would impose an intolerable burden upon its development."

"This is particularly true," stated (See Seek Special Right on page 17)

# **KFMB-TV** Airborne With 50% of 24-Hour **Time Schedule Sold**

SAN DIEGO, Calif., May 21.-San Diego's all-out support of its first tele station is proving a commercial boon for Jack Gross' KFMB-TV, allowing outlet to take to the air Monday (16) with half of its 24-hour weekly sked sold out. In addition, participating spots and station breaks have been completely filled, with sponsors taking

# Norwich's WNOC Sold for \$61,335

HARTFORD, Conn., May 21.-H. Ross Perkins, head of Norwich Broadcasting Company, Norwich, Conn., operator of WNOC in that city, has sold the station to Eastern Connecticut Broadcasting Company. The sale price was given as \$61,335. Principal officers of Eastern Connecticut Broadcasting are John Deme, Clifford C. Oat and Harrison C. Noyes. Eastern is also a Norwich concern.



cording to owner-operator Jack Gross sponsors vie with one another for available tele time. "I've never seen anything like it; first they buy a show, then talk cost."

Residents here have long cast a wishful eye northward to Hollywood and its six tele outlets. In some areas viewers here were able to pick up clear video signals from the Los Angeles outlets. Long before KFMB-TV's transmitter was completed, video addicts here imported tele sets from Los Angeles.

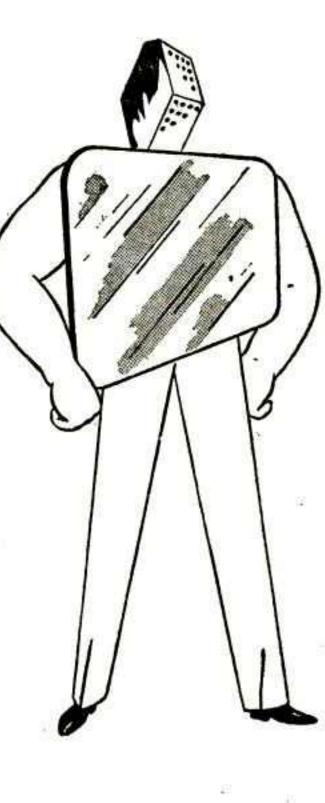
First night the Gross station went on the air, more than 2,500 receivers were already operating in San Diego homes, a majority of them having been bootlegged in from L.A. stores. According to Gross, his signal will be reaching 5,000 homes in San Diego County and surrounding areas. More than 150 dealers here are now selling teevee receivers.

Shows sold on KFMB-TV include Hoffman Hayride, featuring Bostick Western and His Country Cousins, weekly, 30 minutes seg; weekly feature film, sponsored by Guaranty Chevrolet Company; nightly adventure serial, J. R. Townsend Company, Studebaker dealer; San Diego Padres baseball games (Saturdays only), bankrolled by Tufford Company; RCA Victor sub-distrib; Armchair Shopping, participating sponsorship sold; Songs for You, Sunday night musical, Clarence Morris Contractors; three 5-minute shows per week, Whitney's department store: Time-Life's Crusade in Europe, ABC kine; General Electric's Fred Waring show (CBS kine); Admiral Broadway Revue (kine).

Altho Gross's tele and AM stations here are primary American Broadcasting Company affiliates, KFMB-TV can enjoy its position as the town's only video outlet by accepting sponsored shows from the other networks. Gross said his station will carry other sponsored kine shows, but as yet no others had been definitely set. Fact that KFMB-TV can pick up live shows from Los Angeles stations and retransmit them is also expected to pay off commercially in this area.

# How Old is TV in Buffalo?

**ONE YEAR!** 





# How Big is TV in Buffalo

# it's a GIANT!

Yes-a giant from all angles. Advertisers? 201 local and national firms have used WBEN-TV. Sets? 22,368 are operating in the Buffalo area. Networks? NBC Basic, plus choice shows from ABC, DuMont and CBS. Local Programs? 26 Buffalo-built shows cach week, covering mystery, musical variety, barn dance, quizzes, Buffalo News-Reel, personalities, homemaking, talent search, news, all major sports. Time is available. Programs are ready. See your nearest Petry office. Wise advertisers are consistently using Buffalo's pioneer television station. There's room for more on Channel Four!



generation and a sealing that



the set of the stress of the product of the state

### The Billboard

May 28, 1949

### RADIO-TELEVISION 12

# No Half-Way Break Keeps **Hour-Show Viewers Tuned**

gentle assist from the Federal Communications Commission (FCC), sponsors of full-hour television programs have quietly adopted a policy different from that on AM, designed to prevent viewers from switching to other shows. Of the nine 60-minute evening network video shows, each bankrolled by a single sponsor, all have eliminated station breaks or commercials at the half-hour mark.

The reasoning behind the move is that by not alerting viewers that the shows are half thru, they do not remind them of some other show on a different network just getting under way, which the viewers otherwise might have wanted to catch. Thus, dramatic stanzas try to carry their action well into the second half-hour before providing a break, and variety shows make sure that they have a top routine going on as the midway point is reached.

The right to do this has been insured via a regulation by the FCC, providing that stations must identify themselves only once per hour. With no necessity to cut for station breaks, the shows either run straight thru or break at a convenient place in the program where a dramatic opus requires a change of sets or a variety show is moving into another type of act.

### **Policy** Adopted

On the Columbia Broadcasting System (CBS), this technique is followed by all commercial hour-long airers. These include Chesterfield's Arthur Godfrey show, Westinghouse's Studio One, Ford's Ford Theater. General Electric's Fred Waring program and Lincoln-Mercury's Toast To Replace 'Gambol' taking an hour, the 54th Street Little Show, also has adopted the no-break policy. On the National Broadcasting System (NBC), the Texaco Star Theater, Kraft TV Theater and Admiral Broadway Revue all follow suit, as does the sole sustainer of the same length, the NBC Drama Theater. DuMont also airs the Admiral show, and its other 60-minute commercial show. Old Gold's Amateur Hour, avoids break or plugs at the 30-minute mark. The DuMont sustainer, Court of Current Issues, does likewise. The sole web not employing this procedure is the American Broadcasting Company (ABC). Its two commercial hour-long shows, Super Circus and Stop the Music, both have split sponsorship, with one bankroller paying for the first half and the other for the second, necessitating an even

NEW YORK. May 21.-With a division. The web's sustainer, the Paul Whiteman TV Teen Club, however, has a station break at the middle of the show.

# Vallee - NBC in Deal On 'Tracy' Cinefilms week cycle.

HOLLYWOOD, May 21.-Vallee Video, tele firm headed by Rudy Vallee, this week concluded a deal with National Broadcasting Company (NBC) for production of pilot reel of Vallee's Dick Tracy cinefilm series. Web will underwrite production nut of \$3,000 for 15-minute test strip, which will headline Ralph Byrd, who plays title role in Tracy motion pic features.

Web was given a short option on the series, with final decision on buying full layout deferred until the single reel is completed. Vallee has a four-year option on Tracy character, granted by the Chicago Tribune Syndicate, under which the news outfit shares in the tele-radio revenue.

Vallee will also package a radio version of the comic strip Hawkshaw, which NBC is currently mulling as a summer series. Deal calls for Vallee to furnish the services of Ralph Byrd. story rights, direction and writing staff, with NBC to supply production facilities and cast. Radio version would be a once-weekly half hour show, to be directed by Joe Parker, who will also produce tele pic version.

'Leave It to the Girls'

**Backstage Barry**, Go See Uncle Ben

NEW YORK, May 21.-Household Finance Company this week dropped the Backstage With Barry video show, which had been airing from 10 to 10:15 p.m., on Tuesday nights over Broadcasting Columbia System (CBS). The musical opus, which featured warbler Barry Wood, was cancelled at the end of its first 13-

Major reason for the cancellation is believed the sponsor's fear of declining audiences with the onset of hot weather.

# **Al Bernsohn Heads Philly Video Group**

PHILADELPHIA, May 21.—Al W. Bernsohn, in charge of television publicity at RCA Victor, was elected president of the Television Association of Philadelphia Wednesday (18) at the John Bartram Hotel. He succeeds Kenneth W. Stowman, of WFIL-TV sales, who was elected chairman of the board of governors. The association, organized last year, includes TV directors at advertising agencies, production and technical heads at the local TV stations, and members of the press covering the video industry.

Hal Lamb, of Geare-Marston Agency, was elected vice - president; James Tabor, of Richard A. Foley Agency, secretary, and Mrs. Billie Farren, treasurer. Other members of the board of governors elected for the 1949-'50 terms are E. H. Rogers, of Gray and Rogers Agency; Edward A. Davies, of Dick Strome Television; Martin Katz, of WCAU-TV sales; James D. McLean, of the Philco Corporation; R. J. Bowley, chief en- important television shows will oc gineer of Philco's WPTZ, and Maurie H. Orodenker, of The Billboard. The association agreed that the season's wind-up dinner next year will introduce an annual award to the person judged to have done most to further the interests of video during the year. At the election meeting, a discussion of commercial spot announcements on film was presented by Edward Codel, of the Katz Agency, station representatives.

delay airing until pix can be

processed. Reason, of course, is the

team's fear of tele's inroad in gate

receipts. Majority of station ops and

sponsors, however, will pass up any

deal which does not include live tele

Angeles Dons, has not as yet released

its official stand on tele. It was dis-

closed, however, that Dons think tele

rights are worth \$100,000. Figure is

termed "fantastic" by video ops, with

indications that the Dons may find

no bidders at all when the showdown

comes. Ball club frankly admits fear

of tele and pegged the price out of

reach to discourage tele ops. Smaller

regional schools, such as Pomona

College and Loyola, will follow lines

of last year's tele sales, peddling

rights on an exclusive, but not neces-

sarily expensive basis, with asking

price far below that of top local

High cost of tele rights to big grid-

Town's other pro team, the Los

# **WBKBPrepping Puppet Show Tc Replace** 'Kukla'

CHICAGO, May 21.-WBKB will use another puppet show to replace Kukla, Fran and Ollie when it moves to WNBQ in June. WBKB has originated the RCA Victor program for the National Broadcasting Company (NBC) TV web. Under terms of the new contract the show will switch to the local NBC video outlet. If the new WBKB program is sponsored nationally, it will be aired on Columbia Broadcasting System.

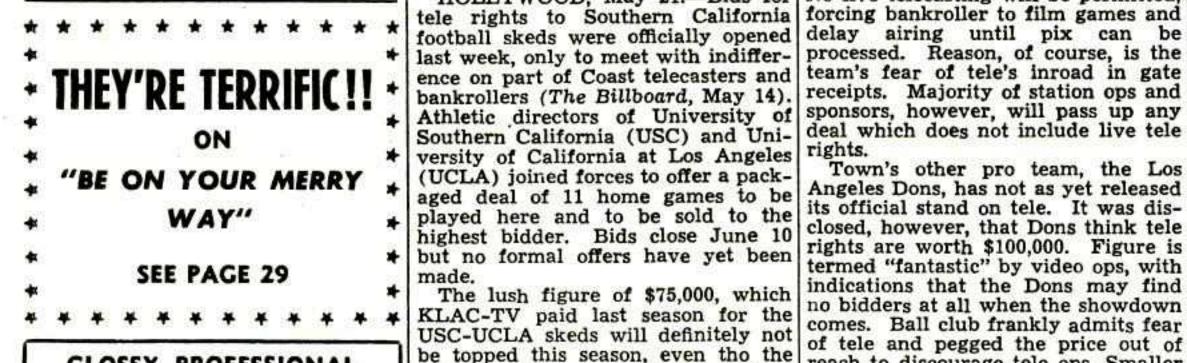
WBKB execs refused to commenon the new program. From authoritative sources, however, it wa learned that the show will be writ ten by Les Weinrott and titled Larry on Location. Program will feature Don Tennant as puppeteer and will be built around the adventures of a Hollywood producer. Tentative time is 6 to 6:30 p.m., Monday thru Fri day, slot now occupied by K-F-O.

# Chi WBKB Skeds **4-Part Celebration**

CHICAGO, May 21.-A four-par celebration heralding its eighth an niversary and the inaugural of nev facilities will be held June 16 b; WBKB, local B&K television station

In addition to celebrating its birth day and initiating a new, more pow erful transmitter, WBKB will als inaugurate a teletranscription sys tcm, bringing video shows into th Chicago Theater, and will preser an elaborate telecast from the thea ter.

John Balaban, head of the B&L theater chain and WBKB, stated the



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### MULSON STUDIO Box 1941 Bridgeport 1. Conn.

NEW YORK, May 21.—Beginning May 29 Leave It to the Girls replaces Lambs Gambol on the National Broadcasting Company's TV network, Sunday evenings 8 to 8:30, for General Foods. The show is now on the same network Wednesday at that hour.

The half-hour show features four outstanding women discussing topics from the female point of view. Benton & Bowles is the agency for the account.

The lush figure of \$75,000, which

schools have made several important

concessions, including acceptance of

bids from sponsors (heretofore ver-

boten) and okaying bankrolling by

ciggie firms. Total tele take is to be

split between the two schools, with

the visiting team cut in for a minor

resistance from tele trade according

to local sources. Los Angeles Rams,

which last year sold rights for ap-

slice of revenue.

**Coast Gridiron Overtures** 

**To TV Get Cool Reception** 

rights.

colleges.

HOLLYWOOD, May 21 .- Bids for No live telecasting will be permitted,

casionally be shown to the Chicag Theater audiences via the Paramour teletranscription system. Program for June 16 has not been set, but to talent and celebrities are bein sought. In the future, teletranscrip tion programs will be major news o sporting events. Balaban stresse that TV shows will be projected of the theater screen only after specia rights had been obtained from pack age owners. He also said TV pro grams would replace stageshows o special occasions, and that a highe admission price will be charged.

It is not yet certain that a regula variety TV series will be originate on the theater stage. WBKB has pack aged a show and is offering it f potential sponsors.

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BRISTOL CONN.

Perkins St., Bon 92

Pro football club, are also meeting iron events has prompted telecasters to examine high school grid skeds. Several video broadcasters have said they would prefer covering high proximately \$25,000, have cut the school football at nominal cost than price of 14 home and out-of-town pay heavily for college rights withgames to \$12,000, but tossed in a out prior assurance that bankrollers gimmick which may prevent any deal. will pick up the tab.



1





### **RADIO-TELEVISION** 14

The Billboard

### May 28, 1949

# Tele Committee Okay's New Chi To Up Output **Union To Assume Authority**

sion committee, representing all tal- actuality and that is aproval of the ent unions interested in television, board of the Associated Actors and finally approved this week an agree- Artistes of America (4 A's), the parment covering operation of a new union to take over television jurisdiction. The approval came after seven night club and legit actors-is also months of palaver. What it means is that the television authority (TA), the tentative name for the new talent each has had close liaison between its organization, may make its demands | TA rep and board. for a contract on the telecasters by July 1 of this year.

There is but one more step remain-

# Air-Video "Riley" **Looks for Angel**

HOLLYWOOD, May 21. - Combined radio-video deal for Life of Riley is reportedly close to landing a bankroller, it was learned here this week. Radio version will originate from Hollywood, with William Bendix in title role. Tele adjunct would air live from New York over coaxial tele skein and feature another actor in the role created by Bendix.

Riley was recently canceled by **P**rocter & Gamble, effective at the close of the current season. Current two-way deal is being handled by George Gruskin, William Morris radio exec on behalf of Irving Brecher. owner of the Riley package.

## **Chevvy May Expand Roller Derby Casts**

NEW YORK, May 21.-Chevrolet dealers this week were mulling expansion of their sponsorship of the the sale of the package. The price will be carried on the web as a sus-Roller Derby telecasts on American is reported under \$5,000 weekly. Broadcasting Company (ABC). Currently bankrolling the 10 p.m., Thursday airings on WJZ-TV. New York, only, the auto dealers were reported highly impressed with the way the slam-bang sport has caught the fancy of viewers. Addition of Schenectady, N. Y., was approved by the dealers this week and another half dozen cities were being considered at the week's end.

NEW YORK, May 21.-The televi- ing to give the television authority ent body. Approval of the individual union boards - representing radio, necessary, but this is expected without much trouble, since the unions

> The question of proportional representation on the board of the TA is still open. The night club actors want proportional representation; the radio actors want equal representation for all unions. Another question concerns jurisdiction over announcers working both in radio and TV, the latter more or less incidentally. It is now felt likely, however, that either of these items will delay final creation of the new union.

## Freedley To Emsee 'Angels Only' Series

NEW YORK, May 21.-Legit producer Vinton Freedley this week was signed by John Nasht & Associates to serve as host and emsee on the Nasht video dramatic package, For Angels Only. The full hour dramas, which will be produced by Roger Kay, will feature legit scripts aired in pre-Broadway adaptations. Among the stars signed for the series thus far are Eva LeGallienne, Sidney Blackmer, Nancy Coleman and Faye Emerson.

Nasht this week also signed to have the William Morris Agency handle no sale is forthcoming, however, show

# Of Net Tele Segs

CHICAGO, May 21 .- Chicago origination of network television shows is expected to increase in a few months when National Broadcasting Company (NBC) adds more local airings and WBKB, the new Columbia Broadcasting System (CBS) affiliate here, feeds some new shows to the web.

Chi programs for NBC have not been set, but Niles Trammell, web president, said last week that Chi would originate more shows. The web is building another studio here because of the plan.

Charles Underhill, TV program director for CBS, was in town this week to discuss future plans with WBKB execs. He said that net schedule of New York originations was too great for Eastern personnel and space. No definite plans have been set for new WBKB-originated programs, but Underhill said that he would be glad to have as many as possible. He is expected here again in a few weeks.

# **'RFD, America' Goes To NBC TV Network**

CHICAGO, May 21.-RFD, America, Louis Cowan video show aired for several months on WNBQ, local National Broadcasting Company station, will capture a network slot, it became known this week. Starting next week the program will be aired on the full NBC net Thursdays from 7:30 to 8 p.m. (CDT).

Sale of program is imminent. If tainer.

# **'Inside USA' May Go Tele on CBS**

NEW YORK, May 21.-A half hour TV adaptation of Inside U.S.A. may be offered on Columbia Broadcasting System's (CBS) video facilities next fall. Nothing definite has been decided, but talks between producer Arthur Schwartz and CBS execs are proceeding.

The musical revue now is in Chicago for a run. However, if Schwartz should believe the show can do business on the West Coast, he may decide to take it out there next fall and postpone TV.

# **NBC Pushes Plans** For Super Giveaway

HOLLYWOOD, May 21.-National Broadcasting Company (NBC) continued to make progress on launching web's super-giveaway early in July, this week naming Vick Knight to produce and direct the stanza, as well as head up writing staff. Lou Cowan, program packager left for New York. with assistant Al Hollander to work out final details with NBC program execs here.

Net, meanwhile, began installation of special phone equipment which will accommodate a battery of 10 switchboard ops to handle placement of calls to home listeners. Plan is to call approximately 14 contestants per show, with no calls to be made in advance of actual airtime. Net is insistent on maintaining flavor of suspense, hence the home audience will be given no advance warning of lucky phone calls.

NBC will continue to wax audition platters during next few weeks, using actual home listeners for dry runs. Walter O'Keefe, whose skedded audition was scratched last week, will cut a trial platter for the web. George Murphy, the other leading contender





# TALK OF THE TRADE

### New York:

C. E. Arney Jr., National Association of Broadcasters (NAB) treasurer, has been appointed secretary to the 1949 committee on radio broadcasting of the Advisory Council on Federal Reports. . . . Joseph C. Lieb has joined Geyer, Newell & Ganger as an account executive. . . . Jess Bickmore joins Dancer-Fitzgerald-Sample, Inc., on June 1 as veepee and member of the executive planning group.

George D. Storer Jr., manager of WAGA-TV, has been initiated by the Pi Gama Kappa fraternity of the University of Georgia's Henry C. Grady's School of Journalism. . . . Albert Zugsmith, executive veepee of the Smith Davis Corporation, has been elected chairman of the board of directors of Business Corporation of America. . . . Grover Delaney, general manager of WTHT; Hartford, Conn., has been named group chairman of the six Gannett stations. Robert Burow, WDAN, Danville, Ill., is the new secretary of the group.

Donald MacDonald is new on the KFQD, Anchorage, Alaska, announcing staff. . . . KBYR, Anchorage, reorganized recently, with the following personnel heading up the staff: Doug Sparks, director; Leslie Ferris, traffic manager; announcers, Lew Beaudine, Albert Buscio, Duke Lawrence, Frank Schafler and Rick Meyers. . . . KBYR doing remotes from Aleutian Gardens, night club in Anchorage. . . . KENI, Anchorage, is busy preparing opening of new studios.

# SHORT SCANNINGS

### New York:

Alfred A. Coughlin and Frank Burns have joined the Kudner Agency, Inc., as producer-directors in the agency's radio-television department. . . Robert Wilmot is a recent addition to the staff of Pathescope Company of America, producers of industrial, training and TV commercial films. . . Don Wolf is the administrative assistant to Ted Steele, the WMCA, New York, disk jockey. . . . Harry S. Goodman Radio Productions is now producing a new series of 260 15-minute transcribed shows titled "Jim Ameche Storyteller." Goodman has also recently taken over sales distribution of the M. M. Cole library. . . . George Wallach, director of programs and operations for WNYC, New York, has resigned to devote full time to TV.

Industrial Television, Inc., has appointed Penn-Jersey Television Company, of Paterson, N. J., its distributor for the Northern New Jersey area. ... Neal Van Ells is the new chief announcer of TV station WLW-D, Dayton. . . . WDOT, Toledo, has appointed Headley-Reed Company its national representative. . . . Devereaux & Company, Inc., is the advertising agency for WKTV, the new National Broadcasting Company TV outlet in Utica, N. Y. The station begins operations in September. . . . Norman Evans has joined the announcing staff of WAAM, Baltimore TV station. . . . Sanford Spillman is now acting director of KPIX, San Francisco.

for emsee's berth, is also set to etch several more test disks.

# Chi WGN Swings Ax, Workers' Heads Fall

CHICAGO, May 21.-In line with general retrenchment in the radio industry, WGN, local Mutual Broadcasting System station, this week discharged several employees. This is the second personnel cut since the station began operating WGN-TV, and is partly caused by high cost of video station activities.

Dismissed were Mary Afflick, veteran producer at the station; a public relations writer, a sound man and clerical employees.

Altho talk at the station is that additional dismissals are forthcoming, a station exec stated none were planned.

### SPECIAL FOR SPRING **3 POSES ONLY \$28!**

And when I sez 3 poses . . . it means you pick the 3 best from THE LOT! So nosy up to our studio and smile for our little "birdie"!





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

Seek Special Right Definition

The Billboard 17

Specific Use Licenses Big **Huddle Issue** 

(Continued from page 11) the NAB committee, "in light of the fact that the terms of the ASCAP membership agreement are so ambiguous as to defy construction to the point where neither ASCAP nor the broadcasters can be certain in any case whether a special license would be necessary."

Webs Report to NAB

### **Commercial Fees**

Reviewing ASCAP's proposal to the NAB group that stations and webs pay a commercial fee equal to 2.75 per cent of time sales after certain deductions and that webs and stations pay special license fees up to 20 per cent of the general license fee computed on the 2.75 per cent basis, the NAB-TV music committee informed the NAB board that "your committee felt that it could not recommend to the industry the establishment of the principle of special uses under any circumstances.

"The danger of agreeing to the need for clearing two special uses on a television performance of music, i. e., general and special uses, was well illustrated when one of the major Decca is reportedly asking for a groups of ASCAP publishers unexpectedly withdrew kinescope recording rights some weeks ago," continued the committee. "The fact that a kinescope recording right may exist in addition to the right to publicly perform a composition on a network broadcast puts the publisher in a position where he may collect double fees for what, in effect, is a single use. Your committee felt that the acceptance of an additional special use would only result in double payments by broadcasters and add to their expense of operation beyond their ability to pay." The representatives of the five major webs, who negotiated with ASCAP this week (19) an extension of free ASCAP music use for TV to June 15, are continuing to confer with ASCAP in what is expected to be a running series of sessions for the next few weeks.

**London Records Acquires U. S. Rights to Longhair** Deutsche Gramophon Line "Dramatic' Use

NEW YORK, May 21.-The London | record on the original label.

Gramophone Company adds a classical line to its catalog on or about June 1, when it will release six Lohengrin and Die Freischutz, Rich-Deutsche Gramophon album sets and six single records. London has secured exclusive American import rights for the line, which will retail at \$2.50 per 12-inch platter. The right to import the disks from Germany was cleared thru the joint Import Export Agency, a combined American-British agency there.

This news, coming on top of the visit here of E. R. Lewis, head of English Decca (London's parent company), reportedly to work out a severance of the deal between English and American Decca, is regarded in the trade as a tactical maneuver to strengthen the British outfit's bargaining position. Lewis is understood to be seeking a return of American rights to the FFRR catalog, now held by Decca here, for use by the London firm. He also wants London to be able to record American artists, a right withheld in the contract between the two firms. In exchange for these rights, American minimum annual guarantee from Lewis's foreign distribution of American Decca platters (The Billboard, May 21). In providing London with the highly regarded Deutsche Gramophon line, Lewis, the trade reasons, can now face the Decca people here as already the owner of a good classical line and need not appear as too anxious a petitioner for FFRR.

Highlights of the first release include Tiana Lemnitz renditions from ard Strauss conducting waltzes from his Der Rosenkavalier, Heinrich Schlusnus' operatic selections and a Berlin Philharmonic performance of Respighi's Reste Romane, Victor De Sabata conducting.

# Modern,Norman Served Desist **Order by Starr**

HOLLYWOOD, May 21. - Songstress Kay Starr this week-end served a "cease and desist" order on Modern Records and disk jockey Gene Norman to prevent further pressing or air performance of her plattered version of Good for Nothin' Joe and Ain't Misbehavin', which the chirp cut several years ago prior to signing with Capitol.

Legal action climaxed a week-long beef which started when KLAC disk

### Members' Okay Needed?

ASCAP, Nets

Would Clarify

NEW YORK, May 21.-Committee representing network telecasters and the American Society of Composers, Authors and Publishers (ASCAP) are attempting to redefine dramatic-music rights. These rights, which some consider constitute the crux of the ASCAP-TV struggle, have never been clearly defined, and the attempt to do so now represents an effort by the embattled parties to work out an area of agreement. That such a move was in the wind was indicated in last week's issue of The Billboard.

It was reported that should a redefinition of dramatic-music rights crystallize, ASCAP would submit the definition to its publisher and writermembers for ratification. The new definition, it was said, did not have as its aim the assignation by the members of additional rights to the society; rather, the purpose would be to dissipate some of the limitations or conditions which attend dramaticmusic uses in the blueprint rejected by the National Association of Broadcaster's (NAB) TV committee.

# Allegro Goes 100% Plastic

NEW YORK, May 21.-Allegro Records, featuring classics and kidisks, have completely abandoned shellac in favor of unbreakable plastic material, according to Paul Puner, Allegro president. The diskery's entire classical line is being converted to LP, with 78-r.p.m. completely abandoned. Eight initial releases will come out this week. Some noncontinuous longhair works, such as song cycles, will also be made available on 45-r.p.m. platters, with more of the catalog to follow on 45 when more players are on the market. Allegro kidisks will continue at 78-r.p.m.

cording schedule for this summer, and has also tied up with independent producers in France and Holland for symphonic and operatic waxings cut there. His release schedule calls for two works a month in the summer. and four a month thereafter.

Puner has also set up a new company, Alvox, to distribute Allegro, rating. Jump Jump is being pre-Vox and Bobolink disks in Ohio and pared for TV also.

### Gramaphone Deals

Lewis pointed out that "the transaction was made between London Gramophone and Deutsche Gramophon," stressing the fact that Eng lish Decca is not involved. No pressing rights are involved-Londor imports and distributes the finished

# **Puerto** Talent Inked by RCA

NEW YORK, May 21 .- A chunk of Puerto Rican talent has been added to the RCA Victor recording roster in ters on a royalty basis. Platter pilot the last couple of weeks. Names inked contended he had even made a by Latin American chief Herman Diaz include chirp Ruth Fernandez, Pepito Arvelo and the Cuarteto Manuel Jimenez. Miss Fernandez waxed for Victor several years ago, but in recent years has been with Verne diskery. Arvelo currently leads his own specialty group at the St. Regis here.

Diaz cut four sides of Puerto Rican folk music last week with Canario Y Su Grupo.

Western New York. The firm operates with four resident salesmen and ships from New York City.

Puner personally has entered the Puner has set a heavy classical re- field of radio production, handling Jump Jump of Holiday House, 15minute transcribed kid show written by Martin Weldon, and sold to department store sponsors by the Harry S. Goodman Agency. Two other low-budget shows, one for adults, are in the works, with Puner himself handling some of the nar-

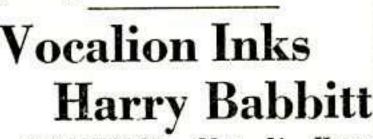
jockey Don Otis barred the record from his airer on the grounds that the platter was in bad taste and showed poor judgment. Otis's beef stemmed from a line in Good for Nothin' Joe reading "He beats the hell out of me." Otis swung support of other local wax whirlers, who likewise banned the record, with Norman the only top jockey to hold out.

Norman's interest in the platter temmed from the fact that he originlly made the disk as part of his "Just azz" concert promotions in Southern 'alifornia. Recorded during the conert session, Norman sold masters to Modern some months ago on a percentage deal.

Norman denied charges that Miss Starr had refused him an okay to release sides via Modern Records. He claimed the thrush's former manager, Berle Adams, originally nixed the release deal but that the chirp reconsidered after severing her management deal with Adams and gave Norman a verbal okay to press platcourtesy call to Capitol Records, disclosing his intention to release platters.

Norman said that he would not knowingly injure Miss Starr's career and, while he thought the disk was a "great record," he would comply with her wishes.

Modern Record execs were undecided as to their future course but had halted all pressing of the disk pending settlement.



HOLLYWOOD, May 21.-Harry Babbitt, featured vocalist with Kay Kyser ork and more recently as single on Columbia Records, was inked this week to a term pact by Vocalion Records, Decca's new 49-cent subsid plattery. Crooner's first two sides included A-You're Adorable and Baby, It's Cold Outside, latter tune done

The Society, according to telecasters, has thus far been unable to frame a general license which would offer telecasters sufficient freedom in the performance of music. The attempt to define dramatic music uses, if successful, would permit the Society to offer TV a less troublesome and less expensive licensing arrangement, inasmuch as it would obviate the necessity of paying additional fees for numerous TV uses.

Music opinion varies regarding the wisdom of redefining such uses and seeking the membership's okay. Some hold that a redefinition might leave the Society with lesser scope than it now has. Others claim the redefinition, or clarification, is necessary. One segment holds that the mere addition of a visual element to the audio element renders a TV performance "dramatic," whereas others claim that a dramatic-music use implies "production," such as scenery, a chorus line, etc. Others claim the true test is whether or not the music has been used in conjunction with the script.

A number of music men viewed with apprehension the possibility of the Society seeking the membership's ratification of a new definition. They printed out that ASCAP had no easy time in getting the membership's okay for such rights as the Society has been offering, and that the proprietors of dramatic rights, particularly show writers, might prove very recalcitrant in the event they were asked to approve a more liberal interpretation of such rights.

Meanwhile, the extension of the cuffo ASCAP license to June 15 resulted in the return of ASCAP music to TV air this week. Negotiating parties reported progress. Networks continued preparations for the use of non-ASCAP material as a precautionary measure.

with Sue Allen handling distaff lyrics. Sides will be included in Vocalion's first national release, set for June 6, according to Dave Kapp, plattery recording topper currently on the Coast. Babbitt is first vocalist to be inked by Vocalion here.



18 MUSIC

The Billboard

### May 28, 1949

Low-Priced Kidisks Boom Biz

Outlets Say 100% Boost In Units Sold

### Merchandising a Hypo

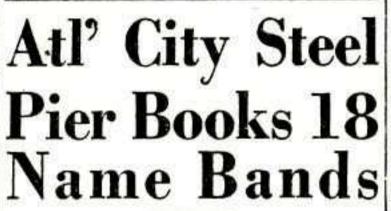
### By Bill Simon

NEW YORK, May 21.—Low-priced miniature children's records are riding the biggest prosperity boom in the history of the industry, with major chains and department stores reporting an increase of approximately 100 per cent over last year in actual units sold. This is attributed to a number of factors, including the stabilization of price at 25 cents, tax included, for six and seven-inch platters. Other factors are the development of durable, colorful, unbreakable plastics, wider title selection, better recordings and more attractive packaging.

Apparently the idea of children having their own phonographs is also gaining acceptance. For instance, one set manufacturer, Hudson Electronics, reports its Junior Juke model sales also running 100 per cent of last year. This company has been manufacturing two models of kidisk players for three years.

According to major 5 and 10-cent store chain buyers and resident buyers for several variety store syndicates, sales on kidisks retailing at more than 98 cents have taken a big tumble. "Riders" Bally

NEW YORK, May 21. -Vaughn Monroe's click RCA Victor disk, Riders in the Sky, is getting some colorful promotion. When the maestro flew his private plane from Pittsburgh to Cleveland-to open Thursday (19) at the RKO Palace-he was greeted at the airport by Max Mink, the Palace's manager, and a cowboy on a white horse. Regalia on the nag and puncher had a ghostly touch, just like the tune's lyric. WGAR hustled a radio man to the airport to get an on-thespot interview via tape, which was later broadcast over the 50,000 watter.



### **June Starts Full Weeks**

ATLANTIC CITY, May 21.— Eighteen of the nation's top-ranking dance bands have been booked for the summer at George A. Hamid's Steel Pier. Tootlers are housed in the Giant Marine Ballroom over the ocean, with Alex Bartha's band on the stand to keep dance music continuous.

# **Decca Drives for Pinpoint Coverage; Distrib Increase**

NEW YORK, May 21.—Decca Records, with 48 distribution outlets— 23 self-owned branches and 25 independent distributors—now has a peak number of outlets, exceeding the 42 it enjoyed in the record boom immediately following the war. and it is in these that the company is increasing its indie distribuer coverage. Of the 23 self-owned branches, eight are key or "super branches." These are division key points, maintaining a complete stock of the entire Decca catalog, and can

The merchandising arrangement, to which Decca attributes a good part of its recent upswing in the pop field, had its inception last July, when the diskery began to pare down its 42 branches and simultaneously pick up independent distributors to replace the weak sisters among the self-owned outlets. The company's idea is to effect a maximum pinpoint coverage, and it is continuing to make indie distributor affiliations wherever it feels that the platter market is not being adequately covered. The plan is to break the country down into ever smaller units of coverage and service. New distributors are taken on on a highly selective basis as to merchandising ability and credit rating. Decca spokesmen point out that this caliber dealer is usually much sought after by competing waxeries, and in view of the current dip in disk sales, is making commitments only with sure-fire lines.

### **Branch Set-Up**

The reason for the dual-type coverage—wholly-owned and independent affiliate—is that certain areas, usually the more populated and urban centers, warrant the branch operation, justifying the overhead by continuous turnover and volume business. Other areas cannot support the expense of a branch,

is increasing its indie distribber coverage. Of the 23 self-owned branches, eight are key or "super branches." These are division key points, maintaining a complete stock of the entire Decca catalog, and can service any demand in and around their area for catalog items. They assure a virtual overnight service to the other branches and indie distributors in their division. This setup relieves the main office of handling small orders on catalog pieces and at the same time offers the dealer faster and more efficient service.

One reason for dealer interest and co-operation is the fact that Docca does not use the standing-order sales approach. The policy is "take what you need and nothing else."

# 49c Kidisks Rush Follows On Oberstein

NEW YORK, May 21.—Following the entry of Eli Oberstein into the 49-cent plastic kidisk field, Peter Pan Records reduced its price for 10i..ch disks this week, and another 49cent label, Bantam, made its debut. Bantam, headed by Lester Sussman,

According to one chain buyer, the constant influx of new catalog material, spearheaded by the original titles poured out by such outfits as the Simon and Schuster Little Golden line, is giving the field a tremendous hypo. The latter line is now reported running well over 1,000,000 disks per month. Several other diskeries, including eter Pan and Teddy Bear, claim that their initial pressing on each new release is set at 250,000.

### More Outlets

Another factor in the growth of the business has been the increased number of sales outlets, with the trend toward merchandising disks in toy departments and newsstands. In variety and department stores especially, toy departments have been partially taking the disk play away from the radio-record departments and have been hitting shoppers who don't gravitate toward disk ordinarily counters. Recognizing this trend, four kidisk manufacturers had booths at the 5-cent to \$5 merchandise fair held at the 71st Regiment Armory here, May 16-20. Labels displayed were Peter Pan, Little Golden Records, Voco and Picturetone. All retail at 25 cents, tho Peter Pan also displayed its 10-inch 40-cent line (see separate story).

While toy departments logically get the biggest chunk of moppet traffic and would seem to be the spot for kidisk sales, several of the top out-(See KIDISKS UP 100% on page 39)

### **Ukulele** Comeback

NEW YORK, May 21.—The National Association of Music Merchants (NAMM) reports the ukulele, standard equipment for college students in the 1920's, is staging a comeback. The 1920's, is staging a comeback. The NAMM says there's a shortage of 50,000 in music stores, and that 100,000 have been sold during the last six months. Operating week-ends until daily operations in early June when the bands come in for full-week stands, Harry James handled the Pier's reopening chores for the Easter weekend and is skedded to return for the three-day Decoration Day week-end. Claude Thornhill is on the music stand (May 21-22). Sam Donahue has the June 4-5 week-end, with the first full-week stand going to Buddy Williams, coming out of Philadelphia, making his inaugural appearance on Steel Pier, June 6 to 11.

Skitch Henderson, also a new music-maker for the Pier, follows June 12-18; Charlie Barnet has the June 19-26 stretch, with Ray McKinley coming in June 26 to carry thru July 2. Freddy Martin is set for July 3-9, with succeeding weeks bringing in Larry Clinton, Tex Beneke, Sammy Kaye, Louis Prima, Vaughn Monroe, Gene Krupa and Carmen Cavallaro. Tommy Dorsey gets the shore's final big week-end, covering the Labor Day holiday, with Tony Pastor and Larry Green for the early September weeks.

# NBOA Reps Set 20% Tax Action

CHICAGO, May 21.—Tom Roberts, counsel for the National Ballroom Operators' Association (NBOA), and Tom Archer, NBOA director and chain ballroom owner, returned from Washington last week after laying groundwork for a forthcoming corrective amendment to exempt ballrooms from paying the 20 per cent cabaret tax.

Roberts said he had contacted Paul J. Schwarz. chairman of the American Federation of Musicians (AFM) 20 Per Cent Cabaret Tax Committee, to seek co-operation of the AFM in the tax fight. Meetings were also held with Gallagher, Osherman, Connor & Butler, Washington law firm. which is associated with Roberts in the NBOA congressional amendment endeavor.

# Nets Ban Raye's "Miss Otis" Disk

HOLLYWOOD, May 21.—Martha Raye's second release for Discovery Records, Miss Otis Regrets, was banned by radio nets this week, following on heels of La Raye's etching of Ooh, Dr. Kinsey which also made network's "don't play" list. While Kinsey was banned for suggestive lyrics, Miss Otis turndown stemmed from long-standing taboo against the tune, dating back more than 15 years, when the Cole Porter ditty was first disked by Ethel Waters.

Discovery claimed, however, that banning of Kinsey had proved a boon to sales and hoped Miss Otis would follow suit. Network's old stand against Otis came to light when American Broadcasting Company (ABC) disk jockey Ira Cook sent the tune to New York for clearance, only to be informed that song was on the blacklist.

# Columbia Gives Palitz the Gate

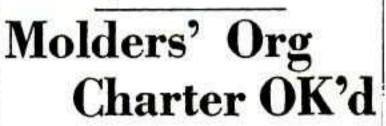
HOLLYWOOD, May 21.—Columbia Records this week pulled a surprise shake-up in the plattery's Coast artists and rep department, dropping Morty Palitz from the staff. Palitz, associate recording director since early this year, left the firm Wednesday (18).

Ben Selvin, Columbia's Hollywood topper, will absorb Palitz's duties as well as handle artist relations and liaison with the plattery's home office. No replacement for Palitz is planned, according to Selvin.

listed six disks on its initial release, and will sell directly to chain stores. Repertoire includes standard stories.

Peter Pan, produced by Synthetic Plastics Corporation, cut from 59 cents to 49, tax included. The diskery's 10-inch line, which has been on the market for a little over two months, is sold both thru distributors and by direct sale. The line lists eight different disks. According to Peter Pan sales manager Ralph Berson, dealer and distributors will not require a rebate on previously purchased stock because all initial orders have sold out.

Peter Pan topper Henry Lapidus is in California on a promotion trip, and Berson leaves June 1 to cover the Eastern Seaboard.



NEW YORK, May 21.—The newly formed Record Molders' Association (RMA), its charter approved by New York Supreme Court, has elected permanent officers for the coming year and extended an invitation to potential members. According to the charter, "Any person, firm or corporation engaged in the pressing or molding of records, or the manufacture, distribution or sale of products used in the pressing or molding of records" is eligible for membership.

Elected officers of the RMA are Grege Erlinger, of Eastern Record Company, president; Maurier (Wally) Wolsky, New York Record Corporation, vice-president; George L. Bard, Bard Record Company, treasurer, and H. Weintraub, of Plastylite Corporation, secretary. Harold R. Kaplan was retained as counsel. The board of directors includes Moe Silvers, of Sun Plastics; Justin Kaplan, of Craft Records; David Foxman, of Raleigh Records; Ike Berman, of Apollo Records, and Gustav Schieman, of Wood's Plastics.

The next meeting of the RMA will be held June 1 at the Brass Rail, restaurant.



### The Billboard

### MUSIC 19

**Group** Rental **Garners** Ops' **Blue Ribbons** 

**Called Best Biz Builders** 

By Johnny Sippel CHICAGO, May 21.-While oldtime and teen-age dancing parties are good promotion gimmicks (The Billboard, May 21), rentals and special parties, directed toward specific groups within a community, are the most consistent business builders, a survey of 50 active ballroom operators throout the country revealed last week. The first results of the ballroom operator survey were disclosed in The Billboard last week.

Best type of rental promotion, according to ops surveyed, is the free wedding or anniversary dance. While ops who utilized this type of promotion often received less than the normal rental because of small crowds at some of the gatherings, they found a new clientele was introduced to the terpery under most favorable conditions. Sorority, club and industrial plant personnel parties ranked second as the most widely used rental promotion.

Milt Tarloff, of the Trianon, Toledo, reported he rents at a meager sum to all four local high schools for Devine, Million Dollar Ballroom, Milwaukee, said his biggest night is the annual ball of the Milwaukee Local of the American Federation of Mupalace, with each year's affair cracking the attendance mark for the previous year. Devine said he worked closely during the past six months with Milwaukee radio stations and staged two major radio broadcasts. which were scheduled for Milwaukee origination, at the ballroom. Of the 50 operators who answered The Billboard query, only one resorted to trick promotion gimmicks to build ballroom attendance. Eddie Gilmartin, manager of the Casino Gardens, Ocean Park, Calif., received local and national publicity from his "girl with the beautiful legs" contest. It was conducted along the lines of a beauty contest, with contestants wearing masks. He also conducted singing contests among the dancers, allowing dancer-contestants to sing with name bands appearing at the ballroom. This contest was plugged by KLAC, Los Angeles. Mary A. McCormack and Joe Barry, operators of Ritz Ballroom, Bridgeport, Conn., submitted a pursesize booklet, issued about every two months to all dancers, which advertises the ballroom's activities during the succeeding eight weeks. Ray Colonari, terp's assistant manager, said a recent booking practice bringing in a name singer with a local or territorial band has paid off a good dividend.

# New 3-Speed Parties Hit Terpery Jackpot For Turntable New 3-Way Unit

NEW YORK, May 21 .- A threespeed turntable-changer mechanism to satisfy the multifarious demands of the present-day record market has been developed by General Instruments Company, of Elizabeth, N. J. The automatic changer handles all three sizes, 7, 10 and 12-inch disks, and three speeds, 45, 331/3 and 78r.p.m.s. The larger center holes of the RCA Victor 45-r.p.m. platters are adjusted to the standard diameter center-post by use of plastic plugbutton inserts. According to a company spokesman, a future model will also provide for playing intermixed 10 and 12-inch disks of any one speed.

The mechanism uses a single turntable and pick-up arm, with two needles-micropoint and regular-in the single cartridge, interchangeable by a button switch. The motor itself utilizes a single rubber drive-wheel arrangement for all three speeds. This wheel works with one of three spindles (one for each speed) to which the motor may shift on a pulley arrangement, governed by a simple three-way switch.

In appearance the new product is similar to the standard Model 700, to which the second speed, 33<sup>1</sup>/<sub>3</sub> r.p.m., had been added several months ago. The three-way jobs are being made up for Crosley, Philco, Emerson and several other prominent combination manufacturers.



Saves Flipover **On LP Platters** 

CHICAGO, May 21.-An automatic three-way record player unit that will play both the A and B sides of Columbia LP records in sequence, was shown last week at the Radio Manufacturers' Association convention here by Markel Electric Products. Inc., of Buffalo. The Markel Playmaster plays both the top and bottom sides of the manual sequence Columbia 12-inch LP's without a flipover. The pick-up arm of the Markel player is equipped with the conventional needle, which points downward, but in addition is equipped with a second needle which projects up out of the pick-up arm. The top side of the LP disk is played in conventional manner, after which a set of three Pay, Don't Pay wheels swing out over the turntable. These wheels are then driven counterclockwise. In another movement, the record drops on top of the three wheels, while the needle which projects up from the arm runs on the underside of the record which is rotating counterclockwise, thus making disk.

for \$99.50, has two interchangeable playing heads, which are snapped has the two needles for microgrooved of 10 seven-inch 45 r.p.m. disks, playfirst players to hit the market in August. The player is being made without a base for use on new radio console sets or as a replacement unit.

# tion commissioner of California. **Carnegie Hall's** Summonses Say NEW YORK, May 21.—Summonses

**Clock Pub First** 

NEW YORK, May 21.-The

Billboard in a recent issue,

stated Trans - America Music

Corporation would be the first

music publishing venture in

which the public could partici-

pate thru the purchase of stock.

The Clock Publishing Company,

Inc., of Santa Monica, a Broad-

cast Music. Inc. (BMI), affiliate,

states it has permitted the sale

of stock since 1947. The com-

pany is licensed by the corpora-

were served against the management of Carnegie Hall this week by Edwin Fadiman and Fadiman Associates Ltd., and by the First Piano Quartet-the first seeking to restrain payment to members of the quartet it possible to play both sides of the for the concert they played at Carnegie, Saturday (14), the second de-The Markel player, which will retail manding that the group be paid.

Fadiman, who claims to be an owner and exclusive employer of the into the head of the pick-up arm quartet, alleges that individual memeasily. One handles a single needle bers of the quartet violated their for all 78 r.p.m. play, while the other | contract with him in booking the concert. He also states that he has adplay. The record player will carry vised concert managers, booking all proms and has initiated hundreds 12 10 or 12-inch LP or 78 r.p.m. disks. agents, radio stations, etc., that the of teen-agers to the merits of the allowing a maximum of almost nine group is under exclusive contract to ballroom thru this promotion. George hours of continuous music with the him and Fadiman Associates, and 12-inch LP. It will play a maximum, that action "similar to the Carnegie Hall suit" will be brought against any ing only one side. Plans call for the parties contracting with individual members of the quartet or agents sicians. This affair has been held for seeking to represent them, instead the past 12 years at Devine's Terof with Fadiman Associates.

### For Brown Crew

HOLLYWOOD, May 21.-Buddy Rich is currently en route to the Coast to join the Les Brown band as featured drummer. Rich, who recently disbanded his own aggregation, will receive a reported \$500 per week to straddle the Brown hides, and is being pulled into the Brown aggregation to lend it additional b.-o. appeal during band's forthcoming 12week Eastern one-nighter tour. Brown hits the road immediately following the last Bob Hope broadcast June 8.

To show off Rich to better advantage, Brown's band will use some of his arrangements which spotlight the drum. Furthermore, the Brown aggregation will offer a semi-show to ticket buyers with the addition of Rich to the novelty talents of Butch Stone and Stumpy Brown.

## **Dorothy Carliss To Cut for Decca**

NEW YORK, May 21.-Dorothy Carliss, English thrush who has been in the United States for a couple of years, this week inked a Decca recording pact. Miss Carliss was one of England's top thrushes over a period of years while she sang with Geraldo's ork there.

She sliced her first wax for Decca here this week with Gordon Jenkin's ork backing. One of the sides has her co-featured with Dick Haymes in a rendition of My One and Only Highland Fling.

## Gabbe, Lutz & Heller **Ink Eager for 3 Years**

NEW YORK, May 21.-Warbler Johnny Eager, who last week secured a release from his Metrotone Records contract, has entered into a threeyear personal management agreement with Gabbe, Lutz and Heller.

Eager is set to open at the Copa-

# **WIS Hired Hands** To Wax for Cap

COLUMBIA, S. C., May 21 .- The WIS Hired Hands, for 12 years featured folk artists on the local National Broadcasting Company (NBC) affiliate, have won a recording contract with Capitol Records. They won out over 70 other auditioning folk units from all over the South.

As winners, the Hired Hands made two sides with Tex Ritter, . Carcless Hands and 'Ceptin' Old Shorty. Tommy Faile of the Hired Hands recorded two selections, his own composition, Take Me Back Down South, and There's a Petal Missing.



BRIDGEPORT, Conn., May 21.-The Connecticut Symphony Orchestra, despite a deficit of \$3.652.82 incurred last season, will launch its second season of pops concerts at the Fairfield University Field starting July 1.

Lawrence Tibbett and Eleanor Steber, Met Opera stars, will donate their services to help the ork get out of the red.

Tibbett, who accepted the honorary chairmanship of the association, will appear at one of the August concerts, while Miss Steber will perform at the first of the series on July 1, with Howard Barlow, conductor of the Firestone Hour and of the Columbia cabana in Pittsburgh at an early date. Symphony Orchestra, on the podium. September release.

### Says No Pact

A spokesman for the quartet said that the group served Fadiman with a notice of termination last January 21, and that no contract exists between them and Fadiman.

Fadiman claims to have established the quartet in 1941, when he entered into a partnership-management-exploitation relationship with the group. The spokesman for the quartet maintains that the group had been active before Fadiman came in, and that he subsequently breached his contract, warranting the termination notice in January.

# Sinatra Plans **Quitting Morris**

NEW YORK, May 21.-Frank Sinatra, here this week to shoot some picture scenes, and Hank Sanicola, manager of Sinatra Songs, disclosed that negotiations to sever the pubbery from the E. H. Morris holdings are virtually completed.

The firm's current plug song, Night After Night, lost a chance for thoro coverage by the majors when Columbia allegedly jumped the gun on the release of the Sinatra waxing of the song. Skedded for May 15 release, the waxery sent the disks out a month early. Only one other com-pany made the song-MGM, with Billy Eckstine.

The firm is still on Night, nevertheless. Future plug efforts for the Sinatra firm will be devoted to It's Only Money and Kisses and Tears, from the forthcoming RKO flicker, It's Only Money, starring Sinatra. The film, with the score by Sammy Cahn and Jules Styne, is skedded for

# **Penn-Del-Mar AFM Elects Kleinkauf**

WILKES-BARRE, May 21 .- The Penn-Del-Mar Conference of the American Federation of Musicians (AFM) named Peter J. Kleinkauf, of Kingston, Pa., as president at its 35th annual convention here last week-end. Matthew Cullen, Harrisburg, was named first vice-president.

More than 240 delegates were present.



# Palladium Skeds **Hoedown Policy**

HOLLYWOOD, May 21. - Hollywood Palladium has succumbed to the mounting craze for hoedown dancing and will launch a Sunday square dance policy June 5. Western dance sessions will be held from 2 to 5 p.m. every Sunday afternoon. Hoedowns have continually grown in popularity, with special square dance parties thrown by screen stars and hundreds of clubs devoted to the Western dance currently in existence in these parts.

Ralph Maxhimer, a caller who has officiated at screen celeb hoedown sessions, was named as Palladium's caller. Among those who have recently utilized Maxhimer's talents as caller have been Mr. and Mrs. Douglas Fairbanks Jr., Mr. and Mrs. Henry Wilcoxon, Mr. and Mrs. Andy Devine, Mr. and Mrs. Lloyd Nolan, Dorothy Lamour and William Ross Howard III, Lucille Ball and Desi Arnez, Marie McDonald, Harry Karl and many others.

# **Koenig Debuts** Good Time Wax

HOLLYWOOD, May 21. - Paramount screen writer Lester Koenig this week went into the diskery biz by launching his Good Time Jazz label. Long a le jazz hot devotee, Koenig at one time was co-owner, ings and put in a few kind words with Dave Stuart, of the Jazz Man Record Shop. First four sides were recorded by a local novelty jazz group (appearing currently at Melrose Cavern), which tags itself the Firehouse Five Plus Two. Group consists of Ward Kimball, tram and leader; Harper Goff, banjo; Clarke Mallery, clarinet; Jim MacDonald, drums; Ed Penner, bass; Frank Keene's book is entirely Shaw, with Thomass, piano, and Johnny Lucas, trumpet. First sides include originals Fireman's Lament and Hook and Ladder Stomp, plus oldies San and Blues My Naughty Baby Gave Me. Koenig sessions are cut at Radio Recorders, with pressing handled by Louis Rudner Company, firm which presses Tempo's product. Jack Lewerk will handle distribution. Disks are currently receiving local jockey attention.

The Billboard

### THE STAND ON

**Reviews of Orchestras Playing Hotels, Night Clubs and Ballroom Locations and One-Nighters** 

### **Bob Keene**

(Reviewed at Hollywood Palladium, Hollywood, May 9. Personal manager, Dave (Ace) Hudkins. Booked thru Music Corporation of America.) TRUMPETS: Mickey Mangano, Everett Mc-

Donald and Jimmy Salko. TROMBONES: Phil Washborn, Elmer Snider

and Herbie Harper. SAXES: Walter Weidler, first alto; Doc Davidson, second alto; Mack MacLaughlin, first tenor; Steve White, second tenor.

RHYTHM: Bob Seaman, piano; Lee Russell, bass; Bill Pittman, guitar, and Frank Body. drums.

VOCALIST: Penny Parker.

LEADER AND CLARINET: Bob Keene.

ARRANGERS: Jerry Gray and Ralph Hollinback.

Bob Keene band, born as a promotional stunt, is shaping into a highly listenable aggregation. Approximately a year ago, Ace Hudkins, former Artie Shaw drummer, decided to dust off the old Shaw library, which had been left in his care, and hatched the idea of starting an Artie Shaw-type band, composed mostly of his band school students, with Bob Keene, a capable clarinetist, to front the group. Hudkins realized the band would need a promotional push, so he cut in three local disk jockeys for a piece of the band. The three jocks, who are still in the picture, are Bill Anson (KFWB), Alex Cooper (KXLA) and Don Otis (KLAC).

As band's coin grew, Hudkins was able to gradually replace tyros with accomplished musicians. Meanwhile, jocks continued to spin old Shaw diskabout the Keene crew.

Talk of "Bob Keene and the Artie Shaw band" aroused Shaw's ire, who shot cease and desist orders to Hudkins to stop using the Shaw name. Convinced Shaw would turn on the legal heat, Hudkins finally heeded the threats and dropped the Shaw name but not his library. Today. the exception of a very few new tunes which were added recently.

### Lawrence Duchow

(Reviewed at Trianon Ballroom, Chicago, May 18. Booked by Morin-Schwartz Agency, Milwaukee.)

SAXES: Ray Wold, Billy Mertz and Reuben Hoffman.

TRUMPETS: Don Raush and Bobby Anderson.

RHYTHM: Larry Tagel, bass and tuba; Carl Ackerberg, plano; Herb Behnke, drums, and Wally Spletoesser, accordion. VOCALIST: Leo Rohan.

LEADER: Lawrence Duchow, accordion and vocals.

ARRANGERS: Earl Dehart, Bill O'Brien and Emil Guenter.

If the current trend to old-time dancing continues, it will be spearheaded by bands of the caliber of Lawrence Duchow and His Red Raven Orchestra. This Victor recording 11-piecer shows the technical ability and showmanship of its larger contemporaries in the pop field. In addition, the Duchow crew imparts a personality and gusto to its work that outshines its rivals.

Playing in the cavernous Trianon, the nine sidemen combine to play as mellow and big a melody as the larger pop bands. Arrangements call for almost continuous ensemble by the full band, with Larry Tagel's tuba doing a fine job of fill-in. Primary difference between this Duchow ork and a pop band is the library. Duchow's library is primarily made up of international type music, with schottisches, polkas, Herr Schmidts, finger dances and circle two-steps the big numbers.

Duchow's arrangements are full of melody. The band has a terrific vocalist in tall, husky Leo Rohan, whose baritoning would make him an easy choice for a leading role in a Broadway musical. He gets the same power that has made Vaughn Monroe's bary a top favorite. Duchow is an excellent personality fronter, exchanging plenty of patter with dancers, doing a polka version of Cab Calloway's dance in front of the band and playing accordion and singing some novelties and lighter polkas. Duchow also calls all circle two-steps. The band does a capable job on all types of pops. Book has the leading romantic ballads, which are thrown in occasionally to pace the sets. Band did a series of name band impreshes at intermission, which would make okay vaude material.

# Cap & Mercury Suit Continues

NEW YORK, May 21.-According to the stipulation filed in Federal Court, Capitol Records has until Thursday (26) to file an answer to Mercury's cross complaint in connection with the Capitol suit over Telefunken wax.

Mercury, according to its answer to the Capitol complaint, made a general denial of all allegations and asked that the suit be dismissed. The firm also filed a cross-claim a inst Capitol for an injunction and accounting of profits. In its countersuit against Cap, Mercury claims it obtained rights to reproduce Telefunken masters which are the property of Gramophone Works of Czechoslovakia. Mercury says it reproduced the Gramophone works under a license which Gramophone had obtained at some prior date from Telefunken, and that at no time did Mercury advertise or intend to advertise that its recordings were Telefunken.

# NARD Presents Plan to Mfrs.

ST. LOUIS, May 21.-The National Association of Record Dealers (NARD) has prepared a four-point program which has been accepted by the membership and presented to several leading manufacturers. The program would: (1) Inaugurate a flat 50 per cent discount from the list price of records to the dealer; (2) increase of the present 5 per cent obsolescence to 10 per cent; (3) return of this obsolescence to the distributor from whom it was purchased, and (4) secure protection for the dealer in the event of any further price adjustments.

A NARD committee, including

## **Osfeld Ill; Pemora Handles Barron Biz**

NEW YORK, May 21.-During the illness of Jack Osfeld, professional manager of Blue Barron Music, Pemora Music has taken over as sole selling agent for Barron. Pemora, which is owned by Jose Morand and Xavier Cugat, will continue work on the Barron plug, You're So Understanding, and Barron contact man Milt Stavin joins Pemora for the push. According to Morand, his outfit will continue to work on its own plug, Open the Door Polka.

Orkster Xavier Cugat, now en route here from Argentina, recently made deals obtaining Guarare, current Panamanian hit, and Para Que, a Uruguay hit, for Pemora in the **U.** S.



This reviewer first suffered thru the band's attempts in its earlier days. By comparison, band has gone a long way. Playing time plus replacements in the ranks has achieved what had once seemed the impossible.

Band is well rehearsed, clean-cut in its phrasing, sharp and crisp in attacks and cut-offs. With a professional backdrop for his clary work, Keene can now show off his solo merits. For the most part, Keene avoids the old powerhouse Shaw jumpers in favor of the sweeter selections. Tempi are held within dancers' reach at all times, while band volume is never allowed to get out of hand. A definite asset to the Keene crew are the vocal talents of cute and winsome Penny Parker. Lass gets under the lyric to make it count in such oldies as All the Things You Are, Imagination Is Funny, Blue Rain, and the only recent tune heard during the evening, Again.

Shaw-famed instrumentals getting a renewed ride included Temptation, Begin the Beguine, One-Night Stand, Donkey Serenade, among others. There's no denying that the old Shaw arrangements were fine in their day or that an occasional glance into the past can prove enjoyable. But a complete diet of yesteryear fare becomes hours and a more extensive pension tiresome. If Keene can use the Shaw arrangement.

(Continued from page 3)

son to use microgroove wax. This

assumption is based on reports from

manufacturers who make LP equip-

ment.

Johnny Sippel.

book as a foundation upon which to build similarly arranged (but with a modern day touch) new fare band may have a chance to grow in public favor. As it stands now, it totally lacks a personality of its own, something it can never ach eve by parading in another's robes. Nor can it expect to gain record company attention until it can offer its own arrange ...ents of new material.

### Lce Zhito.

NEW YORK, May 21.-The United Electrical and Machine Radio Workers of America and Columbia Records, Inc., are negotiating a renewal contract covering employees at the diskery's Bridgeport, Conn., plant. The present pact expires May 31. The union is asking wage hikes, reduced

more program time than a 16-incher,

LP has a lower cost per record than

According to Clarkson, unofficial

Robert Walker, St. Louis, secretary, and Charles Netzow, Milwaukee, has held lengthy discussions with several executives of RCA Victor. It is the opinion of this committee that there is some real chance to enact a part of the program in the near future. RCA Victor has previously assured the dealer 30-day price protection in the event of changes within the price structure.

## **Columbia Disk Sales** Sparked by Stern Via "Kate" Contest

HARTFORD, Conn., May 21-Stern & Company of Hartford, wholesale distributors of Columbia records in Connecticut and Massachusetts, has concluded an extensive sales promotion campaign in the interests of Kiss Me, Kate song albums. The campaign, conducted under the supervision of Francis E. Stern, president; Leonard Berens, sales manager, records division, and James F. Smith, sales promotion manager, had over 200 retail record stores in Connecticut and Western Massachusetts participating.

For the contest, special stress was put on Kiss Me, Kate albums No. C200 and long playing microgroove records ML4140, with Stern & Company awarding one ticket to the Broadway show to each salesperson in the 200 stores selling 25 C200's or 25 LP microgroove ML4140's.

For every 50 albums or 50 LP microgroove records sold, the salesperson received two tickets to Kiss Me, Kate.

Promotion included a drawing, the lucky person getting in addition to tickets, an all-expense trip to New York, with headquarters for three LP wax offers 20-minute playing estimates indicate that the percentage days at the Waldorf-Astoria Hotel, time on each side of a 12-inch rec- of FM stations equipped for micro- and a conducted tour of Columbia ord and 13 minutes on each side of groove disks is higher than the per- Records and Columbia Broadcasting a 10-inch. In addition to having centage of AM stations so equipped. System studios.

### Inden the ball and and the ball and the ball

For LP's; 185 Readying

the 16-inch.

652 AM Outlets Equipped

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The Billboard

21 MUSIC

# EVERYONE'S GOING WILD ABOUT THIS NEW DECCA HIT!

BABY, IT'S COLD OUTSIDE

coupled with DON'T CRY, CRY BABY

DECCA 24644

-AS ONLY FITZGERALD JORDAN ELLA FITZGERALD JORDAN CAN SING IT

BING CROSBY

Decca 24616

Records!

# **6 TERRIFIC NEW RECORDS**

- \* THE HUCKLEBUCK LIONEL HAMPTON LAVENDER COFFIN Decca 24652
- \* MAYBE IT'S BECAUSE DICK HAYMES IT HAPPENS EVERY SPRING Decca 24650
- ★ THE FOUR WINDS AND THE SEVEN SEAS WHEN MY DREAM BOAT COMES HOME GUY LOMBARDO Decca 24648
- \* OPEN THE DOOR POLKA ST. BERNARD WALTZ LARRY FOTINE Decca 24647
- ★ LOVER'S GOLD ELLA FITZGERALD **BLACK COFFEE** Decca 24646
- ★ HOHOKUS, N. J. ANDREWS SISTERS MALAGUENA Decca 24645

- AGAIN SKIP TO MY LOU
- YOU, YOU, YOU ARE THE ONE RUSS MORGAN FOREVER AND EVER Decca 24569
- MERRY-GO-ROUND WALTZ GUY LOMBARDO **CANADIAN CAPERS** Decca 24624
- **RIDERS IN THE SKY (A Cowboy Legend)** LULLABY LAND BING CROSBY Decca 24618
- CARELESS HANDS MEMORIES

Don't Wait For Your Salesman,

**ROOM FULL OF ROSES** DICK HAYMES A CHAPTER IN MY LIFE CALLED MARY Decca 24632

Fastest Selling

ORDER TODAY!

America's

BALI HA'I GORDON JENKINS Decca 24602 SOME ENCHANTED EVENING

10 DECCA CURRENT HITS! ....

- BING CROSBY Decca 24609
- I DON'T SEE ME IN YOUR EYES ANYMORE BECAUSE YOU LOVE ME THE STARDUSTERS with GORDON JENKINS Decca 24576
- "A"-YOU'RE ADORABLE BEAUTIFUL EYES
- LARRY FOTINE Decca 24579
- ONCE IN LOVE WITH AMY RAY BOLGER MAKE A MIRACLE with Allyn McLerie Decca 40065 Unbreakable \$1.00

RECORDS

Single Records 75¢ (plus tax)

Comesti.

Prices de not Include Federal. State or Local Taxes

LOOK TO DECCA FOR THE GREATEST COLLECTION OF THE GREATEST RECORDS!



MUSIC 22

The Billboard

May 28, 1949





# HONOR ROLL OF HITS

The title "HONOR ROLL OF HITS," is a registered trade-mark and the listing of the hits has been copyrighted by The Billboard. Use of either may not be made with-

Last Weet

Published by Mayfair (ASCAP) Records available: B. Crosby-K. Darby Singers, Decca 24618: D Falligant-H. Winterhalter Ork, MGM 10404; B. Ives, Columbia 38445; Vaughn Monroe, Victor 20-3411; P. Lee, Capitol 57-608; F. Willing & His Riders of the Purple Sage, Capitol 57-40164; S. Jones & His Death Valley R ngers, Mercury 5320; (No information on electrical transcription libraries available as The Bill-

By Frank Winkler-Malla Rosa Published by Robbins (ASCAP)

Records available: H. Carroll & the Carolers, Mercury 5252, Perry Como-M. Ayers, Victor 20-3347; Russ Morgan Ork, Decca 24569 D Shore-H Zimmerman Ork Columbia 38410 M. Whiting, Capitol 15386, P Reed Dance-Tone

NBC Thesaurus; Russ Morgan, World; Lucille Norman, Standard; David

By Newman and Cochran Published by Robbins (ASCAP)

Records available: V. Damone-G. Osser Ork, Mercury 5261. D. Day-The Meilomen, Columbia 38467; T. Dorsey-M Lutes, Victor 20-3427; Joe Graydon-G. Jenkins Ork, Decca 24602; A. Mooney Ork. MGM 10398; M Scott-The Paulette Sisters, Spotlite 516; M. Torme, Capitol 15428; L. Rucker & C. McLin Combo.

Electrical transcription libraries: Linda Stevens-Rene Durant, Standard;

Records available: B. Barron Ork, MGM 10346; Jack Smith- The Clark Sisters,

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10





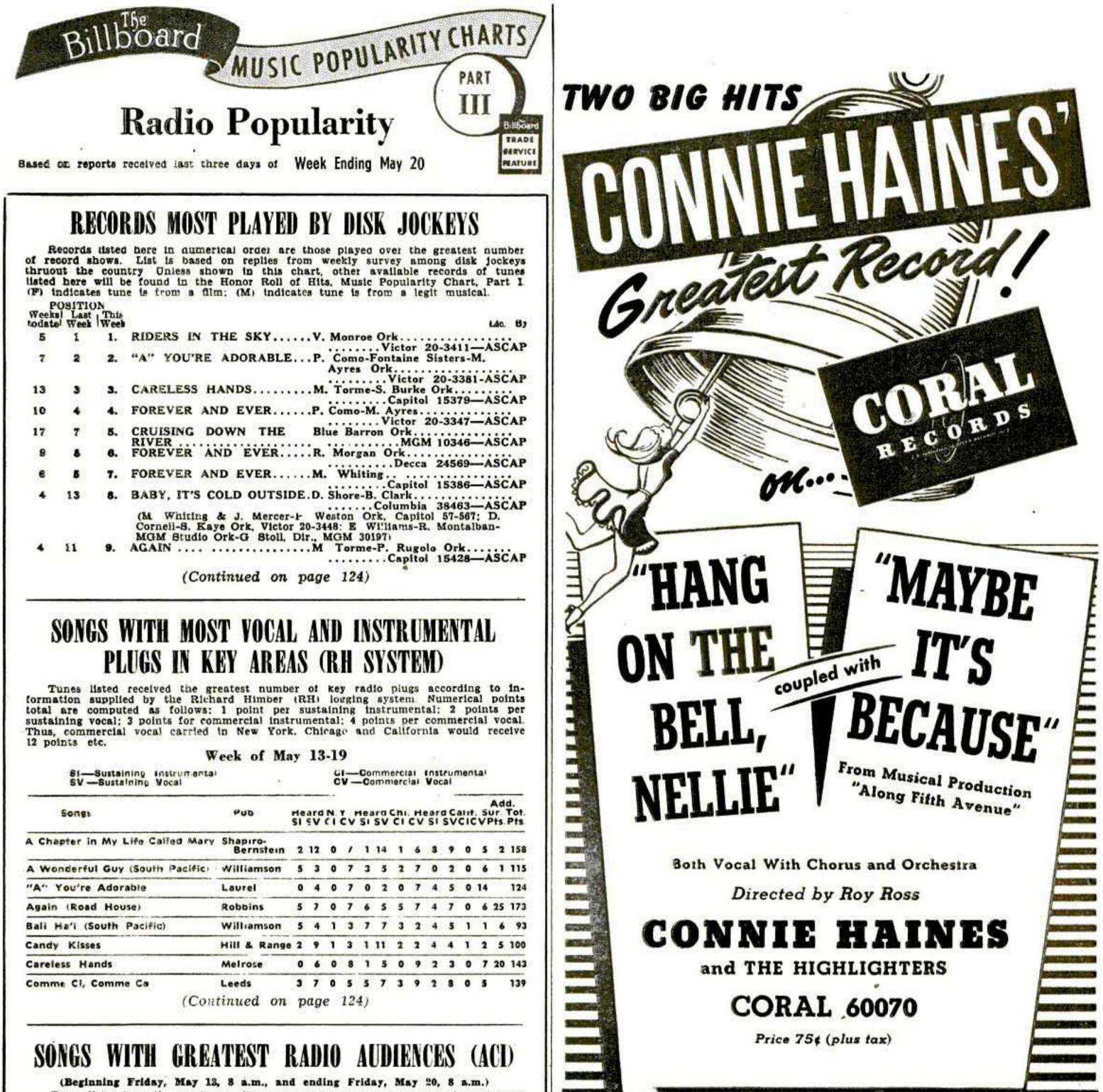




7	9	8.	HOW CAN YOU BUY KILLARNEYPeter MauricePeter Maurice
9	7	9.	PUT 'EM IN A BOX, TIE 'EM WITH A RIBBON Connelly
3	11	9.	STRAWBERRY MOON Edward Kassner *
4	13	11.	PUT YOUR SHOES ON, LUCYBourne, Inc.
2	19	12.	WEDDING OF LILI MARLENE
23	9	13.	CUCKOO WALTZ
14	8	14.	IT'S MAGIC Campbell-Connelly Witmark
1	-	15.	BEHIND THE CLOUDS Feldman*
21	13	16.	HEART OF LOCH LOMOND. Unit Chappell
34	18	17.	WHEN YOU'RE IN LOVE Bradbury Wood Chappell
1	-	18.	CANDY KISSES
1	_	19.	CLOPIN, CLOPANT Peter Maurice Leeds
1	-	20.	TILL ALL OUR DREAMS COME TRUE Lawrence Wright*

Name	ł
Address Bill me	
City	

www.americanradiohistory.com



SV Sustaining Vocal				0	CV -	-0	חידוס	nerc	al	Voc	al				
Songs	Pub		ard										. SI		d. Tot Pts
A Chapter in My Life Called Mary	Shapiro- Bernstein	2	12	0	,	1	14	1	6	3	9	0	5	2	158
A Wonderful Guy (South Pacific)	Williamson	5	3	0	7	3	5	2	7	0	2	0	6	1	115
"A" You're Adorable	Laurel	0	4	0	7	0	2	0	7	4	5	0	14	25	124
Again (Road House)	Robbins	5	,	0	7	6	5	5	7	4	7	0	6	25	17:
Bali Ha'i (South Pacific)	Williamson	5	4	1	3	7	7	3	2	4	5	1	1	6	9
Candy Kisses	Hill & Range	2	9	1	3	1	11	2	2	4	4	١	2	5	100
Careless Hands	Melrose	0	6	0	8	1	5	0	9	2	3	0	7	20	143
Comme Ci, Comme Ca	Leeds	3	7	0	5	5	7	3	9	2	8	0	5		139

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

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

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The Top 30 Tunes (plus tics)

A Chapter in My Life Called Mary (R)Shapiro-Bernstein-ASCAP A Wonderful Guy (M) (R)ASCAP
"A" You're Adorable (R)ASCAP
Again (F) (R) Robbins-ASCAP
Bali Ha'i (M) (R)Chappell-ASCAP
Candy Kisses (R)BMI & Range-BMI
Careless Hands (R) A AND AND AND AND AND AND AND AND AND A
Comme Ci, Comme Ca (R)Leeds-ASCAP
Cruising Down the River (R)ASCAP
Everywhere You Go (R)
Five Foot Two, Eyes of Blue (R) Feist-ASCAP
Forever and Ever (R)
1400 Dream Street (R)
Havin' a Wonderful Wish (F) (R)Paramount-ASCAP
How It Lies, How It Lies How It Lies (R) E. H. Morris-ASCAP
Hurry, Hurry Hurry (R) Dreyer-ASCAP
I Didn't Know the Gun Was Loaded (R)Lewis-ASCAP
If I Could Be With You (R) (F) Remick-ASCAP
It's a Big, Wide. Wonderful World (R)BMI-BMI
Kiss Me Sweet (R)
My One and Only Highland Fling (F) (R) Harry Warren-ASCAP
Red Roses for a Blue Lady (R)
Riders in the Sky (R)
Someone Like You (R)
Someone To Love (R)BMI
Streets of Laredo (F) (R)
Sunflower (R)
The Little Old Church Near Leicester Square (R)Oxford-ASCAP
You Broke Your Promise (R)Pic Music-ASCAP

### CORAL DISTRIBUTORS

BALTIMORE, MD. **General Distributing Co.** BEVERLY HILLS, CALIF. Yaras and Co. (for export only) BOSTON, MASS. Music Suppliers of New Engl., Inc. CHARLOTTE, N. C. F and F Enterprises CHICAGO, ILL. Remco, Inc. CINCINNATI, OHIO Hit Record Distributing Ca. DALLAS, TEXAS Dunbar Distributing Co. DENVER, COLO. Auto Equipment Co. DETROIT, MICH. Polonia Distributing Co.

GREAT FALLS, MONT. **Music Service Company** HARTFORD, CONN. Plesce Distributing Co. HOUSTON, TEXAS South Coast Amusement Co. KANSAS CITY, MO. Millner Record Sales Co. LOS ANGELES, CALIF. Modern Distributing Co. NASHVILLE, TENN. Tennessee Music Sales, Inc. NEW YORK, N. Y. **Cosnat Distributing Corp.** OKLAHOMA CITY, OKLA. Burns Distributing Co. PHILADELPHIA, PA. Winthrop Co.

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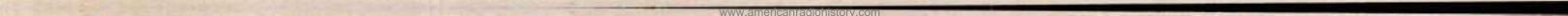




7	10	14.	AGAIN I Love You So Much It
11	8	15.	CARELESS HANDSM. Torme-S. Burke Ork Always True to You inCapitol 15379-ASCAP My Fashion
8	28	16.	ONCE IN LOVE WITH AMY.R. BolgerDecca 40065—ASCAP Make a Miracle (F. Martin Ork, Victor 20-3324; F. Sinatra, Columbia 38391; B Brees-The Brite Sisters, Spotlite 514)
3	23	17.	그 같은 것 같은 것 같은 것 같은 것 같은 것 같은 것 것 같은 ? ? ? ? ? ? ? ? ? ? ? ? ? ? ? ? ? ?
11	20	18.	BLUE SKIRT WALTZF. Yankovic and His Yanks-The Charlie Was a Boxer Marlin SistersColumbia 12394-F-ASCAP (H. Harding, Grand G-25013; H. Carroll & Carolers. Mercury 5252; L. Duchow Red Raven Ork, Victor 30-3356; Socarn-Habat Polka Ork, Decca 45068; V. Zembrusky, Continental C-1260; Harmony Bells Ork-J. Conway & The Wayfarers. Dans 2042)
18	12	19.	
2	29	20.	BALI HA'IP. Como-M. Ayres Ork Some Enchanted Evening
1	( <u>1</u> )	20.	MERRY-GO-ROUND WALTZ.G. Lombardo & His Royal Cana- Canadian Capers diansDecca 24624 (L. Welk Ork, Mercury 5294; A. Mooney Ork, MGM 10405)
2		22.	A WONDERFUL GUYM. Whiting-F. DeVol Ork Younger Than Springtime
2	23	23.	AGAIN
2	-	24.	신님 만나 1 위에 휴가님의 일 것이 만든 일요에서는 정말 것이라면서 이 것이 것이지? 것이 가지 않아 않는 것이지? 것이 가지 않아 있는 것이 것이지? 것이 이 것이 것이지? 것이 이 것이 같아요.
1	/	25.	SOME ENCHANTED EVE- NING
3	17	26.	RIDERS IN THE SKY B. Crosby-K. Darby Singers Lullaby Land
10	-	27.	CRUISING DOWN THE RIVERJ. Smith-The Clark Sisters-F. De- Coca Roca Vol OrkCapitol 15372-ASCAP
	22	27.	BLUE MOON
1	-	27.	실험성 [1] 이 방법 것 같은 것이라는 것 같은 것이 것 같은 것이다. ㅋㅋㅋ 가지가 가지 않는 것은 것이라는 것 같이 많이 들어요. 그 같은 것이라고 있는 것이라요. ㅋㅋ ^^^
	19	30.	이 말했다 것 같 것 있었는 것 같은 이 가 것 것 없는 이 가 있었다. 것 같은 모두에 이렇게 말했다. 말한 것 같은 것 같은 것 같은
		-	WARNING!
		whe info head If a	utilizing these charts for buying purposes readers are ed to pay particular attention to information listed which we the length of time a record has been on the chart, and ther a record's popularity has increased or decreased. This rmation is shown in the left-hand columns under the dings: "Weeks to Date," 'Last Week" and "This Week." record has had an unusually long run, or if its current tion "this week" versus "last week" shows a sharp drop. diers should buy with caution







MUSIC 28

The Billboard

Billboard

May 28, 1949

PITY CHARTS



1. 10			MUSIC POPULARITICITARIS
4		R	etail Record Sales
d o	n repo	orts r	eccived last three days of Week Ending May 20
		BE	ST-SELLING CHILDREN'S RECORDS
ores	s (dea	lers).	d are those children's records selling best in the nation's retail record according to The Billboard's weekly dealer survey. Records are to greatest sales
Wee	POSIT ks   Lai tel Wee	st   Th	is eb
50	1	1.	LITTLE TOOT (One Record)
0	2	2.	Don Wilson-The Starlighters
7	3	з.	Billy May With Ork-Vance "Pinto" ColvigCapitol BBX-34 SO DEAR TO MY HEART ALBUM (Four Records) Walt Disney-B. May, directorCapitol BD-124-Capitol DD-109
9	6	4.	BUGS BUNNY AND THE TORTOISE (Two Records)
0	5	5.	a war weitte the stoudtury
5	4	6.	Mel Blanc
7	11	7.	Vance "Pinto" Colvig, Billy May OrkCapitol DBX-99 LITTLE ORLEY-UNCLE LUMPY ALBUM (Two Records) Fred Waring and PennsylvaniansDecca CUS-7
0	10	8.	BOZO SINGS (Two Records)
9	-	9.	Billy May With Ork-Vance "Pinto" ColvigCapitol DBS-84 BOZO AND HIS ROCKET SHIP (Two Records)
9	8	10.	Billy May With Ork-Vance "Pinto" Colvig Capitol BBX-65 NURSERY RHYMES (Two Records)
4	-	11.	Frank LutherDecca CS-5 JOHNNY APPLESEED (Three Records)
3	15	12.	Dennis Day
7	-	12.	
2	-	14.	S. Temple-Chorus, P. Smith, director
8	12	15.	Peter Lind Hayes Decca CU-108
9	12	15.	D. Kaye
		10.	Johnny Mercer and Original CastCapitol CC-40

### BEST-SELLING RECORDS BY CLASSICAL ARTISTS

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

scription qualities. Resist buckling and warping.

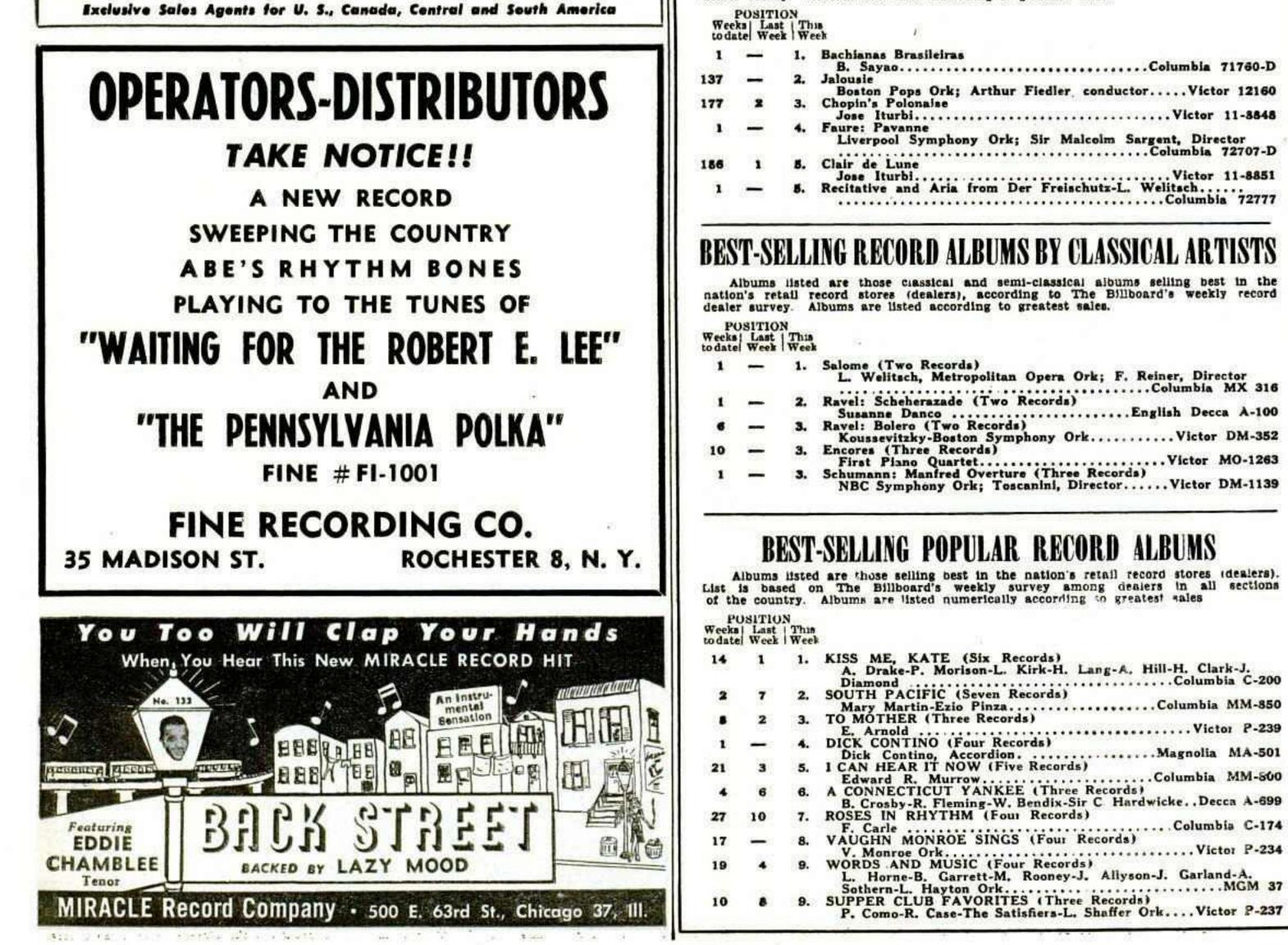
long-wearing records with minimum surface noises. Moderately priced.

be sent at your request on your letterhead. Note: We are not record pressers. Biscuits for test

**41 EAST 42D STREET** 

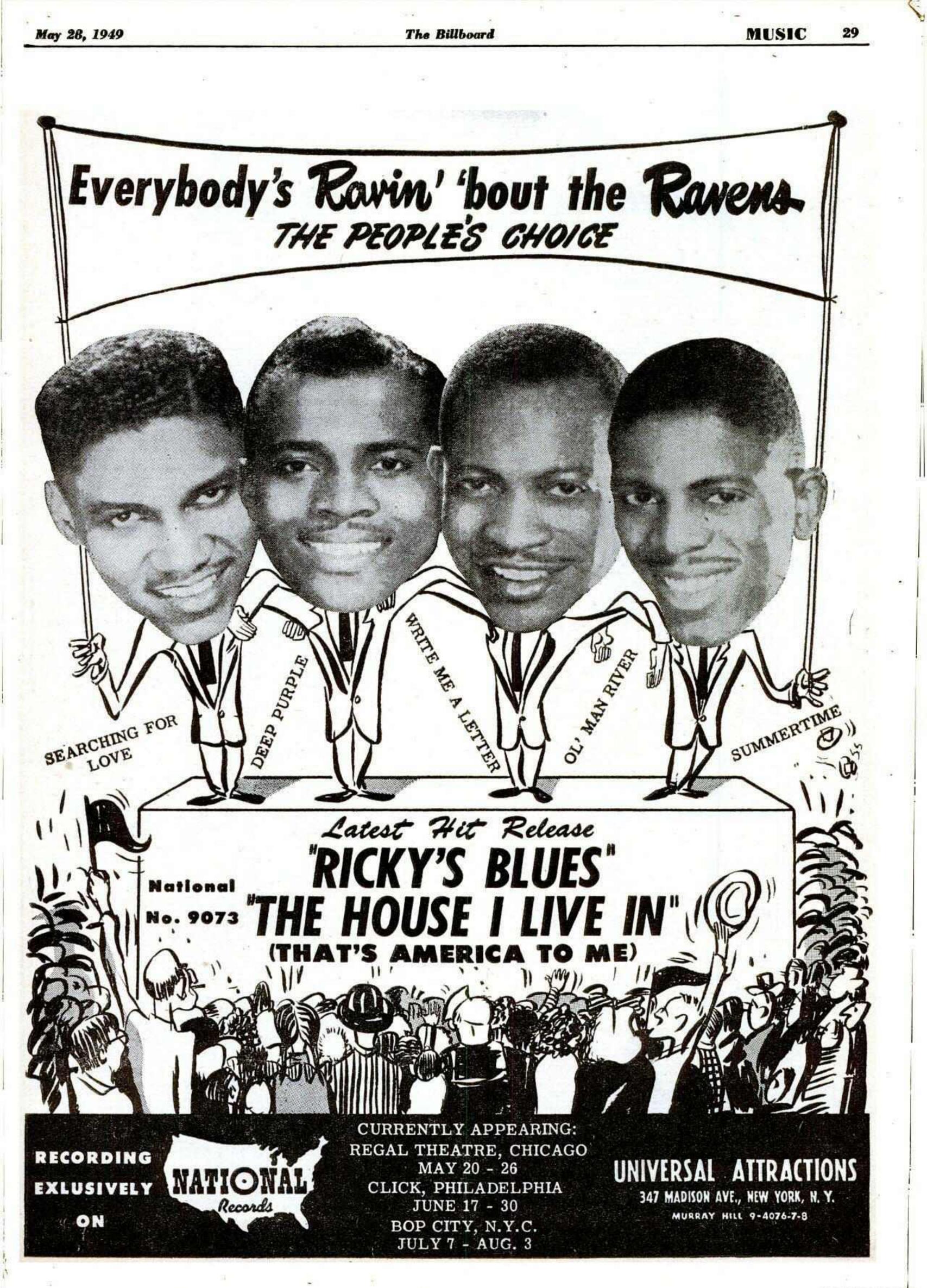
purposes only will be sent. BINNEY & SMITH COMPANY

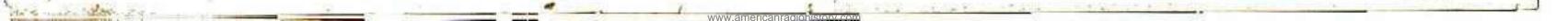
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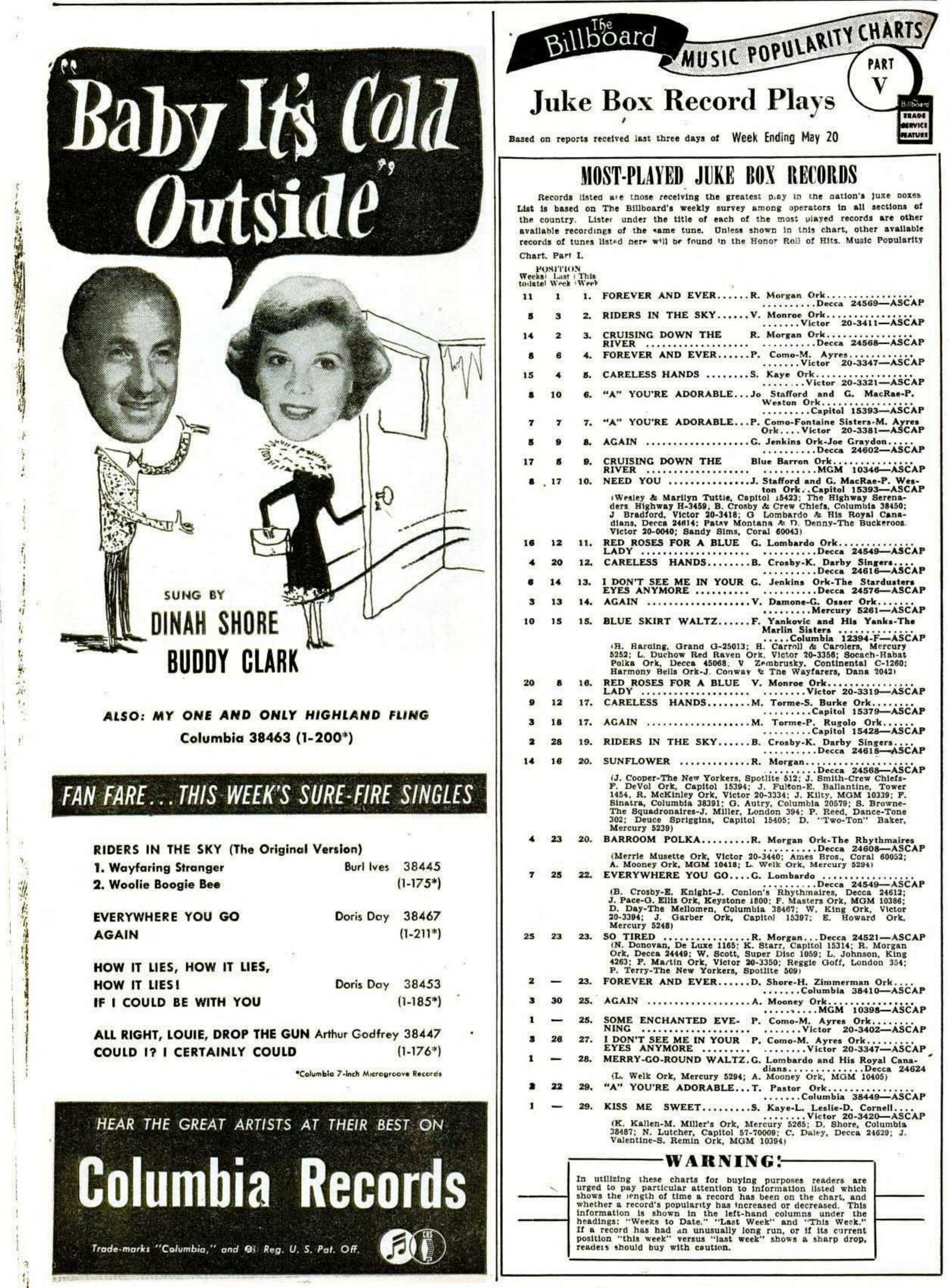


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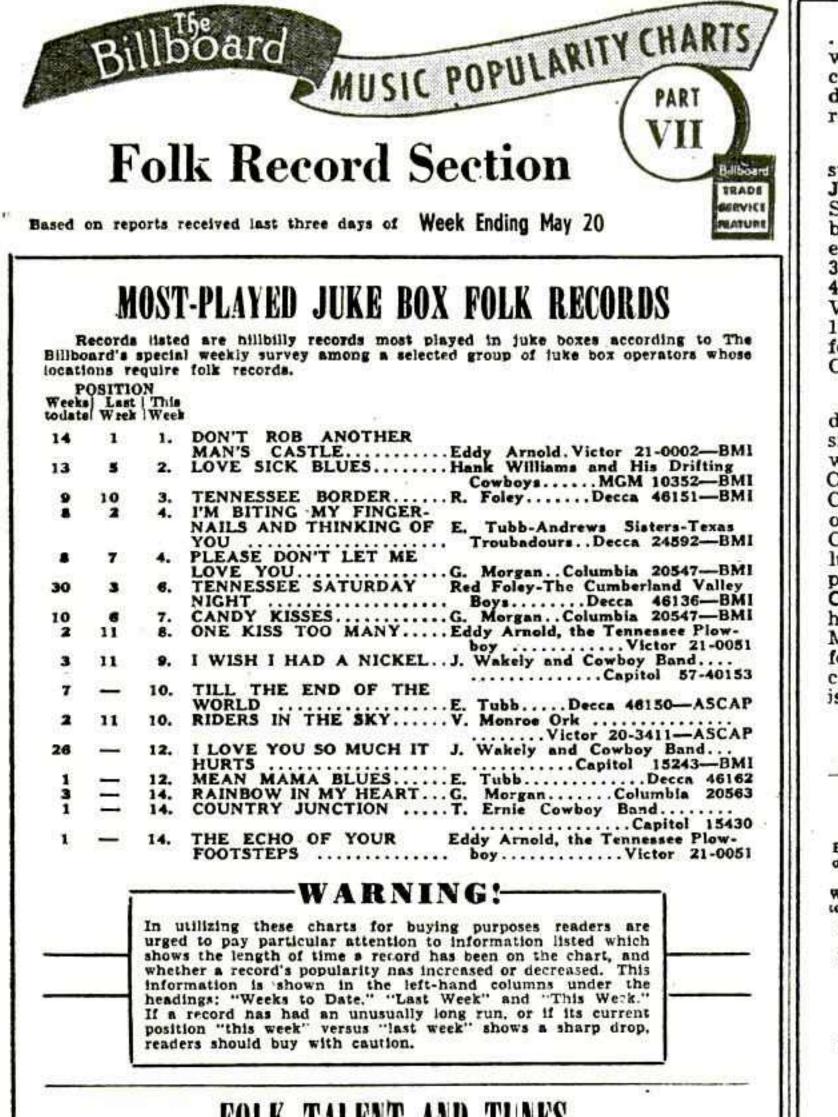


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Records	s list specia ustom )N (This Week 1.	<ul> <li>are race records that sold best in stores according to il weekly survey among a selected group of retail stores, the maters purchase race records.</li> <li>HUCKLEBUCKP. WilliamsSavoy 683—AS Hoppin' John LITTLE GIRL, DON'T CRYB. M. Jackson and His Buff Moosey BearcatsKing</li> </ul>	SCAP	(DOTO) "He's	ove is Trouble'' Good Enough or Me''
62 63 75	3. 4. 5.	TROUBLE BLUESC. BrownAladdin 3024- Honey, Keep Your Mind On Me HOLD ME, BABYA. MilburnAladdin Jitterbug Parade DRINKIN' WINE, SPO-		OTHER NATIONAL COAST- Billy Eckstine's "I On	TO-COAST HITS
97 1—		DEE-O-DEE		(9076) "Blue	u -
7 8	8.	DEE-O-DEE	-3351	CHARLIE "'DEED	I DO" Featuring
2 <u>-</u> 4 11 3 10	10. 11.	BOOGIE CHILLENJ. L. HookerModern Sally Mae HOBO BLUESJ. L. HookerModern Hoogie Boogie TELL ME SOThe OriolesJubilee 5005- Deacon Jones BACK STREETE. ChambleeMiracle	n 663 BMI	and ORK "Pennie	E GREEN (Trombone) backed by es From Heaven'' BUDDY STEWART (Vocal)
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MUSIC

32

... A recent newcomer to the waxery field is a Wheeling label, on which **Doc Williams** and his Border Riders, of WWVA, Wheeling, cut their first sides... Gene Autry was in Chicago early in May, discussing his future radio shows and future recordings for Columbia records.

Joe Isbell. former WSB, Atlanta, yodeler, finished a five-month stint at the Swiss Chalet, Bismarck Hotel, Chicago, May 13. . . . Jimmy Davis (Capitol) has closed his restaurant, The Stables, in Palm Springs, for a few weeks' vacation in Shreveport, La., his home town, before starting a Midwest p.-a. tour. The Davis show theater itinerary includes: Eau Clair, Wis., May 29-30; St. Cloud, Minn., May 31-June 1; Willmar, Minn., 2; Hutchinson, Minn., 3; Duluth, Minn., 4-6; Superior, Wis., 7-8; Cloquet, Minn., 9; Hibbing, Minn., 10-11; Virginia, Minn., 12-13; Grand Rapids, Minn., 14, and Bemidji, Minn., 15. Dates in the Dakotas follow until July 4. . . . Hal O'Halloran, former emsee of many WLS, Chicago, shows, has joined a Windsor, Ont., station as a disk jockey and emsee.

Jimmy Wakely (Capitol) has started work on his first straight dramatic picture part in "Boom Town Bad Men," in which he doesn't sing one song. It's Jimmy's first effort since he started in Hollywood, where he doesn't warble. Wakely is also set for the "Grand Ole Opry" NBC seg June 11. . . . Uncle Art Satherley, v.p. in charge of Columbia's folk music recording, in Chicago for 10 days, working out a series of recording sessions. . . . The Johnson Family, WBT, Charlotte, N. C., just cut another batch of sacred material for Columbia. . . . Dink Embry, now d. j.'ing at WHOP. Hopkinsville, reports that he is working with his wife, Elwanda, and steelman Bob Collins for personals. . . . Bobby Gregory and His Cactus Cowboys had a mess of recording work in April, doing four sides each for Manor and Continental, while the New York group did eight sides for Hi-Tone, Signature's new 49-cent label. Bob's wife, Cathy, Princess of the Hills, sang duets with him on five of the sides. Gregory is still working on his musical, "Hillbilly."

Please address all communications to Johnny Sippel, The Billboard, 155 North Clark St., Chicago I, Ill.

### BEST-SELLING RETAIL FOLK RECORDS

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

12	el Wee	k We	ek -
	1	100 1 (1) (1) (1) (1)	LOVE SICK BLUES Hank Williams and His Drifting
13	2	2.	Never Again CowboysMGM 10352-BM DON'T ROB ANOTHER MAN'S CASTLEEddy Arnold
2		3.	There's Not a Thing
14	3	4.	One Kiss Too Many boyVictor 21-005 CANDY KISSESGeorge Morgan Please Don't Let MeColumbia 20347-BM
3	4	<b>5</b> .	Love You ONE KISS TOO MANYEddy Arnold, the Tennessee Plow- The Echo of Your boyVictor 21-005 Footsteps
6	6	6.	I'M BITING MY FINGER- NAILS AND THINKING OF YOUE. Tubb-Andrews Sisters-Texas Don't Rob Another Man's TroubadoursDecca 24592-BM
54	-	7.	Castle BOUQUET OF ROSESEddy Arnold, the Tennessee Plow- Texarkana Baby boy and His GuitarBhy
4	12	8.	RAINBOW IN MY HEART. G. Morgan
Ð	5	9.	Lovin' TENNESSEE BORDERR. FoleyDecca 46151-BM Candy Kisses
11	13	10.	PLEASE DON'T LET ME LOVE YOUG. Morgan
10	15	10.	You'll Be Sorry From
34	6	12.	Now On TENNESSEE SATURDAY NIGHT
4	14	13.	Blues in My Heart BoysDecca 46136-BN BLUE SKIRT WALTZF. Yankovic and His Yanks-The Charlie Was a Boxer Marlin Sisters
*	-	14.	TAKE AN OLD COLD Columbia 12394-F-ASCA 'TATERJ. DickensColumbia 2054
2	10	10000	
		15.	Pennies for Papa WEDDING BELLSH. Williams and His Drifting I've Just Told Mama CowboysMGM 1040 Goodbye WARNING: WARNING:
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		In turged show whet infor head If a posit read	WEDDING BELLSH. Williams and His Drifting I've Just Told Mama CowboysMGM 1040 Goodbye WARNING: millizing these charts for buying purposes readers are d to pay particular attention to information listed which is the length of time a record has been on the chart, and her a record's popularity has increased or decreased. This mation is shown in the left-hand columns under the ings: "Weeks to Date" 'Last Week" and "This Week." record has had an unusually long run, or if its current ion "this week" versus "last week" shows a sharp drop, ers should buy with caution.
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A Bo J. A Pau Ballad E. Befor D. Broke B.	ndle of Osbor ckage vboy de of McCu e You Lande en Fer Hobbs	In turget show whet infor head If a posit read A of Kiss ne (T of Lic Copas the F rdy (F call ers (Is nees a & F	WEDDING BELLSH. Williams and His Drifting <i>Pve Just Told Mama</i> <i>Goodbye</i> WARNING: WARNING: WARNING: MUDIAL CowboysMGM 1040 WARNING: WARNING: Multiply these charts for buying purposes readers are d to pay particular attention to information listed which s the length of time a record has been on the chart, and her a record's popularity nas increased or decreased. This "mation is shown in the left-hand columns under the ings: "Weeks to Date" 'Last Week" and "This Week." record has had an unusually long run, or if its current ion "this week" versus 'last week" shows a sharp drop, ers should buy with caution. WANCE FOLK RECORD RELEASES My Front Door Is Open H. Thompson & His Brazos Valley Boy (Tomorrow Night) Cap 57-40169 Riders in the Sky E. McCurdy (Ballade of) Monogram 12 Rose of My Heart R. & Lois Thompson-Prairie Pioneet (Dreaming Dreams) Hart-Van HV-1600 The Death of Little Katby Fiscus
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A Bo J. A Pau Cow Ballad E. Broke B. Drean Red (1) He W in W. M Honey Litt H	ndle of Osbor ckage vboy de of McCu e You Lande en Fer Hobbs roud) ning i & I Rose Vill Sa ng Fir Lee founts ymoor tle Jef	In urges show whet infor head If a posit read of Kiss ne (T of Li Copas the F rdy (H a Copas the F rdy (H a Dream Lois T of) Ha bream Lois T of) Ha to S. an Cha a Hy S. an Hy	WEDDING BELLSH. Williams and His Drifting I've Just Told Mama Goodbye WARNING: WARNING: WARNING: WARNING: WARNING: WARNING: Multie Roy, Col 20366 WARNING: Webs to Date '' Last Week'' and 'This Week.'' record has had an unusually long run, or if its current ion 'this week'' versus 'last week'' shows a sharp drop, ers should buy with caution. WANCE FOLK RECORD RELEASES My Front Door Is Open H. Thompson & His Brazos Valley Boy (Tomorrow Night) Cap 57-40169 Riders in the Sky E. McCurdy (Ballade of) Monogram 12 Rose of My Heart R. & Lois Thompson-Prairie Pioneers J. Osborne 'A Bundle) King 788 S. Osborne 'A Bundle) King 788 Thompson-Prairie Pioneers rt-Van HV 16003 W Front Cap 57-40169 Teo Proud To Cry B. Hobbs-His Trail Herders (Broken Fences) MGM 10428

## FOLK TALENT AND TUNES

### By Johnny Sippel

Ex-band leader Troy Martin is repping Peer International pubbery in Nashville. . . Folk music talent on WSM, Nashville, together with some pop artists, will be featured doing live and introducing their own recorded hits on the new "Meet the Stars" show over the station at 4:30 p.m., Saturdays. . . Bill Boyd, Cowboy Rambler, and brother, Jim, of the Victor stable, are operating a super service gas station in Dallas. Bill has been working the "Saturday Night Jamboree" at Denton, Tex., and a daily show over WRR, Dallas. . . . Jimmy Osborne (King) guested on PeeWee King's video show over WAVE-TV, Louisville, May 20. . . . Mello-Tone label, which will deal exclusively in folk music, has been launched by Charley Ryan and John Graham, of Oakland, Calif. . . . Cowboy Dallas Turner. disk jockey and singer over KCRG, Cedar Rapids, Ia., has a new song book pubbed by Dixie Music Corporation.

The Prairie Pioneers (Hart-Van) have completed their third year at WLDS, Jacksonville, Ill. They work two hours daily on the station. . . . Cowboy Copas (King) reportedly suffered a broken leg two weeks ago. . . . Rudy Sooter, Fairway Music rep in Nashville, reports that Homer and Jethro (King and Victor) are leaving WNOX, Knoxville, to join KWTO, Springfield, Mo. . . . Smokey Wallace, the Tumbleweed Drifter, formerly on KRKO, Everett, Wash.; KPRO, Riverside, Calif., and KITO, San Bernardino, Calif., was married to Pat Pouncey recently. . . . Johnny Tyler (Victor) has left Dallas for the Coast, where he will do a recording session, following which he leaves for Montana for a slated p.-a. tour. . . . Dale Evans cut her first session for Victor recently. . . . The "Hillbilly Jamboree," staged by Bob Shelton of the Shelton Bros. (King) and Johnny Oliver, is going big at Waxahachie, Tex., according to songwriter Tommy Dilbeck. Included in the Saturday night cast are Arthur (Fiddle) Smith, Ernest Winnett and His Texas Trail Blazers, Floyd and His Musical Ramblers, the Cook Bros.' String Band, Trion and Dwight Mullineaux and Frank Wilhoit. Shelton is also organizing an amateur show to supplement the jamboree. Luke Wills' band, with Johnny Tyler on vocals, has cut Dilbeck's "Corn Fed Arkansas Gal."

Monte Hale. Jimmy Wakely and Cottonseed Clark have wired the Amarillo Chamber of Commerce that they would play five benefit shows in Texas cities to raise money for the Amarillo tornado victims. The trio would work in San Antonio, Dallas, Fort Worth, Houston and Amarillo.

After an absence of 10 years, Gertrude Miller and Jack Dunnigan have returned to WWVA, Wheeling, where they work with the Farm Lads, Cy Sneezeweed. Monty Blake and Jimmie Hutchinson. ... Tommie Steph. Ohio's Queen of the Blues, has joined Ray Anderson's Buckeye Ramblers at WHOK, Lancaster, O. They will work the opening of Hillside Park. Newcomerstown, O., May 29, in conjunction with a horse show. . Hillbilly Park, operated at Newark, O., by Eddie Ruton, is using a half-hour recorded show, emseed by John Terry, over WTNS, Coshocton, O. . . . Jake Taylor, now at WPDX, Clarksburg, W. Va., will open his Radio Ranch Park in May.





www.americanradiohistory.com

### The Billboard

### May 28, 1949



HE RETAILERS PICK:
PICKS that have appeared for three consecutive weeks or three times ithin a six-week period are not repeated below. Based on a weekly survey nong them on what tune the record retailers think tomorrow's hits will be:
ROOM FULL OF ROSES.       Sammy Kaye.       Victor 20-3441         HOW IT LIES.       Kay Starr.       Capitol 15419         KISS ME SWEET       Sammy Kaye.       Victor 20-3420         THANK YOU       Jo Stafford-Gordon MacRae.       Capitol 57-566         IF I COULD BE WITH YOU.       Doris Day.       Columbia 38453         BABY, IT'S COLD OUTSIDE.       Ella Fitzgerald-Louis Jordan.       Jordan.
. FOUR WINDS AND SEVEN SEASSammy KayeVictor 20-3459 LOVERS' GOLDElla FitzgeraldDecca 24646
HE OPERATORS PICK:
PICKS that have appeared for three consecutive weeks or three times within a siz-week period are not repeated below. Based on a weekly survey nong them on what the juke box operators think tomorrow's will be:
. BABY, IT'S COLD OUTSIDE Margaret Whiting-Johnny Mercer Capitol 57-567
HOW IT LIES, HOW IT LIES, HOW IT LIES
. BABY, IT'S COLD OUTSIDEElla Fitzgerald-Louis JordanDecca 24644
IT'S TOO LATE NOW Evelyn Knight Decca 24636



### The Billboard

### MUSIC 35

11

ly Mercury has

# THESE HITS ON NON-BREAKABLE PLASTIC

At No Increase in Price!

SEORGIA ON MY MIND

★ LORA BELLE LEE HOLLYWOOD SQUARE DANCE

\* ROSES OF PICARDY WHY I'M LEAVING YOU Frankie Laine Mercury 5293

Lawrence Welk Mercury 5295

Albert Ammons Mercury 8140

- **★ YOU'RE BREAKING MY HEART** FOUR WINDS AND SEVEN SEAS
- \* BEAUTIFUL BLONDE MY LITTLE PUP

★ JOHN SAW LORD I'M TIRED Vic Damone Mercury 5271

Two Ton Baker Mercury 5292

> Golden Gate Mercury 8142

- and here are more I

TOP SELLING RELEASES PUT ON NON-BREAKABLE FOR GREATER SALES!

* BE BOP SPOKEN HERE NEVERTHELESS	Frankie Laine Mercury 5301	* BE MY LITTLE BUMBLE BEE HE'S A DEVIL	Benay Venuta Mercury 5300
* WHOSE GIRL ARE YOU	Lawrence Welk	* RIDERS IN THE SKY	Stan Jones
HURRY HURRY HURRY	Mercury 5280	CALL YOU MY SWEETHEART	Mercury 5320
	nen 1997 - Maria Maria Maria antonio del maria del 1997 - Maria Maria Maria Maria del maria d		

	Flip Phillips • Machito	TAMMERIN'	Ted Weems
FLYING HOME	Mercury 11018	CANADIAN CAPERS	Mercury 5287
* ROOM FULL OF ROSES	Eddy Howard	* WHISPERING	Patti Page
YES, YES, IN YOUR EYES	Mercury 5296	CABARET	Mercury 5290
* MERRY GO 'ROUND WAL	TZ Lawrence Welk	* S'POSIN'	Johnny Hartman
BARROOM POLKA	Mercury 5294	CLOSE YOUR EYES	Mercury 8141

- More good news

9 SMASH HITS ON ONE RECORD FROM "SOUTH PACIFIC" "KISS ME KATE"

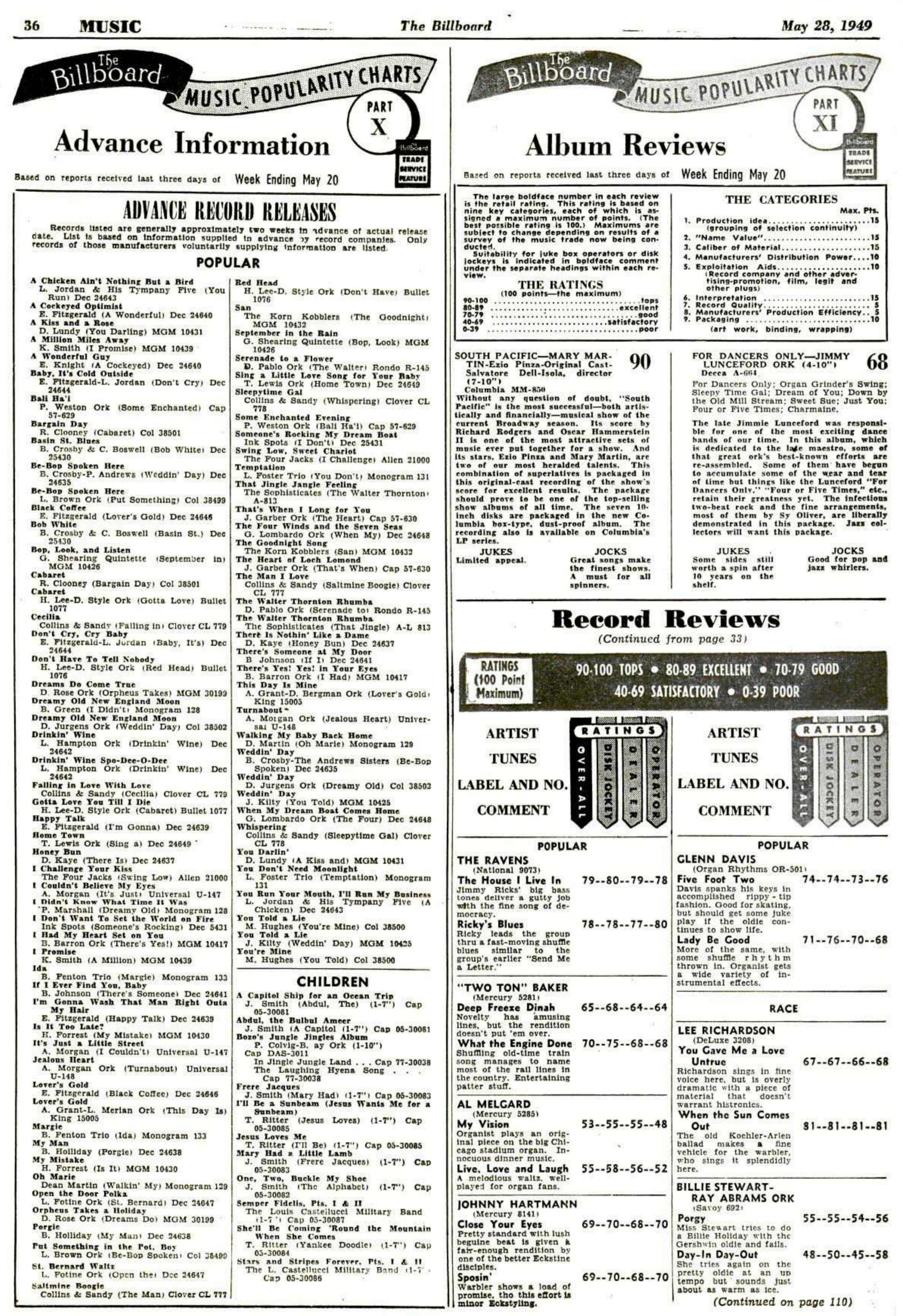


So In Love • Too Darn Hot • Why Can't You Behave Some Enchanted Evening • I'm Gonna Wash That Man Right Out Of My Hair • Happy Talk • Bali Ha'i Younger Than Springtime • This Nearly Was Mine

For any 331/3 microgroove phonograph

MERCURY RECORDS





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The Billboard

### MUSIC 37

# MUSIC-AS WRITTEN

### New York:

Sam Wigler visited with disk jockeys in Philadelphia, Baltimore and Washington last week on behalf of diskings of the new Encore tune, "Get Me One of Those." . . . Abe Glaser is back in the music biz, with the Coast post for E. B. Marks. . . . Stubby Pastor, brother of Tony, debuts in the band business with an ork at the Pelham Heath Inn, opening Tuesday (24). . . . Ralph Font's rumba crew opened Wednesday (18) at Bill Miller's Riviera for a month. . . . RCA Victor a&r topper, Jack Hallstrom, is visiting the Coast offices on a one-week business trip.

Mayfair Records, in conjunction with the New York Tuberculosis and Health Association, gave a party for children in Bellevue Hospital's tuberculosis ward Wednesday (18).... Thrush Ruth Brown, injured in an auto accident last fall, has recovered fully and will resume singing soon.... Joe Medlin, Atlantic Records warbler, opens at the Pope Hotel, Erie, Pa., this week for a two-week run.... The Spike Joneses had a son last week. ... John Sebastian, Victor recording harmonica virtuoso, leaves for Italy Wednesday (25) with his wife and son.

**Duke Ellington** is working over his prewar "Jump for Joy" show with co-writer Sid Culler for possible representation on the Stem in the fall. ... The Deshler-Wallick Hotel in Columbus, O., has set Elliot Lawrence for two weeks, beginning November 7, and Ray Anthony for two weeks, beginning December 19.

Maestro Erskine Hawkins, who recently completed 100,000 miles of travel to fulfill dance engagements, jumped into his jalopy last week to take a 1,200-mile week-end trip to Birmingham, just to say hello to the home folks he hadn't seen for a while. . . . The Ink Spots' advance bookings include the Sky View Club, Duncan, Okla., May 31, with subsequent one-night stands at City Auditorium, Houston; Municipal Auditorium, San Antonio, and City Auditorium, Galveston.

### Chicago:

Fires hit two distributors in this area during the past two weeks. The group in the AFM. ... Mike Riley, of "Music Goes 'Round" lean Mercury distrib point in Milwaukee burned to the ground, while Chord breaking in a new band at Ciro's. ... Bill Johnson's slated for Distributors, local indie, suffered a \$17,000 loss.... Mike Connors, of Decca, return at Chubby's across the river in North Collingswood, N. J.

in town setting up a new distrib in Peoria, Ill. ... Hal Cook, ex-Vitacoustic sales manager who has been in Capitol's promotion department here for the past year, is now heading Cap's St. Louis distributor point. Lynne Jenks moved from Cap's South Bend, Ind., outlet to firm's Milwaukee office. . . . Swingmaster has inked Joe Petrack, solo accordionist, and has taken over a Menasha Skulnick master from the comedian, with an option to make more masters if the first is successful. ... John Thoma, former flack at the Blackhawk, has set up his own band flackery here, handling Al Trace, Dick Jurkens and Tommy Carlyn. ... Al Kavelin ankled Bourne Music to take over as general pro manager of Robert Music, Bobby Mellin's ASCAP firm, on the Coast. Hank Markbreit, who was with Mills Music, replaces him at Bourne.

### Philadelphia:

Blanche Calloway, Cab's sister and a former batoneer in her own right, has taken songbird Ruth Brown under her managerial wing. . . . Danny Kessler, of the record sales staff at the Motor Parts Company, Columbia distributors, has been upped to promotion manager for the waxes. . . . The Jazz Festival Society offered its final New Orleans bash last week at the Academy of Music Foyer, Wilbur and Sidney DeParis, on trombone and trumpet, respectively, in the solo leads. . . . The Klaiss Brothers unit, originally booked for two weeks, chalk up two years this week at the Cadillac Shobar. . . . The Andrews Sisters will record Freddy Baker's "The Doctor's Lament." . . . Dance promoter George Della Pia is dickering to promote the terp sessions at the Million-Dollar Pier in Atlantic City. . . . Dizzy Gillespie is slated for his first local location in taking over the stand at Frank Palumbo's Click on June 17, with the Ravens coming in as an extra attraction. Noro Morales and a Latin revue held forth at the Click last week. . . . The Loumell Morgan Trio plus songbird Ida James are at the Showboat. . . . Herbie Collins, closing at Wagner's Ballroom, heads for the Hotel Statler, Buffalo. . . . Pianist Billy Bove will lead the Clarence Fuhrman band at Cape May (N. J.) Municipal Pier Ballroom for the summer season. . . . Local 77, American Federation of Musicians (AFM), celebrated the 85th anniversary of the founding of the Philadelphia Musical Association, the local's parent body and the oldest group in the AFM. . . . Mike Riley, of "Music Goes 'Round" leanings, is breaking in a new band at Ciro's. . . . Bill Johnson's slated for a July

### Hartford Pavilion Inks Halprin Ork

HARTFORD, Conn., May 21.-The Hartford City Council has appointed the Bob Halprin orchestra to provide music this summer at the city-owned dance pavilion at Colt's Park, in Hartford's South End. Halprin's band was chosen some time ago by Park Superintendent George H. Hollister and City Manager Carleton F. Sharpe, but the manager held up the final draft of the contract at the request of Councilman Thomas J. Kerrigan. At a council meeting last week, Kerrigan proposed a committee of three business men to pick a band. The council turned him down. The Colt Park pavilion is one of the largest outdoor dance areas in Hartford.

# Detroit Trianon Reopens With Orks

DETROIT, May 21.—Trianon Ballroom, taxi dance spot, closed for several weeks following diffculties with police authorities, has been taken over by Coleman Bernstein and Theodore Jodzio and is being reopened with a policy that includes booking live orchestras. Like most local dime-a-dancers, the Trianon has relied upon a juke box as a source of music. According to Bernstein, the switch, for at least some days of the week, to live musicians is expected to help build business.

# Apollo Inks Smith, Mosely, Singleton

NEW YORK, May 21.—Three new artists were signed this week by Apollo Records. Tommy Mosely, described as an "Eckstine-type" crooner, will cut his first Apollo sides next week. He was discovered by Hirsh de la Viez, prexy of the Washington coin machine association.

Others inked were Charlie Singleton and Bobby Smith, both of whom play alto sax and front their own combos. Smith is a former Erskine Hawkins sideman.

# KEAL UEAL FOR RECORD DEALERS CHESTERFIELD MUSIC SHOPS, INC.

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- .03c .above cost on any popular record made!
- 35% off any album!
- 35% off on LONG PLAY & 45 R.P.M.!
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- No order too large or too small——Each handled promptly. Careful, insured packing.

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# CHESTERFIELD MUSIC SHOPS, INC. 161 GREENWICH ST. WO 2-9153 NEW YORK 6, N. Y.



libboard

TRADE

SCRITCOS PERIODE

### MUSIC 38



# The Honor Roll of **Popular Songwriters**

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# NO. 21—IRVING BERLIN (PART D

### By Jack Burton

Success stories in Tin Pan Alley | known anything else. And I slept are a dime a dozen, but none can equal for drama the saga of Irving in lodging houses at 15 cents a night Berlin, whose rise from rags to riches eclipses anything Horatio Alger ever put on paper.

He was born in Tuman, Russia, May 11, 1888, and in the official records of this small Siberian village his name was entered as Israel Baline. Poverty was his birthright, and soon he was to know tragedy as well, for when he was four years old the Baline home was fired in a pogrom and the terror-stricken family, which numbered eight children, was forced to hit the long refugee trail. Their wanderings led to New York and erded in a cold-water flat at 330 Cherry Street in the heart of the tenement district made famous by Chinatown and the Bowery.

"We had an enormous family," Irving Berlin recalled two years ago while on a sentimental journey thru the tangled, turbulent streets of lower Manhattan. "Eight or nine living in four rooms, and in summer some of us slept on the fire escape or on the roof. I was a boy with poor parents, but I didn't starve and I was never cold or hungry. There was always faltering soprano. At the age of 16 the tinder that fired the songwriting bread and butter and hot tea, often he landed his first full-time job, ambitions of this 19-year-old boy bought with the nickels and dimes a working as a singing waiter at the into a consuming flame. Perhaps junkman gave us for pieces of an old Pelham cafe. Here he served ballads Cantor Baline had been right when brass samovar my mother brought along with the 5-cents-a-glass beer he told his homeless family back in from Russia and kept under the bed. and 10-cents-a-shot whisky to the Siberia that the streets of America I never felt poverty because I'd never frowsy clientele that frequented this were paved with gold. Four years

better on tenement fire escapes and than I do now in a bed."

Four years later-in 1896-tragedy struck again when the head of the Baline family, who made a few dollars weekly as a cantor in a neighborhood synagogue and part-time inspector in a kosher butcher shop, died. So Israel Baline, then eight years old, put aside his school books for the last time in order to do his bit as a family provider and later to shift for himself. At first he sold newspapers in the streets. Then he earned a daily dime by leading "Blind Sol," a busker, thru the byways of the Bowery. Finally, Israel Baline became a street singer himself. He memorized the songs he heard sung at Steve Brodie's, Biggie Donovan's and The music was by Nick Michaelson. other tenderloin saloons in order to re-sell them for a few precious pennies outside the very night spots where he's learned them.

From time to time Israel picked up an extra quarter or half dollar at Tony Pastor's where, sitting in the gallery, he plugged the songs of Harry Von Tilzer and Paul Dresser in a

### PERTINENT DATA ON SONGS AND SONGWRITERS

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

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

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

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

saloon of Mike Salter's on Pell Street, a sordid thorofare often used by warring Chinese tongs as a battleground.

Israel worked a 10-hour shift at Mike Salter's for \$7 a week and tips. putting on his waiter's apron at 8 p.m. and knocking off at 6 a.m. In the early morning hours, when the last drunk had been bounced and the chairs stacked on the deserted tables, he tried his hand at songwriting, picking out tunes with untutored fingers on the "professor's" battered upright.

### First Tune Nets 37c

The tide of Israel Baline's fortunes suddenly turned in 1907 when he wrote his first published song, Marie From Sunny Italy. This was written at the insistence of the boss himself in the hope that it would bring back the trade he was losing to Callahan's, a rival bistro, where Al Piantadosi, the piano player, had composed a novelty number that was 'packin' 'em in-My Mariuccia Takes a Steamboat. another of Mike Salter's singing waiters, but the cover and title page bore a pseudonym that was destined to become famous and honored the world over-the name of Irving Berlin.

Marie From Sunny Italy netted its lyric writer only 37 cents in royalties but such niggard'y legal tender was

later there was no doubt about it in Irving Berlin's mind.

His next song, Wild Cherries, had "words and music by Irving Berlin" on its cover. So did Dorando, which Berlin sold to Ted Snyder for \$25, improvising the melody on the spot when the music publisher casually remarked: "Of course, you have a tune for these words." In 1909 he became Snyder's staff lyricist at \$25 a week, charged against royalties. He was working in Greenwich Village then for Jimmy Kelly, former boxer and bouncer, Mike Salter having fired him for sleeping behind the bar. And when he turned in his waiter's badge for the last time, he also said goodbye to the Bowery flop houses where he took chances nightly of losing his pants unless he wore them in bed for pajamas.

The following year the former singing waiter wrote a group of comedy songs that sold in the 300,000 and 500,00G-copy bracket. He also made his stage debut, breaking in at the Palace and later appearing in Up and Down Broadway, a Shubert revue. By 1911 he was a full partner in the music publishing firm of Watterson, Berlin & Snyder, with his name in goldleaf on the door. And that same year, when he revolutionized popular songwriting with Alexander's Ragtime Band, the former Bowery minstrel was truly a Broadway celebrity who had completed only the first lap of a musical marathon which, tho unfinished, has set all-time records for smash hits, million-copy sellers and top financial returns.

(To be continued.)

Copyrighted materia

### **IRVING BERLIN'S BEST KNOWN SONGS AND RECORDINGS AVAILABLE**

POPULAR SONGS 1907—MARIE FROM SUNNY ITALY Music by Nick Michaelson. 1908—WILD CHERRIES 1909—DORANDO This song capitalized on the visit to America of Dorando, the Italian mara-	WHEN I'M ALONE I'M LONESOME *ALEXANDER'S RAGTIME BAND This song was sung for the first time by Emma Carus in Chicago, and intro- duced by Berlin himself on the annual tour of "The Friars' Frolic." (Available on the following records: Capitol 10064 in Album CD-36, Johnny	Decca 25093, Bing Crosby; Capitol 503, Philharmonica Trio.) WHEN THE MIDNIGHT CHOO-CHOO LEAVES FOR ALABAM' (Available on Decca record 24425 in Album A-656, Andrews Sisters.) TAKE A LITTLE TIP FROM FATHER	philanthropist left, among other things, laughter to little children, the sunshine and rain to the flowers and the moon- light to young lovers. In this AP dis- patch Irving Berlin found the inspira- tion for the song. (Available on Decca 24399 in Album
thon runner, after his dramatic defeat by Johnny Hayes in the 1908 Olympic Games. NEXT TO YOUR MOTHER WHO DO YOU LOVE With Ted Snyder. SADIE SALOME, CO HOME Lyrics by Edgar Leslie. STOP THAT RAG This song was introduced by Stella Mayhew in "The Jolly Bachelors." THAT MESMERIZING MENDELSSOHN TUNE YIDDLE ON YOUR FIDDLE, PLAY SOME RAGTIME JUST LIKE A ROSE	Mercer, the Pied Pipers and Paul Wes- ton's Orchestra; Decca 40038, Bing Crosby and Al Jolson; Decca 24084, Bob Grant Orchestra; Decca 2442, Andrews Sisters; Decca 25132, Bunk Johnson's New Orleans Band; Decca 46072, Clay- ton McMichens' Georgia Wild Cats; Columbia 36280, in Set C-66, Mife Mole, the Little Molars and Red Nichols; Co- lumbia 36449 in Set C-78, Al Good- man's Orchestra; Columbia 20292, Hoosler Hot Shots; BCA Victor 25455, Benny Goodman's Orchestra.) EVERYBODY'S DOING IT RAGTIME VIOLIN	seven letters when rearranged spell "Germany."	A-649, Al Jolson.) 1915—ARABY COHEN OWES ME \$97 1916—HE'S GETTING TOO BIG FOR A ONE- HORSE TOWN WHEN THE BLACK SHEEP RETURNS TO THE FOLD I'VE GOT A SWEET TOOTH BOTHER- ING ME Introduced in the Broadway musical "Step This Way." 1917—LET'S ALL BE AMERICANS NOW I'LL TAKE YOU BACK TO ITALY HOW CAN I FORGET FOR YOUR COUNTRY AND MY
With Al Piantadosi. 1910—STOP, STOP, YOU'RE BREAKING MY HEART CALL ME UP SOME RAINY AFTER- NOON KISS ME, MY HONEY, KISS ME With Ted Snyder. PIANO MAN With Ted Snyder. THAT OPERA RAG With Ted Snyder. Introduced by Mae Irwin in "Getting a Polish." OH, THAT BEAUTIFUL RAG With Ted Snyder. SWEET ITALIAN LOVE With Ted Snyder. The above two songs were featured in "Up and Down Broadway," in which Irving Berlin made his first appearance in a Broadway revue. DOING THE GRIZZLY BEAR Music by George Botsford.	THAT MYSTERIOUS RAG WHISTLING RAG WOODMAN, WOODMAN, SPARE THAT TREE EPHRAHAM Bert Williams sang the two above songs in the "Ziegfeld Follies" of 1911. 1912—KEEP AWAY FROM THE FELLOW WHO OWNS AN AUTOMOBILE HE PLAYED IT ON HIS FIDDLE-DEE- DEE GOODY, GOODY, GOODY, GOODY, GOODY GOOD PICK, PICK, PICK ON THE MANDOLIN THAT'S HOW I LOVE YOU I'M GOING BACK TO DIXIE LAND AT THE DEVIL'S BALL DO IT AGAIN LEAD ME TO THAT BEAUTIFUL BAND Lyrics by E. Roy Goetz. This song was introduced by "Happy" Lambert in the "Cohan & Harris Minstrels."	*MY WIFE'S GONE TO THE COUNTRY Lyrics by George Whiting. SNOOKY OOKUMS SOMEBODY'S COMING TO MY HOUSE INTERNATIONAL RAG OLD MAIDS' BALL WELCOME HOME YOU'VE GOT YOUR MOTHER'S BIG BLUE EYES 1914—SI'S BEEN DRINKING CIDER IF THAT'S YOUR IDEA OF A WON- DERFUL TIME, TAKE ME HOME MY BIRD OF PARADISE HE'S A DEVIL IN HIS OWN HOME TOWN HE'S A RAG PICKER I WANT TO GO BACK TO MICHIGAN (DOWN ON THE FARM) (Available on Decca Record 24424 in Album A-656, Andrews Sisters.) STAY DOWN THERE WHERE YOU BELONG THIS IS THE LIFE (I LOVE THE COWS AND CHICKENS)	COUNTRY MY SWEETIE FROM HERE TO SHANGHAI SOMEONE ELSE MAY BE THERE WHILE I'M GONE (Available on Decca record 24398 in Album A-649, Al Jolson.) WHOSE LITTLE HEART ARE YOU BREAKING NOW 1918—THEY WERE ALL OUT OF STEP BUT JIM (Available on Decca record 24005 in Album A-1918, Bay Benson Orchestra) BLUE DEVILS OF FRANCE I'LL PIN MY MEDAL ON THE GIRL I
1911-SPANISH LOVE With Ted Snyder, and lyrics by Vincent Bryan. I BEG YOUR PARDON, BROADWAY KEEP A TAXIE WAITING, DEAR ANSWER ME The above four songs were introduced in "Temptation," a Broadway revue. BRING BACK MY LOVIN' MAN RUN HOME AND TELL YOUR MOTHER THERE'S A GIRL IN HAVANA This song, which was introduced in "The Never Homes," was credited orig- inally to E. Roy Goetz, Berlin's future brokker-to-daw, and A. Beldwin Sloane.	OPERA BURLESQUE This was a featured number in Weber & Fields' "Hanky Panky." RAGTIME JOCKEY MAN RAGTIME SOLDIER MAN THAT SOCIETY BEAR This was one of Stella Mayhew's big- gest hits. WAIT TILL YOUR DADDY COMES HOME *WHEN I LOST YOU (Available on the following records: Decca 25187 in Album A-578, Bing Crosby; Decca 24235, in Album A-609, Frank Froebs and His Ebythm Boys;	WHEN IT'S NIGHT TIME DOWN IN DIXIE LAND With Ted Snyder. WHEN YOU'RE DOWN IN LOUISVILLE ALONG CAME RUTH This was the title of a Broadway show, and later a new lyric was written that paid tribute to another Ruth—the fence-busting Babe. WHEN I LEAVE THE WORLD BEHIND In 1914 newspapers from coast to coast carried the story of a pauper who left a most unusual last will and testament when he died in a Chicago charitable	*GOD BLESS AMERICA Written as the finale of "Yip, Yip, Yap- hank," but discarded before this soldier revue was produced, "God Bless Ameri- ca" was not sung in public until No- vember 11, 1939, when Kate Smith in- troduced it on her radio program. "God Bless America" was adopted by our allies and the war-ravaged nations as a song of hope, and when Gen. Douglas MacArthur marched into Manila after its recapture, he was greeted by thousands of Filipino children hymning "God Bless America" as the Stars and Stripes were raised once again over the



capital city. All the royalties from this song go to the Boy Scouts and Girl Scouts of America, and to date total in excess of \$100,000. (Available on the following records: Deccs 23579 in Album DA-453, Bing Crosby; Decca 18575, Deanna Durbin and male quartet; Columbia 17204-D, Leopold Stokowski and Al-American Orchestra; Columbia 35569, Barry Wood and Lehman Engle Singers; Columbia 35637, Horace Heidt and His Musical **Knights; RCA Victor 27850, RCA Victor** Military Band and Four Clubmen; RCA Victor 26198, Kate Smith with mixed chorus; Capitol 15003, Margaret Whiting and the Pied Pipers.) 1919-EYES OF YOUTH WAS THERE EVER A PAL LIKE YOU I'VE GOT MY CAPTAIN WORKING FOR ME NOW (Available on Decca record 23649 in Album A-481, Bing Crosby.) NOBODY KNOWS AND NOBODY SEEMS TO CARE (Available on the folowing Decca rec-ords: 24217 in Album A-604, Eddle Condon Orchestra; 24010 in Album A-1919, Ted Straeter's Orchestra.) I'LL SEE YOU IN C-U-B-A (Available on Decca record 23646 in Album A-481, Bing Crosby and Trudy Erwin.) 1920-AFTER YOU GET WHAT YOU WANT YOU DON'T WANT IT (Available on RCA Victor record 20-1959, Dardanella Trio.) 1921-ALL BY MYSELF (Available on Decca record 23649 in Album A-481, Bing Crosby.) HOME AGAIN BLUES 1922-SOME SUNNY DAY (Available on the following Decca records: 23721 in Album A-490, Eddie Condon Orchestra; 24426 in Album A-656, Andrews Sisters; 24021 in Album A-1922, Bob Grant Orchestra.) HOMESICK 1924-+\*ALL ALONE (Available on the following records: Decca 24028 in Album A-1924, Bob Grant Orchestra; Columbia 36452 in Set C-78, Al Goodman's Orchestra.) WHAT WILL I DO (Available on the following records: Decca 24028 in Album A-1924, Bob Grant Orchestra: RCA Victor 45-0008. Dinah Shore with orchestra.) LAZY 1925-PALWAYS All rights to this song were given to Ellin Mackey as a wedding gift, and probably no wife ever received a more valuable present, since "Always" now has top ranking as a royalty producer.

### SONGWRITERS **COMING UP!** June 4 Issue **IRVING BERLIN (Part II)**

the remain to a we are the first and the

CHRIS SMITH AL PIANTADOSI GUSTAV LUDERS THEODORE MORSE EGBERT VAN ALSTYNE SILVIO HEIN **IULIAN EDWARDS** A. BALDWIN SLOANE KARL HOSCHNA WILLIAM C. HANDY HARRY CARROLL WALTER DONALDSON GEORGE W. MEYER JIMMY MONACO . . . And Others

Columbia 36451 in Set C-78, Al Goodman's Orchestra; Columbia 37053, Benny Goodman's Orchestra; RCA Victor 20-1917, Perry Como and the Satisfiers; RCA Victor 27566, Tommy Dorsey's Orchestra and Frank Sinatra; BCA Victor 45-0007, Dinah Shore.)

1927-\*RUSSIAN LULLABY (Available on the following records: Decca 23762 in Album A-509, Guy Lombardo's Royal Canadians; Decca 24040, Bob Grant Orchestra; Decca 2693 in Album A-70, Paul Whiteman's Orchestra and Joan Edwards; Columbia 4520-M. Morley and Gearbart, due planists, RCA Victor 45-0010, Dinab Shore; RCA Victor P (20-1501) in Album P-134, Bunny Berigan and orchestra with Kathleen Lane.) **THE SONG IS ENDED** (Available on the following records: Deeca 24420 in Album A-654, Dick

Haymes and Carmen Cavallaro; Capitol 40063, Nellie Lutcher.) 1928-\*MARIE

(Available on the following records: Decca 24047 in Album A-1928, Basil Fomeen Orchestra; RCA Victor 25523, Tommy Dorsey's Orchestra, Jack Leonard and male chorus.) HOW ABOUT ME

TO BE FORGOTTEN I CAN'T DO WITHOUT YOU ROSES OF YESTERDAY SUNSHINE

WHEN MY DREAMS COME TRUE Introduced in the Paramount picture, "The Coccanuts," starring the Four Marz Brothers.

WHAT DOES. IT MATTER WHERE IS THAT SONG OF SONGS FOR 1929-ME This song was introduced in the United

Artists' picture, "Lady of the Pavements."

Kidisks Up 100% In Units Sold

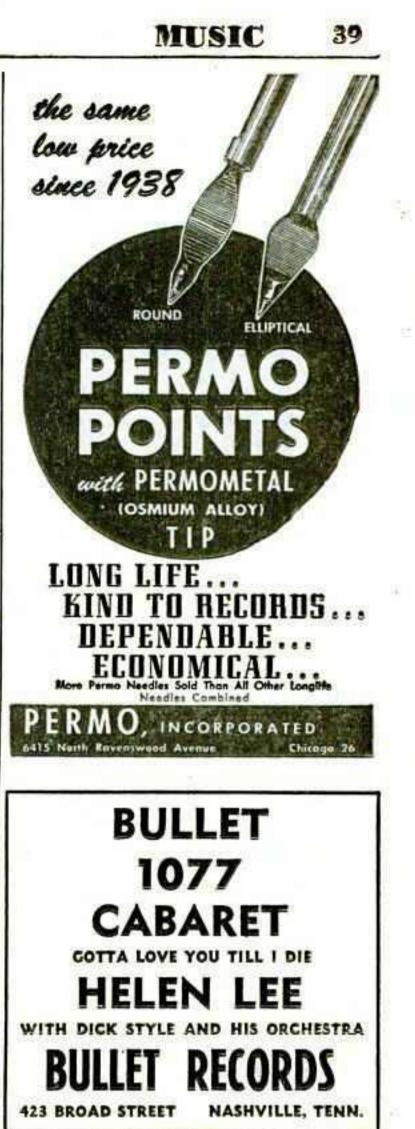
(Continued from page 18) lets have kept kidisks in the music counters, or set up entirely separate kidisk departments, because toy-style merchandising records is not entirely successful. They feel there are too many different items on toy counters and that disks require widespread display and constant supervision.

With the development of unbreakable materials and colorful, self-selling packaging, the low-price kidisks have proved an easy-to-handle item for newsstands, with such outfits as the Union News Company adding them to their regular sheet-music racks. Super-markets, drug chains and cigar stores have been taking them on for the same reason. For the most part, disks are following the trial originally blazed by the Little Golden books of Simon and Schuster.

### Chains' Inroads

That chains and department stores are aparently cutting deeply into the kidisk sales of regular retail record shops has been attributed by one large chain buyer to the chains' policy of exposure merchandising. Diskeries are competing heavily for the choicest display spots, and highly colorful packages are the result. A recent trend has been toward heavier paper sleeves that will hold up under constant handling. The idea is, "You've got to let the kids get their hands on 'em."

Several of the regular 98-cent label manufacturers are still steering shy of the chains and sticking with their regular disk distributors. Their claim is that the distrib-dealer market is a fairly constant thing. With the chains, however, there is no security. As soon as a 10-inch line comes out at a new low price, all higher prices are thrown out. In the last few months several lines came



Orchestra; Decca 23817, Guy Lombardo and His Royal Canadians; Decca 23397, Deanna Durbin with orchestra; Decca 23366, Eileen Farrel with orchestra; Decca 24140, the Ink Spots; Decca 24034, Basil Fomeen Orchestra; Columbia 36452 in Set C-78, Al Goodman's Orchestra; RCA Victor 10-1171, Grace Moore with RCA Victor Orchestra; RCA Victor 45-0010, Dinah Shore with orchestra.)

In 1946 alone, Mrs. Berlin received in

the neighborhood of \$60,000 for the

right to interpolate "Always" in three

motion pictures, and each time the

song is revived, sheet music and record

(Available on the following records:

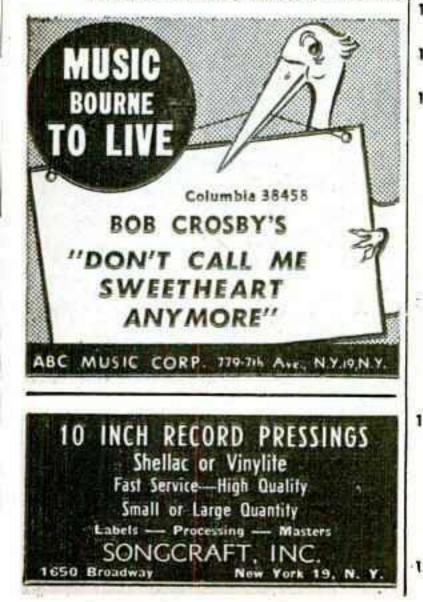
Capitol 125, Gordon Jenkins and his

#### \*REMEMBER

sales skyrocket.

(Available on the following records: Basil Fomeen Orchestra; Columbia 36450 in Set C-78, Al Goodman's Orchestra.)

- 1926-BECAUSE I LOVE YOU HOW MANY TIMES (MUST I TELL YOU I LOVE YOU) (Available on Decca record 24426 in Album A-656, Andrews Sisters.) I'M ON MY WAY HOME THAT'S A GOOD GIRL AT PEACE WITH THE WORLD 1927-+BLUE SKIES
  - (Available on the following records: Capitol 188, Betty Hutton with Paul Weston's Orchestra; Decca 23622, Johnny Long's Orchestra; Decca 23553, Les Paul Trio; Decca 24040 in Album A-1927, Bob Grant Orchestra; Decca 23646 in Album A-481, Bing Crosby and choir:



WAITING AT THE END OF THE ROAD Theme song of the MGM picture, "Hallelujah.

1930-REACHING FOR THE MOON JUST A LITTLE WHILE LITTLE THINGS IN LIFE 1931-I WANT YOU FOR MYSELF

BEGGING FOR LOVE

This was Irving Berlin's contribution to the score of "Shoot the Works," a revue produced to provide work for depression-plagued troupers.

RCA Victor 26664, Kenny Baker: RCA Victor 20-1639, Erskine Hawkins' Or-ehestra; RCA Victor 45-0009, Dinah Shore; Decca 24034 in Album A-1925, Capitol 214, Margaret Whiting with Paul Weston's Orchestra; Decca 23752, Dick Haymes with orchestra; Decca 24060, Carmen Cavallaro and his piano; Decca 2693 in Album A-70, Paul White-man Orchestra and Joan Edwards; RCA Victor 45-0007, Dinah Shore.) SAY IT ISN'T SO (Available on the following records: Decca 24421 in Album A-654, Dick Haymes and Carmen Cavallaro; Columbia 36451 in Set C-78, Al Goodman's Orchestra: RCA Victor HJ (40-0131) in Album HJ-9, Coleman Hawkins' 52d Street All-Stars.)

I'M PLAYING WITH FIRE 1933--I CAN'T REMEMBER

- (Available on Columbia 36131, Warne King's Orchestra.)
- 1934-I NEVER HAD A CHANCE SO HELP ME
  - BUTTER FINGERS
- 1941-A LITTLE OLD CHURCH IN ENGLAND ANY BONDS TODAY
- (Available on Columbia 36328.) 1942-ME AND MY MELINDA (Available on Columbia 36558.)
  - WHEN THAT MAN IS DEAD AND GONE WHEN THIS CRAZY WORLD IS SANE
  - AGAIN I THREW A KISS INTO THE OCEAN

The royalties from this song netted \$20,000 for navy relief. (Available on Columbia 36552 and

36568.) ARMS FOR THE LOVE OF AMERICA

(Available on Columbia 36228.) ANGELS OF MERCY

This was American Red Cross song of World War II.

- (Available on Docca 18280, Fred Waring's Pennsylvanians.) THE PRESIDENT'S BIRTHDAY BALL All royalties from this song go to the fund for fighting infantile paralysis.
- PAID MY INCOME TAX TODAY 1944-THERE ARE NO WINGS IN A FOX

HOLE This song, a tribute to the infantry, was written while Berlin was entertain-

ing troops in the European war theater. ALL OF MY LIFE (Available on Decca 18658, Bing Crosby

with orchestra.)

WHAT ARE WE GONNA DO WITH ALL THE JEEPS?

-EVERYBODY KNEW BUT ME 1945-(Available on ECA Victor 20-1798.

out at 59 cents, then were forced to drop to 49 cents to keep their chain hold.

# **Prudentia Label Debuts in Detroit**

DETROIT, May 21 .- A new independent label, Prudentia, is making its bow at Saginaw, Mich., with two releases-Wish I Was a Millionaire, a polka, backed by Waltz of Happiness, both recorded by Bedrick Smeage and His Eight Aces, and two by the Buddy Harris Trio-Window Shopping for My Dream House and The Time of My Life.

The firm is headed by Edward Sowulewski, who has had the United Artists Publishing Company at Saginaw for several years. Pressing contracts have been awarded to Empire Record Corporation and Superior Recording Company for the East and West Coast pressings respectively, and negotiations are currently under way with three Canadian companies to lease the masters for pressing in Canada.

Dinah Shore with Russ Case Orchestra.) HEAVEN WATCH THE PHILIPPINES JUST A BLUE SERGE SUIT 1947-HELP ME TO HELP MY NEIGHBOR

KATE (Available on the following records: Decca 23989, Guy Lombardo's Royal Canadians; Capitol 467, Hal Derwin

Orchestra and the Hi-liters.) LOVE AND THE WEATHER (Available on the following records: Decca 24117, Kenny Baker with or-chestra; Capitol 443, Jo Stafford with Paul Weston's Orchestra.)

1948-THE FREEDOM TRAIN

(Available on the following records: Decca 23999, Bing Crosby and Andrews Sisters; Capitol 15003, Johnny Mercer, Peggy Lee, Margaret Whiting, the Fied Pipers and Paul Weston's Orchestra.) 1949-I'M BEGINNING TO MISS YOU

When the news broke that the recording ban had been lifted, Irving Berlin sat down and wrote this song in an hour.

FILST

Field

in the

(Available on the following records: Columbia 38405, Doris Day with orchestra; RCA Victor 20-3355, Bill Lawrence with orchestra; Capitol 15388. Andy Russell and King Sisters; Decca 24593, Gordon Jenkins and his orchestra.)







May 28, 1949

NELSON

KING

of Radio Station

WCKY

Cincinnati, Ohio

says the

JIMMY

DICKENS

record of

BOY"



VOX JOX A National Accounting of Disk Jockey Activities

WESTERN WAXWHIRL . . . Frank Powell, KIFI, Idaho Falls, Idaho, is offering to wash all the windows in the house of the listener who makes the largest cancer fund contribution. . . . WIMS, Michigan City, Ind., put on a special three-hour cancer drive show recently, with "Shorty' playing Western; Stew McDonnell, pop; Warren Ashton, classical, and "Dick" spinning Polish tunes. Response was strong, with concert music adherents sending in the most pledges. . . . Eddie Chase, CKLW, Windsor, Ont., gives away platter albums in a pyramiding jackpot telephone quiz on his "Make Believe Ballroom." As of this writing, there are 29 albums in the current jackpot. . . . John Slagle, WXWZ, Detroit, found his late evening show invaded by a horde of "John Slagle Fan Club" members last week, bringing cake and coffee for a celebration of the jockey's 38th birthday. . . . Stew McDonnell, WIMS, Michigan City, Ind., took time out from his jockey chores to announce the local amateur box fights recently. ... Bob Evans, KGGF, Coffeyville, Kan., does a "Billboard Honor Roll" show every Thursday at 9 p.m. . . . Bill Maugans, KSOK, Arkansas City, Kan., led a fund drive on his a.m. show, raising some \$300 to combat an invasion of cankerworms attacking the city's trees. . . . Frank Thurston Jr., KGLC, Miami, Okla., has started a request show beamed at teen-agers. ... Beverly Norberry, only fem jock in the Detroit area, will broadcast her evening WJJW show remote from the lobby of the Wyandotte Theater, where a special booth has been installed for her. Seg will feature interviews with people attending the show. . . . Patrick Campau, WMLN, Mount Clemens, Mich., promotes his daily "Fax 'n' Wax" show thru pix and articles in the radio section of the local gazette. . . . Frank Thurston Jr., chief announcer at KGLC, Miami, Okla., is doing a new show, "Requestfully Yours," and reports the initial response "most gratifying."

CHICAGO CHATTER . . . Third edition of the disk jockey show goes into the Chicago Theater June 26 for two weeks, with Linn Burton, free-lancer; Eddie Hubbard, WIND; Ernie Simon, WJJD, and Dave Garroway, WMAQ, at the helm. . . . Bud Chase, formerly at WEMP, Milwaukee, moved to WHOT, South Bend, Ind. . . . Eddie Hubbard's sixth semi-annual poll of "ABC Club" listeners found Peggy Lee topping gal singers, Frank Sinatra first among the boys and Vaughn Monroe heading the bands. Hubbard's frau, the former Jackie Smith, of Mercury, is expecting the stork in September. . . . Ernie Waits, WZIP, Cincinnati, Negro d. j., is sponsoring sports teams to combat juvenile delinquency. . . . Harry V. Besse, exdrummer, is the first Negro d. j. in the Omaha area, working from KSWI. Council Bluffs, Ia. . . . Jack Pitman is doing a three-time-weekly folk music show from WMOR, Chicago. . . . Bob Earle, formerly with WROK, Rockford, Ill., and WKOW, Madison, Wis., joined KSO, Des Moines. . . . M & S Distributing Company, Chicago race disk distributor, is putting out a weekly chart made up of the hits aired by Al Benson, free-lance Negro jockey.

# **Discovery Pacts Junior Daniels**

HOLLYWOOD, May 21.-Junior Daniels, 18-year-old baritone, has been inked to a five-year disk deal by Discovery Records, plattery Prexy Albert Marx announced here. Lad, discovered in New York's Cafe Society, is featured with the Charlie Parker ork. He will cut first sides when Parker crew reaches Coast.

"COUNTRY

PUBLICATIONS

Columbia 20585

is on the road to the top of his hit parade

A GREAT

RHYTHM NOVELTY

LORA-BELLE

LEE

SANTLY-JOY, Inc.

EDDIE JOY, Gen. Prof. Mgr.

BULLET

New York

1619 Broadway

DECCA 24590 and the ONE who introduced and made the ORIGINAL record of my HIT song: "IT'S TOO LATE NOW"

(By Tim Gayle, Matt Furin and J. Fred Coots) Picked as another "Little Bird" in last week's BILLBOARD PICKS as recorded by

# EVELYN KNIGHT

#### ON DECCA 26436

Disk Jockeys: Do you have LORRY RAINE'S "Heartbroken"? Walter Winchell itemed it as a "potential 'Near You' which the disc-jox will go for . . ."

# TIM GAYLE

Song & Record Current Mail Address: Publicity & Exploitation, c/o Hotel Sheraton, Detroit 2. Personal Mgt.

P.S.: Watch for "The Century Waltz" and "Save the Blues for When It's Rainin'," by BUNNY PAUL, made with the sensa-tional KEN GRIFFIN on Rondo Records -soon.



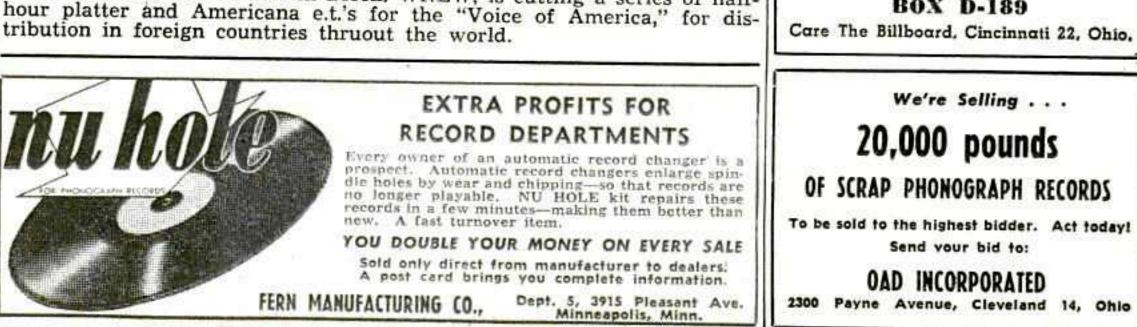


STRICTLY FROM DIXIE . . . Steve Starwyck, ex-dance band musician, is music director and spins two platter shows at KGRH, Fayetteville, Ark. . . . Gene Lewis, KTHT, Houston, does a mythical "sidewalk" seg using platters, crowd noises, applause. etc. "Could use some transcribed voice tracks of ork leaders," Lewis writes. . . . Johnny Murray is the newest addition to the jock staff at WMOB, Mobile, Ala. Murray was formerly at WDSU, New Orleans. . . . Murphy Martin, whose "Woodchoppers Ball" show at KTRE, Lufkin, Tex., was getting snowed under each night with phone calls, worked out a system whereby he allots three points for requests that come by letter, two for postcards, and one for phone calls. "Eliminated about 80 per cent of our phone calls and increased our mail by 60 per cent," Martin reports. "I can now plan each program in advance and carry it out without too much interference from phone calls." . . . Fred Jackson, WWEZ, New Orleans, says that since the flick "My Dream Is Yours" hit town, people have been requesting Doris Day's disking of "Canadian Capers," which she has never cut. "As far as I know, there's no vocal recording on the tune," Jackson writes. "Here's hoping Columbia doesn't pass up a hit record by failing to record Doris on the number." . . . Ven Marshall, WTPS, New Orleans, has been chauffeuring Connie Haines around the Crescent City during her appearance at the Beverly Country Club.

KNOW-HOW . . . Willard Coker, WHTB. Taliadega, Ala., writes: "I have proven here that the best gimmick for grabbing the listeners' ears from other stations is to give the correct time very frequently on the early riser shows and report sports results as often as possible between platters."

GIMMIX . . . Bob Hill, KSGM, Ste. Genevieve, Mo., has just completed a 10-week competitive series of home-town talent shows, featuring talent from 10 local towns in the area. "Mail vote was overwhelming," Hill informs us. . . . Wally Douglas, WCAV, Norfolk, stresses the zany in his "Breakfast in Bedlam" show. He speaks to listeners over the phone, introduces weird sound effects into disk spins, eats breakfast on the show and chats with Jimmy, the waiter who delivers his chow every morning.

GOTHAM GAB . . . Elliot Nevins, 17-year-old Forest Hills High School student from Rego Park, N. Y., won the WOV deejay contest. He gets an eight-week contract for an evening platter show to begin in the near future. . . . Martin Block, WNEW, is cutting a series of halfhour platter and Americana e.t.'s for the "Voice of America," for dis-



1076 **RED HEAD** DON'T HAVE TO TELL NOBODY HELEN LEE WITH DICK STYLE AND HIS ORCHESTRA BULLET RECORDS 423 BROAD STREET NASHVILLE, TENN. FOR SALE **Modern Four Press Plant** Equipped to press shellac or vinylite. Completely equipped with record studio and equipment. Complete plating department. Small roller mill, Located in southern state. No labor problems. No competition: will teach if desired.

**BOX D-189** Care The Billboard, Cincinnati 22, Ohio.



## **NIGHT CLUBS-VAUDEVILLE** Communications to 1564 Broadway, New York 19, N. Y.

# Palace Brings AFM Briefs Bookers on AGVA **Back Flesh;** Will It Stay?

# **Gushes With Nostalgia**

(Continued from page 3) and a film trailer heralded "the return of vaudeville" to the Palace. The crowd roared. The annunciators (those stageside lighted placards that name the act which is on) flashed on for the first time since 1935, introing Don Albert and his pit band. A baby spot hit Albert, he gave the downbeat for Irving Berlin's There's No Business Like Show Business and the crowd doubled its roar.

Then the annunciators billed Mage and Karr, a young tap dance team, and the curtain climbed. Backstage the tension was terrific; the tears flowed like wine, and the mob in the wings really felt for the act onstage, facing the tough assignment of breaking the ice.

But if the house had been hollering before, the noise it gave vent to after gandering the first live talent on the Palace boards in 14 years paled all the ruckus that had preceded. The applause and cheers were so deafening that for the first minute or two of their act, Mage and Karr-just a few feet away from the sidemen-couldn't hear the music and virtually had to fake it. Only when the house quieted were they able to pick up the tempo.

#### That Man Berle!

After that came the handkerchiefs agents. He explained that an instruand the sniffles. It seemed as the mental-singing act which would be

# Instrumental **Acts To Have Tootler Pact**

## **Petrillo Issues Warning**

CHICAGO, May 21.-The rub between the American Federation of Musicians (AFM) and the American Guild of Variety Artists (AGVA) was revived here Thursday (19) at a meeting of all local AFM franchised booking agents, called by Ed Benkert, secretary of Local 10, AFM, at union headquarters. Meeting resulted in a turnout of aproximately 55 office reps, which was a large majority of franchises out in the local's jurisdiction.

Benkert, it was learned, told the agents he understood a series of meetings across the country, such as that held in Chicago, had been ordered by James C. Petrillo, AFM prexy.

Benkert also said the AFM was reaffirming its principle that all entertainers who play a musical instrument at any time in their performance, go into a spot on an AFM contract. He said that the local has been getting good co-operation in this matter, but that he was ordered to again explain the procedure to local

Here's Why NEW YORK, May 21. - The

Petrillo notice printed in the May issue of the International Musician, AFM's official publication, which precipitated the renewal of the AFM-AGVA imbroglio reads as follows:

All instrumental musicians, whether or not they supplement their playing by singing, must be members of the American Federation of Musicians. All services of members of the American Federation of Musicians must be contracted for on the official federation form.

Under no circumstances may an American Guild of Variety Artists contract, or any other form, be used for such members.

All locals are advised to be on the alert for any raiding that the American Guild of Variety Artists might again attempt on our members. In many jurisdictions the American Guild of Variety Artists has had the colossal gall to force into their membership instrumental musicians who merely play a solo on an instrument in a cafe floorshow, where they do no singing or dancing.

As far as we know, all members of the American Federation of Musicians who are only instrumentalists have resigned from the American Guild of Variety Artists.

If any raid of this nature is attempted in any jurisdiction, kindly advise me immediately.

> James C. Petrillo, President.

Salle Folding

# **AFM Pulls Ork From** N. Y. Regent

## **AGVA Wants Pay for Acts**

NEW YORK, May 21.-Wrangling between the American Federation of Musicians (AFM) and the American Guild of Variety Artists (AGVA) flamed anew locally this week when AFM Local 802 pulled out a pit ork from the uptown Regent, nabe RKO house, and caused cancellation of a one-night vaude show. AGVA, thru its Eastern regional director, Jimmy Lyons, in a counter action, is insisting that RKO, which runs the Regent, pay the five acts who were to appear on Tuesday's (17) bill. Lyons claims that the acts appeared on time ready to perform with or without music and that they are entitled to payment.

Lyons further said that he has asked the RKO people for an answer to his payment demand before today (21). If the RKO answer is not forthcoming (and no word had been received at press time), Lyons says that he will contact top RKO brass Monday (23) on a one-day ultimatum basis to get the acts' pay.

#### Lyons' Ultimatum

If RKO's management does not pay the acts before Tuesday (24), then Lyons, at the AGVA branch executive committee meeting on that day, will make "drastic recommendations," he says, to force the issue with the RKO management. Lyons indicated that his recommendations may take the form of ordering all local AGVA performers off the boards of houses under RKO jurisdiction. This would include the Palace Theater, which this week reopened with much publicity and hullabaloo heralding the revival of vaudeville (see other stories this issue). The entire situation arose when Local 802 last week insisted that AGVA return a \$50 membership fee to AFM member Lee Norman, who doubles as ork leader and emsee at the Regent house. Norman became emsee at the house about a year ago when it dismissed emsee Charlie Banks. AGVA made an agreement with RKO whereby the successor to Banks would join the Guild. And Norman, after one rejection, was accepted into AGVA and paid the \$50 initiation fee. It was agreed, too, that Norman would receive the AGVA scale of \$17.50 in addition to his regular orkster loot. Later AFM notified RKO that it would withdraw the Regent ork unless AGVA returned Norman's AGVA initiation fee.

every other person or so had some special interest in vaude at the Palace, and the nostalgia and emotion had them blubbering. Later, Lorraine Rognan, next to closing on an eight-act bill, said that when she came on stage, it was like playing to a blizzard. And to give the first show added fillip, Milton Berle came on after the regular acts and did a 45minute stint to a smash hand.

But nostalgia isn't going to keep vaude at the Palace. RKO didn't switch its policy out of sentiment, but to keep business up in the face of declining b.-o. and television. The latter-day Palace style is a long cry from the old days; there will be no names to draw trade, which means that the policy itself, word of mouth and B-plus-or-better films-plus entertaining stage shows, will have to provide the pay-off. It's not an easy assignment, with the house nut re-ported at 17G weekly, plus the vaude Palace Points budget, at present around \$3,000.

#### **Good Press**

The Palace reopening got widespread press and radio coverage, both before and after the first day. Press coverage was national in scope; the radio-TV build-up started Tuesday when Berle devoted the last half of his Texaco video show to a Palace routine. Subsequent shows plugging the Palace included Perry Como, Tex and Jinx (AM and TV); Luncheon at Sardi's; Barbara Welles, Dorothy and Dick, and a slew of newscasts. Many New York dailies sent two or more men to cover the opening. The New York Times was the only paper to roast the bill, via its drama critic, Brooks Atkinson.

Insiders figure that this publicity, and the momentum of the opening, will give the theater a reasonably long honeymoon, during which business should hold up, especially at the low week-night top of 95 cents. It's claimed that should the b.-o. level off around \$30,000 weekly or more. the act budget might be boosted.

#### **Picket Line**

Thruout Thursday (19) the front (See PALACE BRINGS on page 45) anticipated.

playing solely a singing date would not have to file an AFM paper for that engagement.

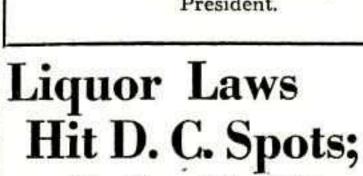
The Chicago AFM conclave with bookers followed a letter to all AFM locals from Petrillo, printed in the May issue of the International Musician, AFM house organ. In the letter, Petrillo states all locals are being advised to be on guard against "raiding that AGVA might attempt on our members. In many jurisdictions the AGVA has had the colossal gall to force into its membership instrumental musicians who merely play a solo on the instrument in a cafe floorshow, where they do no singing or dancing." The letter reported all AFM members who are instrumentalists have resigned from AGVA.

# **Toward 35G** In 1st Week

NEW YORK, May 21.-The Palace Theater here, in its first week of yaude ending Wednesday night (25), is pointing toward a \$35,000 gross, with a possibility it may oven do better. The figure will spell a profit for the week, the nut on the house being reported at \$17,000 weekly, plus the show budget, currently around \$3.000.

In its first day, Thursday (19), the Palace did a shade over 4G and despite miserable rainy Friday, weather, business maintained the same clip. The week-end, irrespective of weather, figures to continue the sellout rate, especially in view of the enormous amount of publicity N.Y. Cascades To Bill the return of vaude engendered.

The Palace is operating on a foura-day policy, with a 59-cent weeknight top and \$1.20 Sundays. Five shows will be played Saturdays. The house capacity is 1,700. By Sunday night, a gross between 15 and 16G is



WASHINGTON, May 21. - Beset with business troubles and frequent encounters with the Alcoholic Beverages Control Board (ABCD), the Salle De Champagne, formerly the Club Cario, is ready to give up. Other local spots are also having ABCB difficulties.

In announcing that they would go out of business, operators Joshua Levin and Robert Goodman said this week that "punk business" is behind their desire to turn in the Salle's liquor license. However, the club was recently cited by ABCB on two counts of permitting gambling, one of after-hours sales and one of letting customers drink after closing time. Earlier the Salle was forced to remove its sign in compliance with zoning regulations.

The Hotel Statler, which runs the Embassy Room and the Statler Terrace, faces a one-day suspension of its liquor license Monday (23) for serving liquor on credit to non-registered guests. A similar charge against the Hotel Hamilton resulted in a stiff warning from ABCB.

The Statler appealed the suspension to the board on the grounds that a one-day loss of sales would cost the hotel more than the maximum \$1,000 penalty possible under the D. C. liquor act, but was turned down.

**Duffy Unit in Opener** 

NEW YORK, May 21.-The Kathryn Duffy Dancers will be spotlighted when the Hotel Biltmore's Cascades, roof nitery, opens for the summer June 6. The Duffy unit will be fea-

# **Andrews** Gals **Back to Roxy**

NEW YORK, May 21. - The Andrews Sisters will return to the Roxy Theater for another engagement at that house beginning June 17 at \$12,500 for the first two weeks and \$10,000 a week for each succeeding week.

The contracted date is for two weeks with options.

tured in a revue to be tabbed The Cascades Carnival.

Jack Edwards's ork, a New England society crew, will supply music for the show and for dinner-supper dancing. Harold Nagel's small ork will alternate with Edwards's crew for the dancers.



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The Billboard

# May 28, 1949

# Marine Dining Room, Edgewater Beach Hotel, Chicago

(Wednesday, May 18)

Capacity, 550. Price policy, cover charge weekdays, 75 cents; week-ends, \$1. Publicity, Marjorie Winston. Production and act book-ing, Dorothy Hild. Estimated budget this show, \$5,200. Estimated budget last show, \$4,800.

With the approach of summer, hostelry ops here are opening their purses, with improved shows the result. Charlie Carts, young, handsome Parisian conjurer, has great possibilities but needs some major renovation. Carts' turn is a card manipulation and memory combination that should hit much better than it does. He allows diners to take various size stacks from a deck of cards and tells them every card they're holding. His closer should be a show stopper. He splits a deck into seven parts, putting one part in each of seven pockets, from which diners take cards. He tells payees what they're holding. Major handicap is his endless monotone of descriptive prattle. He needs to slow down and add laugh lines. His card manipulation encore, while appreciated by a fellow magician, is too subtle as a closing piece.

Jayne and Adam Di Gatano are a perfect ballroom team for this room. Gal's sexy but subtle handling of a pair of gams, as expressive as a lovely pair of hands, together with Adam's deft terping, had eyes glued on the floor. The pair's work netted one of the best hands here in two years.

Buddy Moreno does an excellent job of fronting and punches personality across all evening, during both his show-backing and while playing dance sets. Moreno, a Victor recorder, sings pleasantly, but it's his affable manner on the stand that makes him a success. Band (four saxes, four brass and three rhythm) around the current pop. Portrait of siderable distinctiveness and warm-

# NIGHT CLUB REVIEWS

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

(Wednesday, May 18)

Capacity, 175. Price policy, no cover or minimum. Owner-operator, Larry Potter. Booking policy, non-exclusive. Estimated budget this show, \$3,000. Estimated budget last show, \$1,500.

There's rapier sharpness in Arthur Blake's satirical take-offs which keep laughter at high pitch from the start. His merciless mimicry of such film city celebs as Orson Welles, Ingrid Bergman and Louella Parsons points to Blake as an artist in his field. With the deft hand of an expert caricaturist, Blake capitalizes on the distinguishing characteristics of his victims-Bette Davis's armwaving, Frank Morgan's chucklepunctuated patter, la Hepburn's voice-to satirically distort them in his recreations. Other comedy gems include a Blake fave, his Frank Sinatra Fan Club, and a new routine introed by Effie (Sam Spade's secretary), who parades a series of pic notables (i. e. Sidney Greenstreet, Peter Lorre, Edward G. Robinson, etc.). Also a rib-tickling newcomer to the Blake repertoire is his Sorry, Wrong Number routine.

Others in the bill included Winters and Angeline, a light and graceful dance duo, and radio vocalist Diane Courtney. Latter makes up for a cold start by winning the ringsiders with her more relaxed manner and voice in later selections. Best of the lot is her Wonderful Guy from South Pacific. D'Varga's combo capably backs show and provides music for dancing. Lee Zhito.

#### ders for the band.

### Bop City, New York (Wednesday, May 18)

Capacity, 900. Price policy, 98 cents admission and \$1.50-\$2.00 minimum. Operator, Ralph Watkins. Publicity, Hall, Weber and O'Rourke and Virginia Wicks. Estimated budget this show, \$5,500. Estimated budget last show, \$5,500.

Broadway's big bop bistro, Bop City, with its lavish Artie Shaw premiere musical fiasco and boxoffice success tucked safely and harmlessly under its belt, has settled into a more nearly normal groove for its second bill. Tho the current bill could hardly be considered bop heavy, the layout, which spots Nat (King) Cole and His Trio, thrush June Christy, Flip Phillips Sextet and Milt Jackson's Trio, certainly has considerable box-office values for followers of both jazz and popular music as well as for the contingent of curio seekers, who have become a regular clientele of the colorful nitery.

Tho the presentation of the allmusic talent is completely informal. there is a good deal more polish in the production than the management (which also ran the bop policy at the Royal Roost) has ever been guilty of showing in the past. There are three distinct complete shows each evening, with each running about two hours and concluding with a finale which merges all the talent on the bill. This is a blues item spotting vocals by Cole and Miss Christy, followed by some jazz solos and a rhythmic series of moving ensemble riffs.

#### **Trio Backs Cole**

Cole, who headlines the bill, has always been and still is an amiable performer, an excellent pianist and Best production bit was built a sound and feelingful singer of conhis Capitol recorded items with the impeccable aid of his guitar, bass and bongo threesome. He clicks with a material piece, Baby, I Need You and knocks out a few tasteful instrumental inventions. Cole's turn is rounded out with the blues finale, Nat Meets June. Pleasantest surprise on the current show is young thrush June Christy. This is the former Stan Kenton vocalist's first effort as a single since the ork disbanded some six months ago and she handles herself extremely well. Miss Christy still could stand some presentation polishing and some stronger and more sensational endings, especially on her blues and ballads. But certainly her current defects are greatly outweighted on the plus side of the ledger. She has a young, refreshing, relaxed, collegiate appearance. She boasts a throaty voice with a sound all its own, tho it reminds somewhat of Anita O'Day. And she has a musicianly style, which has just as much credence in any nitery or theater as it has in this bop boite. Miss Christy, whose material is drawn mainly from the standard and blues catalog, is accompanied splendidly by pianist Jimmy Lyons. Flip Phillips, big-toned tenor saxist, has rounded up some top-flight instrumentalists to make up the sextet which supplies most of the jazz for the show. Absolutely tremendous as a crowd pleaser and a competent musician as well is young trombonist Tommy Turk. Equally satisfying are altoist Sonny Criss and Phillips, who occasionally strays from musicianship to thrill the cornball hipsters with some orgasmic honks and squeaks. Most of the bop on the bill is supplied by Milt Jackson's Trio. Jackson is an extremely talented young vibist who boasts excellent musicianship and that's enough for the bopsters. This is a well-balanced jazz show and seems to be pleasing the increasingly regular flow of Bop City customers. The nitery's owners seem to feel that the next show, which opens next Thursday (26) and which spots singer Billy Eckstine and Charlie Barnet's ork, will push their

## College Inn, Hotel Sherman, Chicago

#### (Thursday, May 19)

Capacity, 350. Price policy, \$2.50 and \$3.50 minimum. Publicity, Howard Mayer. Production, Sherman Marks. Shows at 8:30 and 12. Estimated budget this show, \$3,700. Estimated hudget last show, \$3,500.

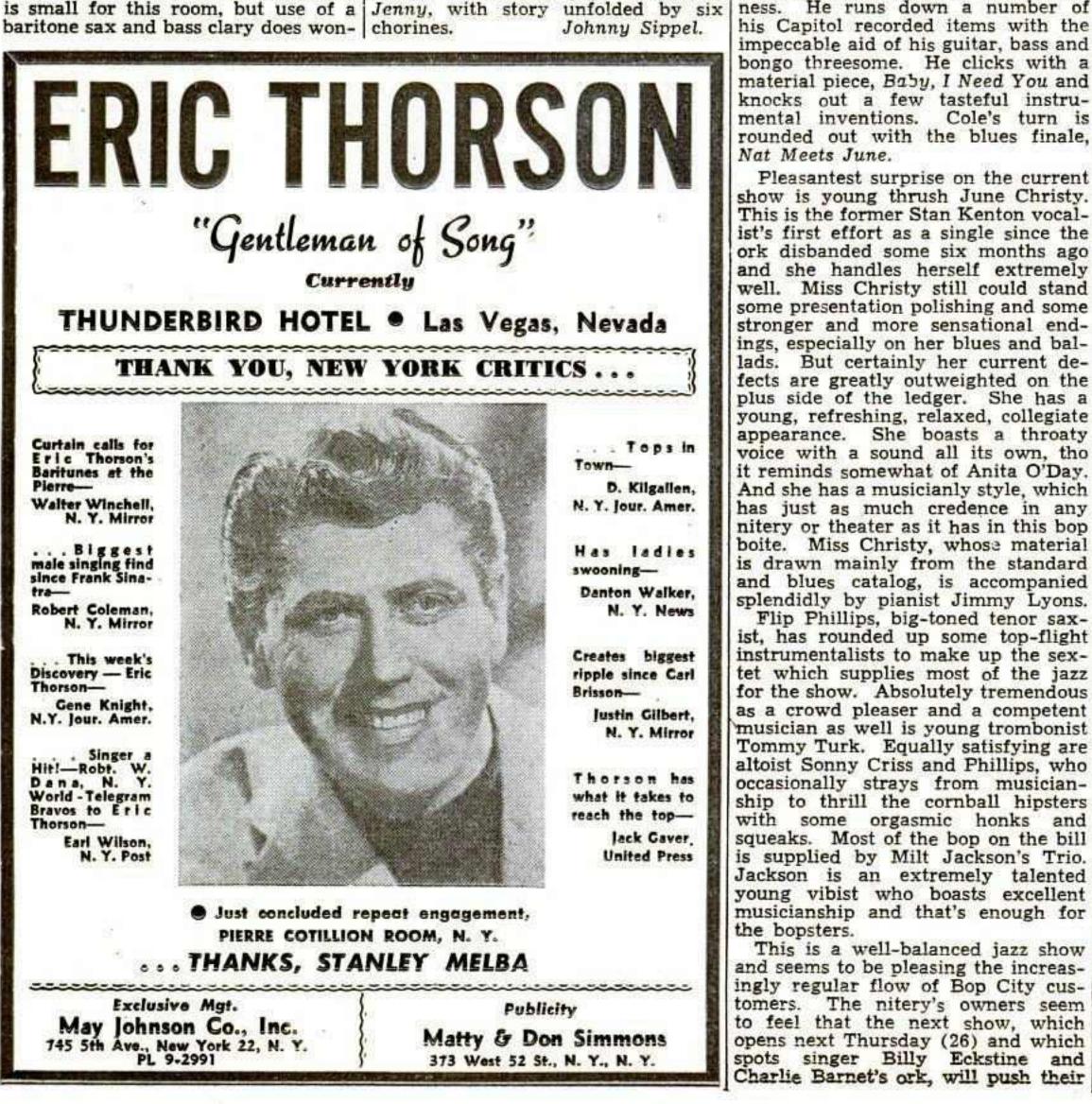
The Salute to Rodgers and Hammerstein, Sherman Marks's third surrealistic production of the music of contemporary composers, surpasses the first two efforts and ranks as the best cafe effort seen locally in years. Marks has had time to study his cast and this edition has everything that makes for top cafe entertainment.

As usual, individual members of the cast are lost in the over-all production brilliance, tho the Honeydreamers' animated delivery, John Kriza's ballet work and Gloria Van's warbling of The Gentleman Is a Dope rated top mitting. The musical arrangements, especially the vocal scoring of the Honeydreamers' June Is Busting Out All Over and You'll Never Walk Alone, are good enough for a record album. Costuming, too, is pertinent and choice, especially when the entire costuming budget probably doesn't exceed \$500 for the 50-minute miniature legit musical. Marks has worked out special touches, like four flashlights sweeping the darkened stage at the end of a wonderful ballet impresh of Slaughter on Fifth Avenue, that put this effort in a class by itself.

While cafe producers have long attempted to work out a show that would match a Broadway legit musical, only Marks has succeeded in this area. And he has done it on a minimum budget.

Bill Snyder's nine-piece house ork did a wonderful backing job and played capably for the dancing periods. Johnny Sippel.

unique bistro from out the uncertain status into the black side of the ledger for a good number of months to come. Hal Webman.





How were him to be and

Coevelohted material



### The Billboard

# **NIGHT CLUBS-VAUDE GROSSES**

### Ciro's, Hollywood (Thursday, May 12)

Capacity, 400. Price policy, no cover. Shows at 9:30 p.m. and midnight. Booking policy, non-exclusive. Owner-operator, H. D. Hover Estimated budget last show, \$3,500. Estimated budget this show, \$4,000.

H. D. Hover is smiling again. Little wonder, for the Wesson Brothers (Dick and Gene) are delivering the healthiest business seen here in some time. Their brand of comedy is as refreshing as it is funny. The Wessons' pace and polish, their material and delivery are strictly from the top drawer. Lads are definitely climbing in staturr to become one of the finest in the laugh circle.

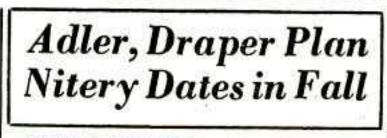
Their Louie Drop the Gun routine is as funny as ever, but the bit that rolls 'em in the aisles is their riotous take off on the Dean Martin-Jerry Lewis team. The lads are at their ribtickling best when the two mimic one subject, thereby creating two Bogarts talking to each other, or two Edward G. Robinsons. First nighters roared when they offered three Harry Richmans. Brothers picked up and carried their manager, Bullets Durgom, to the platform to make him the third Richman as they went into a chorus of a Richman fave.

Rene Touzet's rumba combo sets the Latin beats while Phil Ohman's ork provides regular dance music. Lee Zhito.



NEW YORK, May 21. - Frank Sinatra is to mark his first personal appearance in some time in a series of one-night and week-end dates larity. Numerous spots have injected in the East and Canada.

He is due for three days at the satisfy growing demands. Steel Pier in Atlantic City, June 24, 25 and 26 at \$12,500 for the date. And he has been booked for two days in Morris Inks the Mutual Arena in Toronto. There he will work either July 7 and 8 or July 8 and 9 at a flat \$10,000 figure for the two nights. Operator Ted Dixon will pay for a local ork in addition to the Sinatra fee.



NEW YORK, May 21.-Harmonica virtuoso Larry Adler and terper Paul Draper will return to the nitery circuit in the fall as a team, with a date at the Palmer House in Chicago to be followed by an engagement at the Persian Room here. Opening dates for the engagements have not yet been determined.

The team recently completed a lengthy concert tour and will not work together again until the nitery dates come up.

# **Coast Niteries Gladhand Oaters**

HOLLYWOOD, May 21. - Folk artists are getting the big welcome from Coast plusheries. Latest Western attraction to move into the swank nitery orbit is Foy Willing and His Riders of the Purple Sage, who opened this week at the Flamingo Hotel, Las Vegas, Nev. Willing will be playing the gaming town concurrently with Eddie Arnold, who is appearing at the El Rancho Hotel.

Western folk fare has been growing in favor in these parts. A year ago, Louisiana's ex-Governor Jimmy Davis opened his all-Western nitery trons. Swing to the outdoors in patrons' tastes has been sensed by many spot ops, especially since square dancing flared into its present popua smattering of hoedown music to



# Adler, Draper Plan Stem Racks Feeble 343G; MH, 126, Roxy 82, Cap 24

Stem shows helped to give the Broad- Victor Lombardo's ork, Frank Fonway vaude-pic house combined gross | taine and the Four Evans with The a feeble hypo up to \$343,000 as compared with the low \$308,000 figure of last week. Radio City Music Hall. the Paramount and Roxy, tho they did only fair biz, improved their takes with new layouts, while the Capitol continued to take a whipping with the first week of its new bill. did a bad \$23,000 final session. The Cap's new show did a feeble \$24,000 for the opening week with Glen Gray's ork, Jackie Miles, Gracie Barrie, the Lane Brothers and The Flamingo Road. The first week of the Sun Comes Up.

Radio City Music Hall (6,200 seats) average \$115,000) picked up a snappy \$126,000 for the first week of its Riding High revue and The Stratton Story bill. The previous week's final stanza of Glory of Easter and The Connecticut Yankee pulled in \$100,-000.

Roxy (6,000 seats; average \$89,000) its Dick Haymes-Dick Buckle-Ice Show-The Forgotten Street layout. Paramount (3,654 seats; average \$76,000) opened weakly with a \$63,-000 first session for a spread which options for additional time.

NEW YORK, May 21 .- Four new includes Peter Lorre, the Pied Pipers, Streets of Laredo.

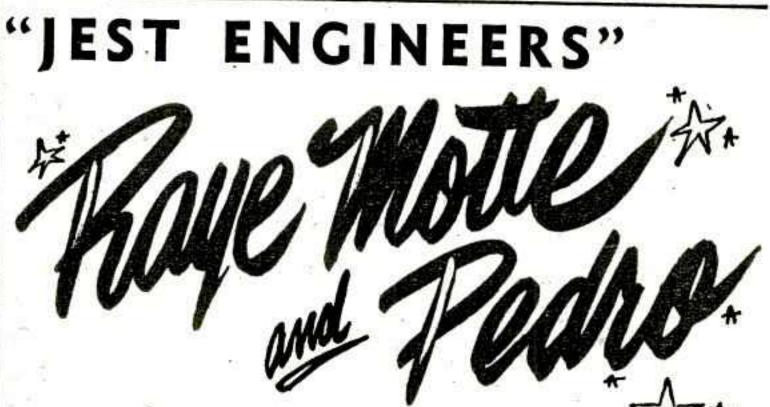
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Capitol (4,627 seats; average \$66,-000) opened very poorly with the Gray-Miles-Barrie - Lane Brothers-The Sun Comes Up bill, drawing a miserly \$24,000. This continued a slump for the house, which last week

Strand (2,700 seats; average \$45,-000) grossed a natty \$48,000 second week with the Ted Lewis revue and show pulled in a nice \$65,000 figure.

The newest flesh-pic addition to the Stem, the Palace, opened Thursday (19) with eight vaude acts and Canadian Pacific. Review and other info on the Palace opening will be found elsewhere in this department.

Lamb, Bailey for Horseshoe NEW YORK, May 21. - Thrush had a mild \$82,000 opening week for Pearl Bailey and comic-contortionist Gil Lamb will headline the stillgoing-strong Diamond Horseshoe violin-heavy show, beginning May 29. The duo is in for four weeks with



## **New Cincy Cocktailer Bows**

CINCINNATI, May 21 .- Walter E Schott, owner of Vernon Manor suburban apartment hotel, and E. H Mohlenkamp, hotel's manager, played host Wednesday (18) to local newspaper and radio r en at a cocktail party and buffet to herald the complction of the hotel's new Patio Lounge and 400 Room, .. hich opens to the public Monday (23). Room will use stroll-type entertainment.



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# **Tony Martin**

NEW YORK, May 21 .- Tony Martin this week inked a term management contract with the William Morris Agency. Martin, it is believed, had been booked thru the Music Corporation of America (MCA) without contract.

Martin is slated to head the next show at Bill Miller's Riviera, opening June 6 for a four-week engagement. Also on the bill will be Marge and Gower Champion.

# **Buff Casino Goes To Country July 4**

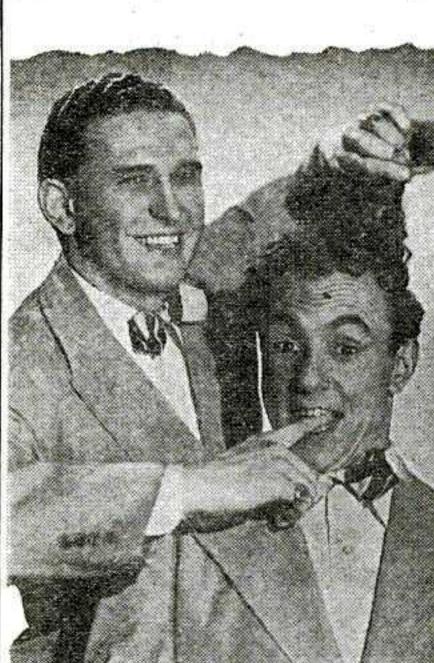
NEW YORK, May 21.—Town Casino, top Buffalo nitery, will shutter for the summer July 4, according to ops Harry Altman and Harry Wallens. At that time the ops will open their summer spot, Glen Casino, in Williamsville, N. Y.

Altman claims that his current attraction, singer Billy Eckstine, has built the greatest biz for the spot since the appearances of Tony Martin and Carmen Miranda. Following Eckstine, the spot has comedian Joe E. Lewis set to headline the bill.

## Dix, La Fellows To Team

NEW YORK, May 21. - Singer Tommy Dix and actress-comedienne Edith Fellows will team up as an act following Dix's forthcoming week's engagement on the second bill of the Palace Theater's revived vaude policy. The Dix-Fellows team will be molded under the guidance of Anna Sosenko, best known as Hildegarde's manager.





"Recently Wrecked"

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DOMINICAN REPUBLIC

# WARNER THEATRE HAVANA, CUBA

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## **44 NIGHT CLUBS-VAUDEVILLE**

The Billboard

### May 28, 1949

# (Thursday, May 19)

Capacity, 3,200. Price policy, 50 to 98 cents. Four shows weekdays, five shows week-ends. House booker, Charley Hogan. Show played by Carl Sands's house band.

Combination of an Abbott and Costello pic, Africa Screams, and a vaude revue including the Three Stooges and Mischa Auer, reads good, but fails to play in the same manner. Both Auer and the Stooges have plenty of potential which is marred by lack of material. Show format is bad, with Auer preceding the Stooges, who close. Inserting one of the other two acts in between would make for better pacing.

The Langs (three boys and three girls) did their standard top-notch job of tumbling and teeterboard to the good mitt they enjoyed here five months ago. Troupe has added a wonderful foot-to-foot catch, which top: even the blindfolded catch of the tiny Mary on a 14-foot pole. Pulled hefty, sustained mitt.

The Dennis Sisters, a nifty-looking brunette and redhead, working their first Chi date, impressed with plenty of natural comedy ability. Their material, mostly parodies and special material, needs some general sprucing up to get the laughs which would put them in the top bracket. Redhead, especially, has a world of comedy ability, which she tosses away on old throwaways and mugging. Their closer, You Can't Go to Heaven, showed the work they can do when handed a good piece of patter.

Mischa Auer came on with a sustained double-take at the audience that got a terrific laugh. After that great opening, response was inconsistent, with Auer doing a variety of material, most of which was dated. His comedy patter, too, lacks real sustaining continuity. Walked off to good mitt, after doing a novelty piano solo, in which he pounded out a tune using a pair of grapefruit and a lemon. Three Stooges haven't changed a line since caught here a year ago. Picture threesome need some new slapstick and skits to keep them alive as a personal appearance attraction. Guys still frequently violate the code of propriety with their vulgar lines and actions. Carl Sands's house ork, working in a circus wagon backdrop, did an okay job on a medley of river tunes. Johnny Sippel.

# VAUDEVILLE REVIEWS

Palomar, Seattle

(Thursday, May 19)

Capacity, 1,200. Price policy, 40 to 75 cents daily. Number of shows, three week-days, four week-ends. House booker, Jerry Ross. Show played by Ray Watkins house band.

Jerry Ross has done a wise thing in bringing flesh back to John Danz's Palomar. Seattle is a live-crazy town and always has been.

The current bill opens with Fench Manning in a rope twirl wire act which draws nice mitts. Manning's timing is superior stuff. Helen Harper scores in an acro terp routine, wowing the late crowd with a Champagne Waltz gimmick.

Thruout, the show is paced by

emsee Lennie Russell, who also handles the third chore of the bill. Russell mimics Tibbett and Durante and pulls a swaggy blond fem gimmick which draws yocks. He has molded his routine into the other acts and sells the show for fine results.

The Duanes are the class act of the show. Their acro dance is the high point. The semi-burlesque encore flim-flam, which bleeds the mitts after the customers already have been satisfied, could be eliminated.

Ford and Harris, the finalists, are a natural for these parts. The act still is the same, with the topper based on Hollywood impressions, a bit which seems overworked at this point.

Will Stevens.

# Palace, New York

Under normal circumstances this would be a somewhat overlong, slightly spotty family layout, but Thursday (19) when the Palace returned to vaude, all normal yardsticks were out the window, every act played to a rousing reception at the closing show, which, with its unscheduled afterpiece with Pat Rooney, Bill Robinson and Maxie Rosenbloom (the latter two on for bows), ran an hour and a half.

The show is straight vaude—no emsee, no stage band—just eight acts. And that, in this day and age, is something of a switch. The nearest act to moderate name proportions is Lorraine Rognan, next to closing in her antic routine and clicking as she always does. Her straight man is Jerry Wayne, who precedes her on the bill and does a fair job, handicapped by limited rehearsal. Miss Rognan's knockabout needs more ebullient straighting than the singer seems able to muster. On his own, Wayne does reasonably well, singing a round of ballads and stressing some of his platter clicks, including You Can't Be True Dear, and A Little Bird. His closing number, Wonder, Wonderful Thing, while standard, has the feeling of special material and he sells it handily. Miss Rognan, a true trouper, is in for free, turning her salary over to the Runyon Cancer Fund.

#### Norman Evans New

New to American vaude is Norman Evans, in what to American audiences is an unusual act but which is typical British music hall stuff and which is consistently amusing. It is an ingenious and clever amalgam of pantomime, dialect and rubber-faced comedy, in which the British comic impersonates both a cockney going to a dentist and the dentist as well. His timing was superb, and his inter-character by-play, given reality by use of a folding screen behind which the patient is supposed to be sitting, was a first-rate piece of imagination and creation. Played third. Another unusual turn was presented by the Marvellos, in an act which combines magic and music. Two men and a girl are involved, one in a prop bald noggin outfit. They make their instruments disappear or turn into others, and close by zipping one man into a large bag and unzipping it to have the gal step out. On fourth.





#### **Too Much Terping**

There was an over-abundance of dancing on the layout. Mage and Karr, a mixed twosome, opened in a pleasant tap bit; Cook and Brown, two Negroes, on fifth, turned in a fast-paced contribution, and Dolinoff and Raya Sisters (3) closed. While they're all okay acts, the amount of dancing was out of proportion to what the traffic could bear. Both Mage and Karr and Cook and Brown did precision and challenge work, while the Dolinoff-Raya flash opened with a doll number and then went into a black magic session in which they used black costumes against a similarly colored back drop for the standard weird effects. Two large electric light question marks lighted up both sides of the stage to help get over the business. While many of their stunts are amusing, the act is 'way over-long, and both halves, the doll and the blackout sessions, should be trimmed.

Pat Rooney closed the show, ambling on after the dance flash, talking a bit-about the good old days and what vaude means in the development of new talent. As he was in several TV shots, he also does a bit of *Rosie O'Grady*, and that, of course, is boff. His booking by Sol Schwartz, of RKO, was an astute move, certainly the right touch for this first week, and it's a gimmick which should be continued, if possible, for as long as possible, with other old Palace names. Whether those that can draw can be obtained at the Palace budget is problematical.

### The Chords in Take-Off

In the deuce spot were the Chords, two exuberant boys who imitate top-selling record artists—Rose Murphy (one of their best); Guy Lombardo, Frankie Laine, Wayne King, the Harmonicats and a slew of others. Their vocal imitations were singularly realistic and shaped up as readily salable, but their work was hampered somewhat by excessive and continual mugging. They worked, of course, with a mike, something you'd never see in the two-a-day days and in so doing they served to highlight the differences between then and now. It may or may not be vaude, but it doesn't seem as tho much can be done about the intrusion of the thing onto the variety stage It's intruded in too many other ways; not much can be done about it now.

At any rate, shorn of the terrific emotion and nostalgia which colored the first day at the Palace (the last show was the one reviewed), the impression is that for 95 cents a show like this plus a reasonably good picture should be able to draw. But if the eight-act formula is to be used, each act will have to be pruned to the limit.

Don Albert and his pitmen played a good show. The film is Canadian Pacific. Jerry Franken.

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ADY FRANCIS, who left New York April 23 for an extended run in Buenos Aires, is due back in Gotham May 31. . . . Fred (Manipo) Harris has rejoined the Cole Bros. Circus Side Show to do his magic and Punch. . . . C. A. George Newmann, who this week begins his 53d annual tour in the same Minnesota and Wisconsin territory, postals from Minneapolis under date of May 15: "Appreciate your recent publication of articles criticizing professional appearances of amateur magicians, which has done and is doing harm to the prestige of the experienced professional. I could write an article on this, too, but forbear since others have already done so. Something should be done to stop similar performances which, as a rule, are pitiful affairs." . . . Lieut. Lee Allen Estes, Safety First Magician of the Kentucky State Police, worked the Kentucky and Ohio sheriff and county judges meeting at the Gibson Hotel, Cincinnati, May 17, under auspices of the Cincinnati Automobile On the Sunday previous, Club. Lieut. and Mrs. Estes played host to Bill Neff and members of his troupe at their new home in Lexington, Ky. Neff and three of his show's lovelies were also visitors to the Magic Desk last Wednesday (18), when the writer had the pleasure of conducting them thru The Billboard new plant. After an extended swing thru the South, Neff and his spookery are back in Ohio and Pennsylvania territory for a series of repeat dates. ... Jean Foley, former Pittsburgh necromancer and now operator of Foley's Magic Shop in Seattle, writes under date of May 13: "Elmer Brandell had a lot of meat and truth in his letter which you carried in the column several issues ago. He picks on magic dealers with good reason. The business has been shot with chiselers in the past but we Magic Dealers' Association members are slowly but surely eliminating that. We know it is a big, tough job but we are progressing. The biggest evil has been the mail order end of the business, where the customer takes what he gets without chance for comparison with other goods. Max Holden started the big swing years back when he impressed upon dealers the idea of doing business honestly, a novelty in the mail order line, and since has created a new way for us newer dealers. Along with other of our members, I refuse to handle any magical equipment that is not up to professional standards in effect and workmanship. I sympathize with Brandell. As a professional myself for many years, I got stuck plenty on highly advertised tricks. So, I advise him and others to pick out honest dealers who will tell them the truth about new stuff, or old, before they buy it." Foley, incidentally, is publicity director of the Magic Dealers' Association.



(Continued from page 3) talk, but my attorney tells me not to."

In view of this and a conference Thursday (19) with Richard Rodgers and Leland Hayward, two of the producers of South Pacific, who, while having no control over the box-office sale situation, expressed eagerness to co-operate in every way to suppress abuses, Murtagh relented on his threat to close the theater. He announced, however, that Lee Shubert would be required under subpoena to bring in all his accounts, including books, bank statements, checks, mail order correspondence. lists of complimentary tickets, cast tickets and house seats, as well as tickets sent to brokers.

Shubert answered the subpoena of the department of investigation yesterday (20) at 50 Pine Street. After an hour and a half's questioning the theater operator expressed a desire to co-operate. "We gave them everything they asked for," he stated. "My people will explain everything." To a query as to whether Jack Pearl was still under suspension, he replied that Pearl has been "dismissed for the time being."

According to the contract between the Majestic and Local 751 of the Treasurers and Ticket Sellers' Union, a box-office treasurer can be discharged only for dishonesty or drunkenness. Irving Mendelson, attorney for Pearl, said he had no comment on the case. Brother union memberr



HAROLD MINSKY'S new show at the Carnival New York preems the Carnival, New York, preems Tuesday (26) with Tommy Raft, Murray Briscoe, Professor Lombardi, Leo DeLyon, Navada Smith, Steve Condos, Rosanne and Tito, and Corrine, principals. Twelve dancers and four show girls constitute the chorus produced by Madame Kamarova. Marty Gould and his 12-piece ork plus Lenny Rogers and his five-piece society rumba band handle the music. George Slack is eatery chief. . . Ned Crane, long stage director of the Gayety, Norfolk, is opening a theater in Virginia Beach, where he will produce musical revues. Tentative opening is set for June 17.... Hudson, Union City, is to tenant a black and white show for the week of May 29. Probable closing date for the season is June 4. . . . Al LeRoy. straight man, closed at the Howard, Boston, and moves into the Fox, Indianapolis, May 29 as manager for Max Rosenberg and Harry Wald, who leased the house recently from Arthur Clamage. . . . Marion Lee is rehearsing to do straights for Maude Hilton, comedienne, for a vaude act to be booked by Matty Rosen.

**F**REDDIE LEWIS, comic, has just acquired a five-year lease on Lake Nipmuk's outdoor summer theater, 1,100 capacity, in Milford, Mass., from Brad Angier, who had operated the house the last 10 years. Lewis will continue the same policy, burly stock mixed with vaude, two shows nightly, no Sundays, at \$1.10 top. Dave Cohn will book burly and Frank Soper has replaced Ben Ford in charge of specialty acts. Mitch Todd will produce a 10-girl line-up. Opening cast will include Jane Marvis, featured; Freddie Lewis, Joey Cowan, Lou Caron and Barbara Stuart, dancer, who is reunited with sister, Ceil. . . . Casino, Pittsburgh, and Gayety, Washington, shuttered for the season May 14; Grand, St. Louis, 15, and Empire, Newark, 19. All are Hirst circuit houses. . . . Former burly comic Eddie Nelson and straight man Morris Lloyd opened May 22 as end men in a new minstrel show at Abe Goldstein's Iceland, New York. Another principal is Harlan Dixon. . . . Lucelle Wray, dancer, is recovering from an ankle Cross and Dunn, Alan Corelli, Syfracture suffered in a fall on the stairs at her home. . . . Sylvia Star, featured strip and wife of Joseph Savino, candy concessionaire at the Casino, Boston, is the mother of a girl, Loretta. . . . Back in the Hudson, Union City, line-up are Rita Gomez, from a visit to her ma in England, and Gladys Podehl, after an operation. . . . Jack O'Neill, singer, is at the 18th Club, Toledo. . . . Midge Lia, treasurer of the Grand, St. Louis, and before that at the Empire, Newark, has taken over Cocoanut Grove, St. Louis nitery. Partnered with him is Harry Wald, candy concessionaire, also of the Grand.

# **Palace Brings Back Fleshers**

45

(Continued from page 41)

of the house was bedlam. A parade o' pickets, representing the screen office workers, marched in support of an RKO contract demand. Standees filled the inner and outer lobbies; the loudspeaker kept blaring There's No Business Like Show Business and trade kept piling into the joint. Seating 1,700, the theater-which has been refurbished-was packed all day, with the walls and back of the house lined with standees.

The last show of the night, wrapping up around 11:30 p.m., provided another peak when Pat Rooney sauntered on stage after the last act and drew a whopping hand. Rooney was brought in by RKO's Sol Schwartz as a last minute added; starter (sans billing). He did a bit of nostalgic chatter, pointed to the spot on the stage he "wore thru" with his hoofing, did his famous Rose O'Grady routine and urged continued support of the new Palace policy. Rooney, now 70 and snow white, provoked still another ovation when he called Bill Robinson on stage. Robinson, in turn, said he'd be 71 in a few months, and "proud to live to the day he saw vaudeville back at the Palace again."

#### Gus and Andy's Party

But all the emotion and nostalgia of the day were topped after the last show at a party given by Gus and Andy Ponaras, brother owners of Gus and Andy's Restaurant on West 47th Street, who tossed a shindig for Palace denizens, past and present. Guest of honor was Bob Sylvester, of The New York Daily News, with a horde of old-timers on hand. The party really coalesced when Dick Redmond, of WHP, Harrisburg, Pa., who flew to New York especially to record a program in connection with

**L'DWARD W. DART**, publisher of Conjurors' Magazine, comes thru with a weighty bit of comment anent the controversies which have raged in these columns recently concerning poor amateur shows and unethical practices by magic dealers. "I have been very much interested in the comments on the poor shows which was generated by the remarks of Al Sharpe in connection with the show in Denver," writes Dart. "The comments of Harry Opel and Elmer Brandell in your column recently are so true. Magic is being ruined because of the poor showmanship of many who call themselves magicians but who follow magic only as a hobby. This class evidently believe that with the purchase of a thumb tip and a cheap magic book that they immediately become magicians. Whether the fellow is a doctor, lawyer, merchant, chief or a corn doctor, just as soon as he can do a trick or two he becomes a mado is to annoy everybody with his many years."

decline to discuss possible union ac tion.

No date was set yesterday for further questioning of Shubert. Murtagh said he would recall him if necessary and that Shubert had agreed to return as needed.

prowess. Yes, he even believes he is an entertainer and, thereby, helps to spoil magic. The New York area has probably had the greatest flood of poor magic during the past season. At the old prices of 10, 20, 30 cents it might not have been too bad but when tickets are sold for \$4.80 it is a tragedy. One show here recently had the audience walk out because of the poor entertainment. What is the answer? A magic show should be built on the theory that entertainment is to be furnished. No chairman of an entertainment committee is competent to promote a show unless he is a producer or director. It is possible to have the greatest magic show ever produced. and with only one act of magic. By doing this the producer might offer a program of real entertainment. It

stands to reason that a magic show consisting of eight acts and all of them magic would be the most boring type of entertainment imaginable. As to magic societies and organizations, in most cases it is only a matter of whom do you know or do you have the money to pay initiation fees and dues. As to whether the applicant is a magician or not interests no one.

The Magicians' Guild of America. with headquarters here in New York, is one organization that requires each applicant to be capable of performing in public and no one is admitted to membership that does not stand at the top either as a performer, writer, dealer or collector. While space is limited in your fine publication articles both pro and con on this subject should do much to improve the exhibition of magic and put it back on the high pedestal gician. The next thing he wants to which it occupied previously for so

## **Passos Plan Derbyshow** For Montreal Auditorium

COLLINSVILLE, Ill., May 21.-The Passo brothers, Jim and Ray, who opened their Derbyshow under canvas here two weeks ago, are mapping plans to take a derby unit into the new 5,000-seat auditorium at Montreal, opening the first week in July. It will mark the first time in 20 years that a contest-type show has played the Canadian metropolis. The Passos plan to follow Montreal with Toronto, Quebec City and Winnipeg.

The local show, which still has approximately five weeks to go, has been enjoying a brisk business, with the contest getting an airing three times daily over WTMV, East St. Louis, Ill. Nine couples still remain in the running.

Monte Hall is on the stand here, and Johnny Agrella is floor judge. Jim Passo is general manager and Ray Passo is looking after the books and handling the concessions.

the Palace opening, recorded a second show at the Gus and Andy party.

Emseeing the second program was Joe Laurie Jr., who called on the acts and vaude personages present to do some of their bits. Included in the layout were Smith and Dale, the Watson Sisters, Jim Harkins, Mabel Ford, Harry Puck, Senator Murphy, Lew Hearn, Max Hart, former agent, bil Bowan and many others. The whole joint was alternately cheering and blubbering.

The party wasn't the only thing that produced tears, and of all the other items to do so, the strangest was a mechanical device-the Palace annunciators. One old guy walked in just as the last stageshow was starting, gandered the annunciator lights, and started to sob like a baby. To him, they spelled vaudeville.

Sensational "STRIP TEASE ILLUSION" A Young Lady in a brilliantly colored Scarlet or Yellow Evening or Dinner Gown enters. Her dress examined by a committee of spectators. She steps up on a BORROWED and UNPREPARED STOOL to ISOLATE her from the floor. A brilliant Spotlight is played on her. At command of performer HER DRESS INSTANTLY DISAPPEARS-leaving her in attractive bathing suit — or in scanty "Undies" if in a Nite Club. Does NOT require Stage Traps, Wings or Curtains can be worked on Dance Floor, Lyceum Hall, Large Nite Club, or Chautauqua Tent Shows. No threads or wires used. Girl is several feet from anything on stage or from back or sides of stage and away from performer. Practical of stage and away from performer. Practical and as Sensational as an Atomic Bomb! You can build it at home for \$35.00. Full BLUE PRINT for Construction and (3) Full Presentations-\$2.00. "42 STAGE ILLUSIONS Building Plans" (Blue Prints) illustrated, fully described. SPECIAL While They Last, 25c. Stage Magic Factory, Box 2, Woodside, N.Y.





The Billboard

LEGITIMATE

May 28, 1949

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

# Philly's 42-Show Season Sad; Show Train May **Only 23 Really Make Money**

PHILADELPHIA, May 21 .- Philly's kid trade putting the show on the 1948-'49 legitimate theater season. which ended a month ago, was the skimpiest in years. Since September, there has always been at least one of the four Shubert houses dark. When a show was in the hit category, business was good. Otherwise, playgoers stayed away in droves-and if nothing else, merely proved that there just aren't enough hits to go around. This is all the more pronounced with the mad rush for ducats for the premiere of the Irving Berlin musical, Miss Liberty, which will dust the cobwebs out of the Forrest Theater for three weeks starting June 13.

The first hit of the season was Charley's Aunt at the Forrest. But to match this came the first terrific flop in the That's the Ticket musical which opened and closed almost simultaneously at the Shubert. That was the form practically all season of regular stage fare, nip and tuck between the box-office successes and failures. Out of a total of 42 attractions-a new present-day low in bookings-only 23 ended up in the money. The biggest casualty list was among the straight plays; of 29, only a dozen showed a profit, with 17 falling short of the box-office mark. Of the 12 musicals, 10 enjoyed success here, with That's the Ticket joined by Along Fifth Avenue at the short end of the gate. The 42d attraction on the list was the annual return of Blackstone's magic show, with heavy

BROADWAY Scen TRADE SHOWLOG SERVICE

winning side of the season's ledger.

Among the musicals, the success of Charley's Aunt was overshadowed by the smash draw enjoyed by Kiss Me, Kate. The other eight musicals paying off were all return stands for Broadway hits. Top business was chalked up by Brigadoon and Finian's Rainbow, both of which preemed here previously. Allegro, first time around, fared well, with High Button Shoes and Inside U. S. A. doing satisfactory business. On its preem here the previous year, tickets were at a premium for Inside U.S.A., but much of that enthusiasm wore off on the return trip. Returns of Oklahoma and Make Mine Manhattan were good enough, as was the perennial The Desert Song.

Of the dozen hit stage plays, hottest in every respect was Death of a Salesman. Biggest disappointment was Anne of the Thousand Days. Attendance was so slim at the preem engagement that the producers seriously considered folding up after the fortnight. But fortunately they went on to Broadway. The Theater Guild also had a bad time of it this season. with a trio of failures in Set My People Free, Make Way for Lucia and Figure of a Girl.

On the heels of Salesman, Detective Story hit the jackpot, and among the new plays, Life With Mother enjoyed fine business, Light Up the Sky was a winner, and Melvyn Douglas was enough to carry Two Blind Mice. The other seven plays in the money were all revivals, with Tallulah Bankhead accounting for the box-office rush for Private Lives, Maurice Evans the magnet for Man and Superman, Mae West holding up unexpectedly well in Diamond Lil, They Knew What They Wanted with Paul Muni faring better here than it did in New York, Harvey doing well enough until Joe E. Brown took sick, Medea with Judith Anderson satisfying and Present Laughter enjoying the advantage of Edward Everett Horton in Clifton Webb's old role. Among the stage plays that ran out of the money, The Heiress flopped in spite of its Broadway success, probably because Wendy Hiller wasn't in the cast; Command Decision also failed to click despite its New York success: For Heaven's Sake, Mother was a complete flop; even with Elisabeth Bergner, Escape Me Never got slim response; Oh, Mr. Meadowbrook got another quick thumbsdown; The Play's the Thing fared badly and quit in a week; Garson Kanin failed to deliver another Born Yesterday in Smile of the World and everybody was disappointed; even Boris Karloff couldn't save The Shop at Sly Corner; the local transit strike put a heavy crimp in At War With the Army; the public failed to respond to The Biggest Thief in Town; Leaf and Bough was much too mild a thriller to attract; very little interest was manifest in the revival of The Cat and the Canary, and The Ivy Green got no encouragement either from the critics or at the box office.

**Go Into Reverse** 

BRIDGEPORT, Conn., May 21.-A show train in reverse from Grand Central in New York to the Westport Country Playhouse in Westport, Conn., is being discussed by playhouse execs and New Haven Railroad officials, and it is believed that the plan will be tried out when the season starts next month.

Show trains from Connecticut cities to New York once a month have been highly successful, and the next Broadway production to draw a train will be As the Girls Go at the Winter Garden, June 7. The train will start from Hartford this time instead of New Haven.

# **Ballots Issued** For Donaldson Awards of '49

NEW YORK, May 21.-The ballots and reference booklets for voting in the Sixth Annual Donaldson Awards were distributed this week. Stage managers of all current Broadway productions have been supplied with quantities to cover each cast and crew and have agreed to collect and file all returns from their companies. Producers, agents, critics and columnists have received their ballots by direct mail. Mailing lists for press agents, managers, scenic artists, costume designers and treasurers are being covered by their unions.

In addition, members of Equity, Chorus Equity and Theatrical Protective Union No. 1 (stagehands) now employed on Broadway may obtain the MBA is an agreement, illegal ballot and reference books at their under the anti-trust laws, which re-



Anti-Trust Laws Invoked

NEW YORK, May 21.-The minimum basic agreement (MBA) under which the Dramatists' Guild of the Authors' League of America has been setting terms and conditions for the production of plays was declared illegal this week by New York Federal Judge Simon Rifking in a 13-page decision. The decision was given in a suit instituted by Carl E. Ring. patent attorney who was the producer of the 1944 flop Stovepipe Hat, against Harold Spina Edward Heyman and Walter Hannan, authors, and the Guild, Judge Rifkin granted an injunction to Ring's attorney, Alfred S. Julien.

Ring in 1944 brought action against the authors and the Guild for alleged violation of the anti-trust laws and asked triple damages of \$420,-000, as well as an injunction restraining the authors from selling the rights to the play. The U.S. Court of Appeals granted the injunction and sent the damage action to the lower court for trial, but held that the minimum basic agreement violated the anti-trust laws. A jury trial of the damage action before Judge Rifking was won by the defendants, the jury finding that Ring had not been damaged but that the MBA violated the trust laws. Ring's subsequent action for an injunction was tried by Judge Rifking without a jury.

According to the court's opinion, strains commerce in dramatic productions generally, and which imposed restraints on commerce in connection with the production of Stovepipe Hat. The defendant authors are members of the Guild, which is a conspiracy in restrain' of trade, and they have applied the force of that conspiracy with respect to Stovepipe Hat. "Arbitration should be enjoined," Judge Rifking wrote. "Altho this leaves plaintiff without contractual rights to Stovepipe Hat his rights to freedom from illegal restraints can be protected by enjoining the defendant authors, on the one hand, and the defendant Guild on the other, from conspiring to interfere or jointly interfering with the plaintiff's aquisition to any and all rights in plays, including Stovepipe Hat. "The defendant authors are not thereby compelled to sell or license Stovepipe Hat to the plaintiff, or enjoined from agreeing among themselves on the terms under which they may choose to sell or license the play. But they may not offer the plaintiff terms less favorable than those offered to any other producer, nor require him to subscribe to the MBA, nor associate the Guild in any illegal way with the cansaction, nor conspire or agree with the Guild or any other members of the Guild to exact particular terms or conditions from him."

Performances Thru May 21, 1949

#### DRAMAS

148

217

676

162

180

260

52

236

	Opened	Perfs.
Anne of a Thousand	di umu	1222
Days(Shubert)	. 12- 8, '48	190
A Streetcar Named	10 0 145	583
Desire		100.00
At War With the Army. (Booth)		87
Big Knife, The	<ul> <li>Secondaria</li> </ul>	100
Born Vesterday	. 2-24, '46	1,384
Death of a Salesman (Meresce)	. 2-10, '49	116
Delective Story	3-22, '49	68
(Hudsen) Diamend Lil	2- 8, '49	80
(Corenet)	<ul> <li>Activity of the second s</li></ul>	1010
Edward, My Sen	. 9-29, '48	268
(Maplin Rock)		
Geedbye My Fancy	, 11-17, '48	213
Life With Mother	. 10-28, '48	245
Madwoman of Chaillot		108
Mister Boberts	. 2-13, '48	488
Silver Whistle, The	.11- 4, '48	207
The Traiter	. 8-31, '40	89
Two Blind Mice	. 3- 2, '49	93

#### MUSICALS

Along Fifth Avenue	. 1-13, '49
(Imperial)	
As the Girls Go	. 11-13, '49
(Winter Garden)	a di masa sa ma
High Button Shoes	. 10- 8, '47
(Broadway)	
Kiss Me, Kate	. 12-30, '48
(Century)	and the second second second
Lend an Ear	. 12-16, '48
- (Broadhurst)	
Love Life	. 10- 7, '48
(46th Street)	
South Pacific	. 4- 7, '49
(Majestic)	
Where's Charley?	. 10-11, '48
(St. James)	-

#### OPENED

Man and Superman .... 5-16, '49 (City Center) .

#### COMING UP

(Week of May 23, 1940) Adam Royale) Howdy, Mr. lee of 1950 5-26, '49 (Center)

#### CLOSED

Light Up the Sky (Haysie) 11-18, '48 212 Saturday (21)

**10-Week Season At Yellow Springs** DAYTON, O., May 21 .- The Yellow Springs Area Theater will open a 10-week summer season. Plays will

run Wednesday thru Sunday. The line-up follows: Shakespeare's Merry Wives of Windsor, June 29; Hedda Gabler, July 6; Command Decision July 13: Three Men on a Horse. July 20; Love From a Stranger, July 27; The Pursuit of Happiness, August 3; Abe Lincoln in Illinois, August 10; The Sea Lamp, August 17; The Circle, August 24, and Androcles and the Lion, August 31.

The house will wind up its winter 17.

respective headquarters. The Theatrical Costume Workers' Union, the American National Theater and Academy (ANTA) and New Stages each has a supply on hand for its membership, and any member of the theatrical trades may obtain an individual ballot on immediate application at The Billboard offices, where a liimted supply is still available.

The deadline for voting is June 12 but the awards committee requests that the self-stamped returns be in the mail at the earliest possible moment, in order to avoid last-minute tabulation jam-ups. Also the committee stresses again that it is not necessary to vote in all categories. Frequently there is a feeling on the part of a voter that he har not seen enough of the over-all Broadway season's picture to express an opinion on all phases of theatrical achievement. However, practically everyone who has either been a participant in, or a spectator of, the past theatrical season, has some definite opinion as to what was best in one category or another. Therefore a partly filledout ballot is completely acceptable.

The Donaldson Awards are the theater's only entirely democratic opportunity to put itself on record in honoring its own family. As in the past, if the honors to this year's winners are to have their deepest significance, they must stem from a real democratic majority opinion from the theater as a whole. It is essential that everybody make use of his franchise.

Hartford Grips Honor King HARTFORD, Conn., May 21.-Over 100 reps of all branches of Hartford showbiz attended a testimonial dinner on the stage of Loew's Poli Palace Theater last week to celebrate the 80th birthday of Harvey A. King, stagehand at Bushnell Memorial Auditorium, downtown legit theater.

series with an elaborate production of Of Thee I Sing, June 3-5 and June 10-12, with a final performance June

An appeal is expected to be taken by the authors and the Guild.

# They're Eligible

NEW YORK, May 21.-Thru a regrettable oversight, two current Broadway plays, The Silver Whistle and Goodbye. My Fancy, were omitted from the listing of first-plays in the Sixth Annual Donaldson Awards eligibility booklet. Both of these plays are eligible to be voted honors in that category for the 1948-'49 season.





### MAN AND SUPERMAN (Opened Monday, May 16) CITY CENTER

A comedy by George Bernard Shaw. Staged by Maurice Evans. Sets by Frederick Stover. Costumes by Davis Ffolkes. General manager, Robert Rapport. Stage manager, Ralph Edington. Press representative, Sol Jacobson. Presented by Maurice Evans. Maid ...... Dorothy Eaton Octavius Robinson ..... Chester Stratton Ann Whitefield ..... Frances Rowe Miss Ramsden ..... Phoebe Mackay Violet Robinson ...... Nan McFarland Hector Malone Jr.....James Daly Hector Malone Sr.....Victor Sutherland

After a fortnight of classic tragedy, the City Center switches to another of high comedy. Maurice Evans's 1947 revival of Man and Superman achieved the same sort of Stem success as Judith Anderson's Medea. It has since followed the same pattern with a lucrative road trek. Bringing it back for a two-week stand at the City Center seems an equally smart move.

If it doesn't have quite the subtle sheen of opening night at the Alvin a year ago last October, it is still immense fun. The playing is much broader than originally and sometimes borders on outright farce, which probably has been found effective on the road. But the over-all still proves that there are no cobwebs adhering to Shaw's lampoon of the female of the species. Even after 44 years the wit is as barbed and the jibes at turn-of-the-century manners quite as outrageous. Undoubtedly, there are a lot of customers, having missed it the first time around, who will welcome an opportunity to catch it at the Center, particularly at bargain prices.

By this time there should be no doubt in anyone's mind as to Evans's right to a top slot in the theater on show and much of it is lost to the the score of versatility. He can take balconyites. everything from tragedy to farce in stride. The star brings exactly the on this huge scale, and harmony singproper brittle touch to Shaw's ing acts are all above average, it's bachelor sophisticate, and his pacing still the O and J blackout style comof the comedy's action takes the edy and stooges in the audience that curse off whatever deliberation is due to its age. At the same time he has preserved its full flavor as a period piece. All in all it's quite a stunt and comes off tremendously well. There have been several important cast changes since the Broadway run, but almost without exception the substitutions stand up well by comparison with the original players. Frances Rowe remains delightful as the predatory female, bent on knocking the props from under Evans's batchelor status. She is everything in the role that Shaw could want. Nan McFarland has taken over the stint of the gal who is practical about her romancing to the point of shocking stolid British social ethics until she is assured of an American million or so, along with a Yankee husband. She is likewise giving an excellent performance. Chester Stratton still gives a good (See Man and Superman on page 48)



## **FUNZAPOPPIN** (Friday, May 13)

#### CHICAGO STADIUM Producers, Ole Olsen and Chic Johnson. Executive director, Arthur M. Wirtz, Assistant producer, Dave Gould. Choregraphy and staging, Catherine and Carl Littlefield. Musical director, Jack Pfeiffer. Assistant

executive director, William H. Burke. PRINCIPALS: Ole Olsen, Chic Johnson, Marty May, June Johnson, J. C. Olsen, Nirska, Gloria Gilbert, the Clark Brothers, William Hayes, Gloria Short, the Three Jigsaws, the Six Mighty Atoms, Lee Barrie, Shirley Anne Basso, Irene Billings, Chiampi, Red Breen, Eugenie Carlson, Frank Cook, Dixon and Dugan, Frank Harty, Baron Hopper, John Howes, Billy Kay, Happy Kellems, Joe Madden, Helen Magna, Maurice Millard, Pat Moran, Andy Ratouscheff, Shorty Renna, Russ Sobery, George Suzanne and Andy Wollandi.

Olsen and Johnson, aided by arena mogul Arthur Wirtz, are setting their sights for the first time on a brand new field-the auditorium and coliseum-for this high-powered threehour package. It's the same old O and J formula that's been so successful box-office and entertainmentwise for years. There are generous portions of music, song, production numbers, good solid novelty acts, fused together into one fast moving show by the wonderful blackouts and skits concocted by the two veteran showmen. Only, for the expansive seating capacities afforded by an auditorium tour, the famed show duo have enlarged on everything. There are 32 ponies in the line, plus six chorus boys, a dozen harmony singers, approximately 30 stooges and 10 good standard novelty acts.

The opening show ran approximately three hours. It's going to be tough to cut, for all of it was so well received. Gaited for huge audiences, little nuances will have to make way for broad, exaggerated playing. The show needs some bigger novelty acts and an unusual thrill act to replace some of the single turns. A talking bit, such as Marty May did for five minutes, breaks the fast pace of the

## MONDAY'S HEROES

(Reviewed Saturday, May 14)

#### ACTORS' LABORATORY THEATER, HOLLYWOOD

Play in three acts by Les Pine. Presented by the Actors' Lab. Directed by Morris Carnovsky and Sam Gary. Settings by Doris Karnes. Stage manager, John Southall. As-sistant stage manager, Bettey Holland. Wardrobe, Barabara White. Sound, Bel Seriff. Press, Joe Papirofsky.

	MelPeter Virgo	L
	MaAngela Clarke	Ŀ
	SvlviaElanore Pine	
	RobbieJerry Paris	Ŀ
	NormanPhilip Pine	ł
	Elanore	L
	StanleyDavid Wolfe	
	BerniceCicely Browne	
	Harry	1
	SiArthur Batanides	
	TexJohn Southall	E
	Marge	Ŀ
	Herb	
l	BelBel Serif	

Monday's Heroes was born in the Actors' Lab and has a good chance to enjoy lusty life in the East. Les Pine penned it as part of his work with the Lab's writer group. The first drafts were tried out by the Lab and then pulled for a general overhauling. Rewrite job completed, Morris Carnovsky was placed at the helm. Result hits the drama bullseye. Play's theme allows idealism to emerge victor over the forces of greed and materialism.

Story deals with the plight of a divorced mother (Elanore Pine) who works to support and educate her three sons. As they grow into manhood her wealthy, money-hungry husband (Edwin Max) is able to lure one son away from her with the glitter of his ill-gotten gold and almost succeeds in winning the other two-a law student and an unsuccessful dress peddler who is writing his first novel. Pine's dialog is down-to-earth. His character analysis shows insight. He avoids painting his people in pure whites and blacks, but blends good and bad to portray a realistic picture

of a character. Cast was outstanding

in giving life to Pine's lines. Par-

ing the role of the mother. Carnov-

with an eye toward the play's emo-

\$2.20 (without tax) level on this

Coliseum June 3 to 12. There's a

chance that O and J might work

Madison Square Garden during the

13-week summer video stint in New

tional impact.

Lee Zhito.

Johnny Sippel.

## LOVE IN UPPER SANDUSKY

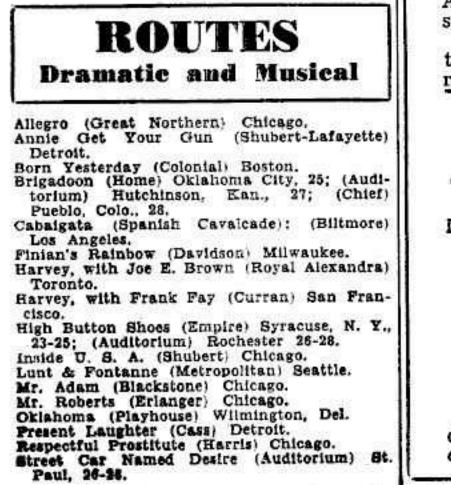
(Opened Monday, May 16) LAS PALMAS THEATER. HOLLYWOOD

A comedy by Edward Emerson and Charles Williams. Staged by Jack Daniels. Settings by William Wetherbee. Company manager, Harry Zevin. Stage manager, Harry Uber. Press representative, Jack Proctor. Presented by Marie Louise Elkins.

Mrs. George Bently SrJoan Sudiow
Aggie Marietta Canty
George Bently Jr Lyle Talbot
Lucille Fleming Lynnda Mason
J. Randolf Manning Paul Maxey
Tanya OrloffLouise Arthur
Sergel
Cab Driver
Edith Morton Edith Janis Breder
Edith MortonEdith Janis Broder
Dan Morton Cliff Clark
Dr. BrownChester Clute
Miss JacksonIsabel Brown
Reverend ThompsonJohn Christian
First Policeman
Second Policeman
A Diaket
A Picket Leonard Penn
CarpenterPat Sexton
Painter
Wilbur Bently

As a light-hearted farce, Sandusky is generally entertaining. Altho the story is constructed loosely and sags in spots, the offering plays exceedingly well due to sprightly direction by Jack Daniels and excellent performances of a well chosen cast. Result is a pleasant tongue-in-cheek play which provides plenty of laughs and incidentally takes several healthy pokes at Communism and radicals.

Intriguing plot deals with the love life of a middle-aged conservative manufacturer, played to the hilt by Lyle Talbot. George Bently Jr., the aging Romeo, is intent on marrying the fading daughter of a local labor leader after carrying on a 10-year courtship. Love's plans are complicated, however, by the fact that Bently's workers are currently on strike, the work stoppage having been engineered by his prospective father-in-law. Into the Bently menage comes portly, ruthless industrialist J. Randolf Manning, who is scheming to take control of Bently's plant, altho outwardly on the scene to serve as best man at the wedding. Bently's household is upset further with the untimely arrival of Tanya Orloff, a sexy Stalinist chippie who ticularly noteworthy was Elanore married Bently's son, Wilbur, while Pine, the playwright's wife, in enact- the latter was on a tour of army duty in the Orient. The lush-looking sky's direction was tight and handled Orloff and her precocious six-yearold son by a prior marriage mess things up completely, interfering with Bently's wedding plans and inciting the Bently plant workers to revolt. In the end, however, all is serene as Bently makes peace with pacity business. Present itinerary his employees, marries the gal and moves the show from its Stadium boots Commie Tanya out of the house, stand May 30, to the Indianapolis the latter feat made possible by the sudden reappearance of her former husband, believed dead but much in evidence as a labor organizer. As the overcautious weak-willed manufacturer, Lyle Talbot is fine, playing the role for its full comedy value. His transition from weak sister to fearless industrialist is neatly portrayed and convincing. Louise Arthur, as Tanya Orloff, has some of the show's best lines and delivers in top form. Her role is played broadly and with little subtlety but much conviction. Supporting cast is excellent, with (See Love in Sandusky on page 48)



While the choregraphy, especially make this an American institution. Highlights of the show are the familiar barbershop that's rocked by passing trains, a baby-sitter number, and show to keep auditoriums doing caa Western cinema take-off, replete even to the doubles beating each other up by falls down staircases and throwing shattered furniture. A radio-type giveaway show which has prizes totalling \$2,000 is a standard feature but needs speeding up.

It is intended to maintain a \$1 to York for Buick.

# **Insure Your Vote**

Each year for the past five years voting on the part of the people of the theater for the Donaldson Awards has increased. Now as preparations for the Sixth Annual Donaldson Awards get under way, the Awards committee wishes to do everything possible to see that everyone in the theater has an opportunity to vote.

Early in May ballots and instructions are delivered by hand to the theaters to all the players appearing on Broadway at the time.

In order to get ballots to players who will not be appearing on Broadway early in May, The Billboard, sponsor of the Donaldson Awards, would like to have the names and addresses of such players, so that a ballot may be properly mailed to them.

Make certain of your vote for the Donaldson Awards, the theater's own selections of its "bests." Fill out the coupon below and return it to The Billboard today.

> The Billboard, Donaldson Awards Committee 1564 Broadway, New York 19, New York.

Please forward ballot and eligibility list for the Sixth Annual Donaldson Awards.

Name .....

Address at which mail will be sure to reach you in May .....

.................

NOTE: If you will be working in a Broadway theater in May, don't send in this coupon. If you don't expect to be working, fill it out and mail it today.

# **Brisbane's 10 Weeks** Of Musicals at End

BRISBANE, Australia, May 21.-Will Mahoney, who has been staging musicals at the Cremorne Theater here, has tossed in the sponge after 10 weeks.

Opening biz was tops and Mahoney appeared to have clicked with Brisbane audiences. However, came tram delays (the Cremorne is dependent on transport), attendances dwindled and finally three successive long week-ends with the town emptying for holiday resorts hit the b.-o. a knockout punch. The Cremorne shutters and Mahoney is taking his troupe to Adelaide, where he will relight under sponsorship of Garnett Carrol.

The Cremorne may be booked for an opera season by local orgs and there is a possibility of some straight shows being booked in.

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# **Advent of Warmer Weather Increases Drive-In** Activities In Eastern Pa., Southern N. J.

## **Film Interests Switch to Outdoor Operations**

vent of the warmer weather finds activity mounting among outdoor theaters being rushed to completion in Eastern Pennsylvania and Southern New Jersey, along with announcements of plans for the erection of additional drive-ins. Following the lead of A. M. Ellis and Sablosky Theater interests, other local movie men are turning for the first time to outdoor operations.

Jay Emanuel and Frank McNamee, who operate a chain of theaters in Eastern Pennsylvania, announced that they were linking forces with the Si Fabian interests to build a drive-in theater near Reading. Melvin Fox, another independent chain head, also turns to the outdoors for the first time in linking forces with W. W. Smith's Park-In Theaters, Inc., of Camden, N. J., to erect a drive-in a mile outside of Trenton, N. J. Smith, who already has the Starlight Drive-In at Gloucester, N. J., is rushing completion of the Family Drive-In at Clifton Heights, N. J. Van Lloyd will do the film booking and buying for the Smith drive-ins.

In South Jersey, where Smith combined with the Sablosky interests, the Delsea Drive-In was opened last week. Another open-airer will be built by independent interests at Cape May Court House, the local combine

# **Drive-In for Cape Cod**

PHILADELPHIA, May 21.-Ad- | already acquiring the land near that seashore resort.

> A. M. Ellis Theaters' 700-car drivein at Chester, Pa., will be known as the Chester Pike Drive-In and is scheduled for a June debut. Ellis also announced the erection of the Natalie Drive-In, with a 550-car capacity, near Natalie, Pa. Local independent interests also have joined with interests in Allentown, Pa., for the erection and operation of the Mahoning Drive-In near that up-State community.

### M & S Gets Wilmington Okay

WILMINGTON, Del., May 21.-A building permit for the first drive-in in this area was issued last week by the county building inspectors to the M & S Amusement Enterprises granting permission to construct an open-air theater on DuPont Boulevard. Tentatively scheduled for a June bow, theater is being built at a cost of about \$40,000, with a capacity of 1,000 cars. Owners are Sam Tauston and Mel Geller.

### **Flickers for Duke Wilcox**

HATFIELD, Pa., May 21.-Duke Wilcox, who promotes midget auto races at the Hatfield track here, plans to present motion pictures four times a week during the summer. Track grandstand and bleachers, seating 5,000, will be used, with space

# Stoolie?

HARTFORD, Conn., May 21. -George E. Landers, local division manager of the E. M. Loew Theaters Circuit, reports that the nightly showing of a trailer on the theater screen, offering a reward of \$25 for information leading to the arrest and conviction of unknown persons stealing speakers at the circuit's Hartford Drive-In Theater led to the apprehension and conviction of four boys, who admitted the thefts.

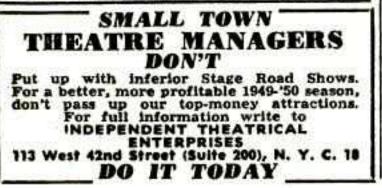
# **Bryants Turn Lecturers** With **Equal Success**

MANSFIELD, O., May 21.-Mrs. Billy Bryant has successfully appended author and lecturer to her widely known sobriquets of actress and "First Lady of the River," the last two gained thru many years of operation of the Bryant Showboat in conjunction with her noted husband, Capt. Billy Bryant.

Like her husband, Mrs. Brayant has turned lecturer and author and during the past school sessions reached the pinnacle set by Captain Billy in that field. She recently completed a lengthly list of high school and college speaking engagements which took her thru Missouri, Illinois, Michigan, Wisconsin, Indiana and Ohio. She already is mulling plans for her 1949-'50 school itinerary under the School Assembly Service, conducted by S. E. Paulus, Chicago.

Altho her agenda was a full one, she managed to sandwich in numerous after-dinner speaking at women's clubs along with appearing as guest speaker at ladies' night programs for the Kiwanis, Lions and Rotary clubs all along her route. The good captain, currently on a tour of the Carolinas, has been meeting with equal success as that attained by the "First Lady."

Dept. L. 602 West 52d St., New York 19. N. Y.



HARTFORD, Conn., May 21.-Cape Cod, Mass., summer resort area, soon will have an outdoor motion picture MAN AND SUPERMAN theater. Louis Segrini, building contractor of Mansfield, Mass., has announced plans to build a 1.000-car capacity drive-in theater at East Dennis, Mass., on Cape Cod. Segrini also plans to operate the theater.



for autos to park also.

(Continued from page 47) laugh account of himself as a somewhat mentally feeble idealist in the matter of fem charm, and Malcolm Keen continues to snare laughs with New Drive-In for Tuskegee a stock portrait of London (circa 1905) successful middle age. Veteran Josephine Brown continues her fine original contribution as the more or less willing stooge for her daughter's machinations, and Victor Sutherland is doing likewise by Shaw's cartoon of Yankee snobbery. James Daly is broadly acceptable as the heir to the Yankee money bags. It seems to this reporter that the production has been let down by only one replacement. Jack Manning's original creation of the chauffeur projected as a small masterpiece of Shavian nosethumbing at British lower-middleclass independence. Morton Da Costa is adequate, but no more, in a chore that can be made outstanding.

The production still makes use of Frederick Stover's three sets, which are admirably adaptable to touring as well as excellently in keeping for the period. The David Ffolkes cos-Bob Francis. tumes are ditto.

## LOVE IN SANDUSKY

(Continued from page 47) Paul Maxey as the pompous, laborbaiting industrialist doing standout work. Joan Sudlow as Bently's mother, Cliff Clark as the labor union head and Chester Clute as the befuddled family physician all do credit to their roles. Others in the cast worthy of mention include Marietta Canty, Lynnda Mason, Mickey Little, Edith Morton, John Christian and Robert Whitman.

With dialog tightened, especially the first act, and a better second act curtain, Sandusky should do good biz on the road. As for Broadway, the show might find it tough to compete with current top Stem comedies. Alan Fischler.

TUSKEGEE, Ala., May 21. - A corporation headed by Jasper, Ala., bu mens men has announced plans for a new \$50,000 drive-in theater, to be constructed four miles outside the city on the Montgomery Highway. It will have a capacity of 400 cars, with additional seating capacity for patrons riding busses or taxis. Contracts have been let and it is expected that the new theater will be completed and ready for opening about July 1.



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AUGER-Edward, 77, who opened the first film theater in St. John, N. B., in 1906 and later the first film exchange in the maritime provinces in St. John in 1908, recently in New York while there in connection with a television survey. He had been associated with Radio Corporation of America in recent years. Burial in Montreal.

BENARD - Peter, 69, presidentemeritus of the Bridgeport, Conn., Central Labor Union, in that city May 15, following a lengthy illness. As president of the union for the past 12 years, he represented Local 277, Motion Picture Operators Union, which he organized in 1912. Two sons, John and Stephen, of Bridgeport, and two daughters, Mrs. Florence Sudrow and Mrs. Dorothy Brown, also of Bridgeport, survive. Burial in St. Michael's Cemetery, Stratford, Conn., May 18.

BOECK-Alfred (Rags), 67, who

## IN MEMORIAM SHOWFOLKS OF AMERICA San Francisco Chapter

F. E. Scott Gabriel Delmar Willard J. Burroughs Bunny Bunting Alfred Treadway Ronald J. Thompsom William McCloskey Joseph E. Brooks Frank Duniey Austin Cleveland King Jack Connely Arthur Mills Espinsa John T. Severson Earl Sheppard Leander Kistler Maurice Seizer Benjamin Green Degna Allardyce Harry H. Reynolds Vernon A. Slocum Walter Cox John Tagge Joseph Litchell Alfred "Dusty" Rhodes Conrad Leopold George Blondell Charles "Butch" Geggus Milton "Pulver" Wilson Richard George Becker Emerson "Joe" Waish Fred Corbett Brooma Roy T. Allen James W. Hunter Daniel J. Meggs Leonard Wakeling

### FINAL CURTAIN THE

for many years presented a rag pic- book. Mister Roberts, and collaborature novelty turn in vaude and niteries, April 30 at Cook County Hospital, Chicago, after a lingering illness. He was formerly with Solly Childs's tab unit and in recent years was especially well known in nitery circles in Chicago, Detroit and Boston. Burial in Milwaukee May 4.

BULEY-Paul, 50, sheet writer, May 9 in Kenton, O. Survived by two brothers, Jimmy and Johnny, and a sister. Burial in Kenton May 11.

CAIN-Patrick J., 70, former proprietor of the theatrical storage warehouse known to the theater as the limbo of collapsing stage productions, the place where the white elephants went to die, May 13 in Flushing, N. Y. After operating for 51 years, the ware ouse was closed December 31, 1937 by Cain when he retired from the business. During those 51 years the company, Cain's Transfer Company, stored and carted scenery. Besides the flops, however, many famous hits were stored there after long runs. Two sons and two daughters survive.

CRASKEY - Harry, 59, former theater manager and dramatic tent show trouper, May 3 in Veterans' Hospital, Des Moines. He had been with the Hila Morgan and Hill and Dale tent orgs and in late years had worked for a Cedar Rapids, Ia., movie house.

CUNLIFFE-Mrs. James, widow of James Cunliffe, for years associated with the Thearle-Duffield Fireworks Company, Chicago, May 14 in Chicago. Services in Chicago Monday (16).

DUNCAN-Huson Campbell, 55, playwright and script writer of the WOR radio series, House of Mystery, May 8 in New York. He had penned many other radio shows. His widow

tor with Joshua Logan on the hit play by the same name. He was in the process of writing a new play. His parents and two sisters survive.

HORWITZ-Paul, 58, manager of the Alvin Theater, Minneapolis burlesque house, for the past three years, recently in that city.

JOHNSON-Harold B., 68, publisher and editor of The Watertown (N. Y.) Daily Times and owner of stations WWNY, Watertown, and WMSA, Massena, N. Y., May 17 at Henderson Harbor, N. Y. He also served the St. Lawrence University and the Oswego State Teachers' College, as well as holding posts with religious, educational and financial organizations. His widow, son, a brother and a sister survive.

KELLY-William J., 73, former legit leading man and matinee idol, May 17 in New York of a heart attack. He made his debut under the management of Klaw & Erlanger in the production of Ben Hur, later appeared in Charles Frohman's production of The Truth and then played leading roles with F. F. Proctor's stock companies in New York, Washington and Elitch's Gardens, Denver. Some of his early successes included Seven Days' Leave, The Lily, The Climbers, The Big Chance, The Sign on the Door and The House Next Door. In recent years he played character parts in You Can't Take It With You, The Doughgirls, The Leading Lady and, this season, The Biggest Thief in Town, in which he played an aged millionaire who died of heart trouble. Kelly was attending a council meeting of the Lambs when stricken. His widow, Doris, survives.

KENNEDY-Joseph C., 60, former stock and rep show performer, May 4 at his home in Halifax, N. S. He was first in stock with the Sidney Tolar Players at the Academy of cently. Burial in Lakeview Cemetery, Bridgeport.

McMULLIN-Harry P., 69, formerly on the Pantages and Orpheum vaude circuits, May 9 in Santa Monica, Calif. McMullin operated a dance studio and ballrooms with his brother, Robert, after retiring from vaude. Burial May 10 in Elks' Rest. Woodlawn Cemetery, Santa Monica. PLOHM-Max, 75, theatrical manager and once treasurer for Klaw & Erlanger, May 13 in New York. He had been in show business for 35 years and at one time managed Klaw & Erlanger's New Orleans theater. With a brother, "A nund, now manager of the National Theater, Washington, he operated such road companies as The Telephone Girl, The Black Crook and A Message From Mars. Another brother, Emil, survives.



That They May Rest in Peace Among Their Own

# In Memory

of Our Pal, Friend and

Former Boss

# EUGENE GUTMAN

Who Passed Away May 23, 1948

May his soul forever rest in peace.

We will never forget you, Gene.

From all his friends on the **Ringling Bros.-Barnum & Bailey** Circus and all who knew him.

# IN REMEMBRANCE of Our FRIEND EUGENE RANDOW

who passed away one year ago today, May 28, 1948, while trouping with POLACK BROS.' CIRCUS at Amarillo, Texas.

> We Will Not Forget You. NATE AND MARCIA LEWIS WILLIAM H. (BILL) GREEN

survives.

DYER-William W., 75, recently in Grand Rapids, Mich. Survived by two sons, Jack R., of the Fred Buchanan and E. K. Fernandez circuses in the Hawaiian Islands; Robert R., tap dancer, formerly in tab, and five daughters, Florence Lerms, Waukegan, Ill., former member of a dance act on the Keith Circuit: Mary A. Kingshot, nurse; Grace, nurse and former concert violinist; Lillian De-Koning, nurse, all of Grand Rapids, and Beatrice Rider, East Canton, O. Burial in Rest Lawn Cemetery, Grand Rapids.

ERNST-Joesi, 21, wire artist, recently in Hannovesch, Muenden, Germany, when he fell during a wirewalking act.

FELIX-George, 82, retired actor who once toured the main vaude circuits with his wife, the late Lydia Barry, May 12 in East Islip, N. Y. He made his debut on the stage of the Boston Museum in 1885 and later appeared in Babes in the Woods and Aladdin.

FOSTER-Lillian, 52, legit actress who became an overnight star in Conscience, May 15 in New York. She arrived in New York in 1916. and after many disappointments, finally joined the Willis Wood Stock Company which played Kansas City, Mo. After eight years in stock and many near misses for Broadway she was selected for the lead of Madeline in Conscience and became an overnight success. Her first appearance in the role was at the Cherry Lane Theater, and she was immediately signed to a five-year contract by brought the show to Broadway. In 1929 she made a like sensation in London with the same role. In later years she was a character actress, appearing on Broadway in Abe Lincoln in Illinois, The Magnificent Fancy. A sister survives.

HAVARD-Michel, 88, French sym-Monica, Calif.

HEGGEN-Thomas Orlo Jr., 29, author and playwright, May 19 in the Progressive Club, Bridgeport, New York. He was the author of the Conn., night club, in that city re-

Music, Halifax. After five seasons with the group, he went on the road with dramatic rep troupes, including the Luttinger Players. He also appeared in two silent films, Evangeline and In the Enemy's Power, produced by the old Canadian Bioscope Company in Halifax. Survived by two sons, four daughters and his mother. Burial in Halifax.

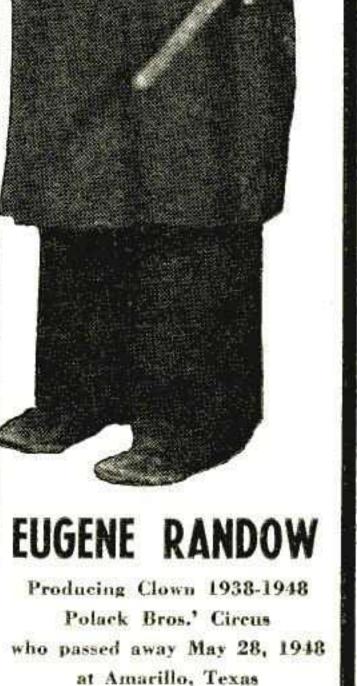
KENYON-Elmer, 62, retired theater press agent and former head of the drama department of the Carnegie Institute of Technology, May 13 in Pittsburgh. He had been the press agent for Maurice Evans, Helen Hayes, Katharine Cornell, Tallulah Bankhead and the Lunts. He also became press agent for the Theater Guild in 1929, serving at that time as national director of the Drama League of America. His mother and a brother, T. Thomas, manager of the Barry Theater, Pittsburgh, survive.

KINGSMILL-Hugh, 55, author, biographer and critic. May 15 in Brighton, England. Writing under the name of Hugh Lunn, his works included The Sentimental Journey and The Return of William Shakespeare.

LEBEAU-Marie Alvina Amy, 75. former aerialist with the Ringling circus for 25 years, May 16 in Chicago. She retired from the circus 30 years ago and since worked as a department store matron.

LODER-Charles A., 91, comedianproducer and oldest member of the National Variety Artists, in New York May 14. He began his career at 15 as a Dutch dialect comedian in Al H. Woods, the producer who The Grand Duchess and played a similar role in The Prince of Pilsen. Other productions in which he appeared included Hilarity, On the Go and Oh, What a Night.

McABEE-L., for 40 years general agent with various outdoor shows, Yankee and recently, Goodbye, My and for the past four years owneroperator of the Victory Theater in Sparks, Ga., March 22 at his home in phony conductor, May 14 in Santa that city. Survived by his widow. Kate, and two sons, Lewis and Billy. McLEAN - Howard, manager of



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MRS. EUGENE (CENTA) RANDOW Son GENE and Daughter-in-Law VIVIAM and Sister ELLA





Ringling Circus. The unparalled sale was said to have topped \$40,000 by Saturday (14) and the unslackened demand as of Wednesday (18) resulted in General Manager Art Concello allotting three more blocks (about 1,000 seats) for downtown sales. Beginning Wednesday night all remaining performances were destined to be not less than capacity with a few straws in view.

The stand, ending tonight, is for five days as against the three-day close friend of the late Tom Mix." showing last year when turnaways ran into the thousands and jammed the colonel allowed he was "plumb the Side Show. These same folks, unwilling to again risk facing shuttered ticket wagons, may well have accounted for the terrific advance. Ticket prices, the same as last year, are \$3 for reserved, \$1.50 general admission and 80 cents for kids. The Side Show is 50 cents.

charged the colonel's car was traveling 75 miles per hour.

Cited to jail, Miller reportedly told Sheriff Pat Coile, "I'll rot in jail before I pay a dime." Coile said Miller refused to plead guilty, refused to stand trial, refused to give bond and added, "I'll spend \$5,000 to beat the charge."

For the four days Miller was in jail, kids flocked to see the "real live cowboy, the man who knew Buffalo Bill Cody and who was a They brought him coffee because sick and tired of black iced tea and ness here this week. corn bread."



HAMMOND, Ind., May 21.-Hennies Bros.' Shows, with winning stands at St. Louis and Decatur, Ill., behind it, continued to get good busi-Org, which has had the weather with it since the beginning of its St. Louis stand, had its first night's loss here Thursday (19) but the preceding three nights were clear and warm, with business good. Friday (20) was cold but the folks turned out in surprisingly good numbers to give all departments a strong play. The Side Show, formerly owned and operated by the Lorow brothers, with Skeeter Lorow in charge, now is office-owned and operated. Skeeter left at Decatur, Ill., with the banners and inside equipment being acquired by the Hennies org. Amos Webb, who had been associated in the operation of the unit, remains on as manager. Most of the unit's personnel also continues with it.

week-end, with the unit to be presented under a 70-foot round top, with two 40-foot middle pieces.

The RAS gross at the Memphis Cotton Carnival, where it closed Sunday (15), was off from last year. Off-weather hurt after the stand had been launched to good weather with a first-day gross that topped that for the corresponding day last year.

Surprising aspect on the show this year has been the play given to the Penny Arcade, Harry Julius's Sportland. Each day's gross at Memphis was up more than \$100 over last year and the first night here also showed an increase of more than \$100. Julius has added some new devices to his Sportland, but he disclaims that that is the reason for the hike in business. Conclusion is that, with money tighter, folks are finding Penny Arcades a place to get more action for their money.

#### Season Outlook Bright

As a result of the greeting accorded here, the first stand under the big top, together with the record takes tabbed in both New York and Boston, both arena stands, Big Show personnel, from the top down, are viewing the season with confidence. While the org has not yet sampled pickings in the hinterlands, biz to date justifies the belief that Philadelphia, Baltimore and the New England trek will all pay off. If so, earned resources will be adequate to meet any crises.

With all of the canvas brand new down to the last rest tent, and with plenty of room to lay out on the Benning Road show grounds, Big Bertha presented a handsome appearance. The big top is solid blue with white side walls. All other units are white.

Principal physical changes this season include blues on seat wagons, similar to those employed last year for the first time for the grandstands, and a complete refurbishing of the menagerie. Big top capacity is about 10,000, Concello said. The placing of the blues in permanent form necessitated widening and shortening the main tent and eliminating curves from all seat sections. The blues, which now provide a solid surface for patron's feet and aisles for safety and the easy access of Frank and Paul Miller's butchers, square the big top off at both ends. All four pie-wedged corners are exits with one in the rear serving as the back door.

#### Spectacular Menagerie

A decorative jungle theme in the menagerie brought appreciative comments from spectators. Each pole is painted to resemble bamboo and surmounted by a four-leaf green rubber palm frond. The cages, large, roomy (See D. C. Gives R-B on page 59)

When Miller's bond was posted by Seagraves, the kids turned out to bid their hero a fond farewell.

While nobody dared mention it to the colonel, press agents think Miller

# Scandinavian Biz O. K., Weather Bad, **Jamison Reports**

OSLO, Norway, May 21.—Capt. Jimmy Jamison, American highdiver, who has just completed an engagement at Folkets Park in nearby Moss, reports his experiences and preceding engagements in Scandinavia.

After completing business arrangements with Ernest Sahlstrom, Danish booking agent, Jamison left Copenhagen April 10 for Oslo and Stavanger, Norway. Norwegians appeared well fed, well clothed and healthy looking, many of them speaking excellent English and displaying a friendly attitude toward Americans. Food on trains and in hotels is very good but lacks variety. Large room at the Victoria Hotel in Stavanger cost Jamison 10 kronen, approximately \$2 per day. Jamison opened at Folkets Park,

Stavanger, which is about as far north (See Scandinavian Biz on page 57)

# **BB** Chi Moving

CHICAGO, May 21. - On Tuesday, May 31, the Chicago office of The Billboard will move to 188 West Randolph Street, across the street from the Bismarck Hotel. Offices will occupy the 30th floor. Telephone number remains the same, CEntral 6-8761.

All communications for outdoor departments dispatched after Friday May 27, should be sent to The Billboard, 188 W. Randolph Street, Chicago 1.

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# **Royal Empire Back** In Michigan After **Opening in Toledo**

DETROIT, May 21.-Royal Empire Shows, organized this year by Sam Stone and C. Joe Bennett, are back in Michigan after opening April 19 in Toledo. Org plays sponsored dates.

First Michigan lot was Telegraph Road, west of Detroit, where biz was fair. After closing Sunday night (15), org moved to Corunna.

Personnel includes Mr. and Mrs. James Freitas, hi-striker and cookhouse; Mr. and Mrs. Frank Dubey, fishpond and hoop-la; Mrs. Louise Garitz, balloon darts; Bud Nickel, razzle dazzle, with Rupert Wolson, agent; Frank Sonoski, scales; Bill Hollingsworth, balloon darts; Hugh Mosier, cork gallery and ball game; Mrs. Charles McGivens, popcorn; Mr. and Mrs. Pierre Venner, bingo; Peggy and Bob Lunis, candy; Mrs. Mabel Hollingsworth, candy floss; Mrs. Louise Garitz, beat-the-dealer; Frieda and Jack Knox, pony ride; Charles (Bill) Hollingsworth, ride superintendent; Slim Martin, Merry-Gocashier: Conn. 17 to

# N. Y. Central Park **Builds Roller-Ice Rink With 600G Gift**

NEW YORK, May 21. - Central Park's recreational facilities will be vastly increased thru the donation of \$600,000 by Kate Wollman to the city's park department for construction of a large artificial ice skating rink and playground as a memorial to her parents and brothers, former New York bankers.

An additional \$125,000 is to be allocated by the city to provide for the laying of walks, erection of fences and landscaping to tie the rink and play area into the park.

Ice-skating rink, covering one acre, will be flanked at its northern end by a semi-circular building housing a refrigeration system, skate shop, dressing rooms and catering concessions. Site of the recreation center is a natural depression on the East Side of Central Park, opposite 63d Street, which has made it possible to design the service building so that its roof will be level with and form part of the play area, which will be equipped with a shower basin, sand pits, swings, slides and other playground equipment. During the summer the rink will be used for roller skating, dancing and special events.

## **Plugs for Barnum Cele**

BRIDGEPORT, Conn., May 21 .-The Post Office Department this week authorized the use of a special cancellation die which will plug the planned cele honoring the memory of the late P. T. Barnum. The cancellation, which will appear on every Round manager, with Mrs. Martin, piece of mail leaving this city, will cashier, and Bill Rolph, Ferris Wheel read: Barnum Festival, June 10-14,



The Billboard

## Close-Ups:

# **50 Years of Action Haven't Put The Breaks on Gerald Snellens**

- By Jim McHugh-

(This is another in a series of articles on little-known facts about people prominent in outdoor show business.)

A LTHO hale and hearty and still vigorously pursuing his normal aroundthe-clock routine at 65, Gerald Snellens, general-contracting-press agent of World of Mirth Shows, is already the subject of legends. Any Eastern gathering of show folks is more likely than not to turn to the life of Gerald for conversational fodder. Few tales hold more interest for the alfresco brethren, since the character involved is as colorful as the brilliant-hued neon which forms the backdrop for so many of his exploits which, in turn, cover an encyclopedic range and include all walks of life.

Ever since he stumbled on to the lot of Jerry Mugivan's Howe's Great London Circus 50 years ago at the age of 15 to start inauspiciously as a potato

peeler, Gerald has managed to make folks aware of him. Since then his accomplishments and experiences have been well chronicled by eyewitnesses and are borne out by Gerald himself, except for a few yarns at which even his extraordinary extrovert nature rebells.

#### Lowly Beginning

Gerald was fortunate in that when he ran away from his St. Louis home he fell head-long into his proper niche in life. He is as intensely happy with show business now as he was when he started, despite the scullery duties that occupied him. In three years with the Howe show he graduated to second cook and then to the job of candy butcher, which was more to his liking, since it appeased his natural desire for money and taught him the value of the first count.

After two years of trouping with Robinson's Famous Show, Gerald joined the Hagenbeck-Wallace Circus



#### GERALD SNELLENS

where he was assistant boss butcher for 14 years. In 1926 he was made boss butcher and held that post until 1929. In 1930 he joined Max Linderman on the Bernardi Greater Shows, which was later to become the World of Mirth, and there he has remained, serving now under Frank Bergen, who took over the show after his partner, Linderman died.

Gerald was well equipped to supervise butchers. He knew all the tricks



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Ride is powered with two high quality capacitor type 110 volt Century Electric Motors.

Overall dimensions: Length 18 ft., height 10 ft., width 7 ft. 10 in. Approximate gross weight 2300 lbs.

Complete with ticket box, sign, heavy duty rubber covered lead wire, light bulbs, automobile controls for the electric brakes.

Trailer is equipped with Atwood hitch, Hammer blow, safety engineered

51





#### 52 **GENERAL OUTDOOR**

### May 28, 1949



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# **7** Out in the Open

nouncer for Jack Kochman's World Champions Hell Drivers. . . . Tommy July on a combined business-pleas-Sacco, Chicago booker, will furnish rides, concessions and shows for the Highland, Ind., celebration July 1-4. Sacco also reports inking the United Liberty Shows for the midway at Chicago Heights, Ill., June 15-16. He says that the Great Sieg-fried opened May 1 at Tivoli Park, Odense, Denmark. Other Siegfried dates include Liseberg Park, Gothenburg, and Folk Park, Malmo, in Sweden; Aalborg and Copenhagen, Denmark, and Stockholm.

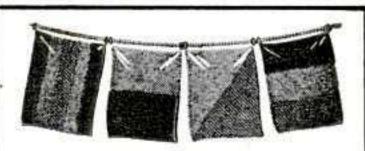
Boyle Woolfolk, Chicago booker, has signed contracts with Sioux Empire Fair, Sioux Falls, S. D., August 21-26, for Jimmy Dorsey's ork, the Harmonicats, the Roxyettes and Walter Nilsson, unicycle. Woolfolk recently won first prize in a baseball contest sponsored by a Chicago newspaper. . . Charlie Zemater, Chicago booker, ill last week, is back at his desk. . . . W. O. King, owner of the King Amusement Company, Mount Clemens, Mich., reports he is shopping for a kiddie park site. . . The Regina (Sask.) Leader-Post recently carried a feature on Russ Morrell, owner of a Wild Life Show, Merry-Go-Round and Ferris Wheel, who is playing Saskatchewan dates.

L. T. (Pete) Christian, Richmond, Va., caught the Big One in Washington Wednesday (18). . . . Harry A. Illions, owner-operator of Celeron Park, Jamestown, N. Y., recently wired one of his senators that he had paid more than \$40,000 in excise taxes as the result of his 1948 operation and that this figure represented the difference between profit and loss. A sympathetic reply was received and Harry is urging fellow parkmen to give their con-

Art Hoard has signed again as an- phreys, of the Hamid-Morton Circus, will leave for Europe early in ure trip.

> George P. Dorsey, who operated one of the first motorized circuses and retired with a bundle prior to the depression, partied a notable gathering of showfolk and fans during the Big One's Washington run. Treated to dinner at Fan and Bill's were J. C. (Tommy) Thomas, Frank and Paul Miller, Marshall Johnson, John Kries, Morris Lipsky and Harry Freedman. . . . Gladys Shelley, whose hubby, Irving, is co-owner with his brother Jack, of Palisades (N. J.) Amusement Park, has authored another song, "Take It Easy Arthur," which has been recorded by Johnny Dee and his ork for Regent. This makes her third tune in a year, the others being "Amusement Park Waltz" and "Engagement Waltz."

> Sam Howard has booked his Aqua Thrills again for the Sports and Travel Show to be held next spring in the International Amphitheater, Chicago. . . . Charlie Duble, Dodson's Imperial Shows, visited Fred Mohr, brother-in-law of the late Jerry Mugivan, president of the American Circus Corporation, when the Dodson org played Terre Haute, Ind. Duble was with Mugivan, Bowers & Ballard in 1914 and later was trombonist with Ringling-Barnum. ... Art Craner, for 12 years manager of It's May Day in Los Banos Celebration, will confer with directors in Los Angeles June 3 to plan for the 1950 event, ... Gilbert Reich-ert, former Side Show performer, is ticket man at the House That Jack Built, Edgewater Park, Detroit.



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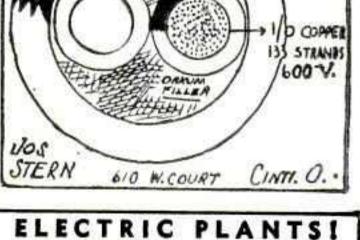
Len Humphreys, a recent visitor in New York, conferred with Joe Hughes and Herman Blumenfeld, of the Hamid office, on plans for the Montreal Police Circus at the Montreal Stadium June 10-19. Humphreys also put in some time ar-ranging passports and vises of foreign acts set to appear with the Hamid-Morton Shrine Circus ... Mrs. Bob Morton and Len Hum- days.

# Olean, Hornell, N.Y., So-So for Biller Org

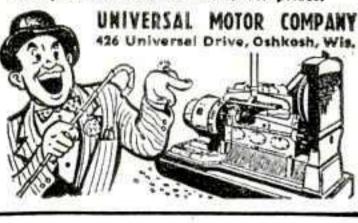
OLEAN, N. Y., May 21.-Two New York spots, Olean and Hornell, proved just so-so for Biller Bros.' Circus. Both matinee and night shows got under way late here and attendance was light. It was a near three-quarter matinee and a half-house at night. Hornell gave with ideal weather and fair biz. Show officials reported Montreal May 21-28. . . . Mr. and business has increased the last 10

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The Billboard

#### **GENERAL OUTDOOR** 53



Beach caught the Hamid-Morton Circus in New Haven, Conn., and visited the Flying Hartzells, Hip Raymond, Rube Simonds, Saso Capman, Slim Collins, Bozo Cosmo, Florenz, Roy Barrett and Mr. and Mrs. Roy Thomas.

Ernie Young inked contracts with the La Crosse (Wis.) Interstate Fair, August 9-14, for Sam Howard's Aqua Thrills; Ebony Trio, trampoline; Farias Duo, roly-poly; Cortellyo's Hollywood Scandals, dogs; Two Glorians, hand balancing, and Ullaine Malloy, aerialist. Young also booked Howard Nichols, juggler; Ten Rockets, acro; Miss Gabrielle, horse act; Dak Chung, contortiontumbling; Ebony Trio; Missing Brothers, comedy acro; The Malinos,



Charles Davitt and Joe and Wally | balancing, and Betty Willis, dogs, on Super Circus, WENR-TV, Chicago, show, two Sundays (22-29). . . Capt. Roy Simms, high pole, opened Monday (23) for two weeks at Edgewater Park, Detroit.

> Ricardo and Gracie Orton, high act with the O. C. Buck Shows, visited Harvey and Miss Luxem, high act on the Allen Smith Shows.

## Fayetteville, Ark., Rodeo **Registers Okay Business**

FAYETTEVILLE, Ark., May 21 .--The fourth annual three-day Fayetteville Stampede and Rodeo (6-8), registered good biz, despite threatening weather.

Billie Veach, Lenapah, Okla., provided the stock. Poley Doucett was arena director. Other officials: Marge Monroe, arena secretary; Faye Blackstone and Louise Mefford, timers; Dittman Mitchell, announcer; Vic Blackstone and Fred Wofford, judges; Buddy Mefford, flat judge, and Jim Inman and Bill Lawrence, pick-up men.

Acts included Cecil Cornish, horses; Ike Tacker, trick mule; Roscoe Armstrong Family; Orval Mann, clown, and Marge Monroe, Cecil Cornish, Ruby Tacker and Norman Shoulders, trick riding. Johnnie Lee Wills, Tulsa, Okla., was guest star.

Visitors included Dottie Keenan, Mr. and Mrs. Homer Todd and Pete Adams.

Rodeo winners follow:

Bareback oronk riding: Jack Bushbaum, first; T. J. Enyart, second; Bill Williams, third: Jake Monroe, fourth, and Elmer Martin and Cecil Woods split fifth and sixth.

Calf roping: Jess Goodspeed, first; Red Beason, second; Byron Wofford, third; Ernest Beaty fourth; Glenn Harp, fifth, and Bill Lawrence. sixth.

Saddle bronk riding: Harry McFall, first; Ken Hargis, second; Red Sloan, Roy Martin and Jim Shoulders, split third, fourth and lifth, and Chuck Dent, sixth. Brahma bull riding: Gene Peacock, first; Marvin Shoulders, second; Booger Bryant, third; Buck Kellogg, fourth, and Seek Secerest and Bill Bynum, split fifth and sixth. Steer wrestling: Harold Ridley, first; Red Sioan and Jake Monroe, split second and third: Charlle Colbert, fourth; Dick Johnson, fifth, and Junior Eskew, sixth.

## **Robotcashier Hits Market**

PROVIDENCE. May 21.-A new coin receiving device, Robotcashier, has been placed on the market by Money - Meters, Inc., Providence. Unique feature is the "coin suspension." Coins dropped in the unit, fan out and are visible between two glass plates, and remain in that position until they disappear into the cash vault. Robotcashier is designed for cafeterias, food stands, soda fountains, diners, cigar counters and the like.

# **Baltimore Gives Selles** Light Biz; Pataskala Good

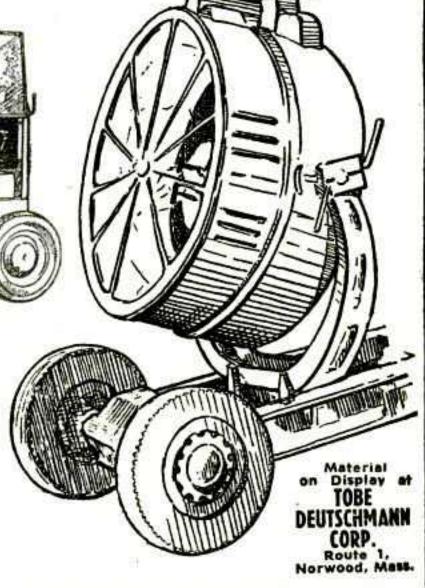
BALTIMORE, May 21. - Selles Bros., playing a two-day stand here Monday and Tuesday (16-17), garnered only light biz. Org played only single shows both days.

Three performances in Pataskala, O., Friday and Saturday (13-14), accounted for good biz. Opening show was capacity, with matinee light. Second day it was a straw at night.



HERE'S THE COMPLETE WORKS for the flashiest promotion stunt you can get at any price. Light up the sky miles high with this giant searchlight equipment ... you'll stir up the folks for miles around ... and they'll come flocking in. The 800,000,000 candle-power beam of this giant five-foot searchlight is loaded with drawing power. There's mystery . . . excitement . . . fascination for your show for thousands and thousands of people to see:





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LAMBERT BROS. Mohawk 6-2232 Playland Park Houston, Texas

# **Circus Historical Society**

E. F. Titus, of Valparaiso, Chile, reports the additions of photographs of Jacqueline Terry, Pudgy Stockton and Barbara La May to his contortion collection.

The Baraboo, Wis., Chamber of Commerce is arranging a Circus Festival in conjunction with the CHS convention.

Fay Reed, recovered from a recent illness, caught the Shrine Circus when it played Minneapolis. Dad White visited Terrill Jacobs when Barnes Bros. played Chicago. John Van Matre attended the CFA convention in Hagerstown, Md.

S. Baker, of Australia, and D. D. Strait, Sidney, N. Y., contributed to the flower fund.

Bob King, Richmond, Ind., will fill out the unexpired term of John Crowley as secretary. Crowley resigned because of illness.

Walter Pietschmann, treasurer of CHS, is president of the Greater Detroit Camera Club Council. John Van Matre presented the writer with an album of shots of the new Pawling Great London Circus. Maurice Allaire, vice-president, is waiting July 14, when Cole Bros. plays Portland, Me.—BETTE LEONARD.

## A. C. Pool Parking Lot

ATLANTIC CITY, May 21.-The Hygeia swimming pool site, former landmark on the Boardwalk, is to become a parking lot. The pool plot, measuring 200 by 150 feet, was obtained by the city thru tax foreclosure, and a bid was entered with the city for rental of the site as a parking lot for the summer season.

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Order extra carbons now, with this searchlight equipment, or if you already have a searchlight you may order them separately, at what is to our knowledge the lowest price ever offered. 500 pairs to a case. Minimum order is two cases. Because of rock-bottom prices, cash must accompany order.







GENERAL OUTDOOR 54

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# DRESSING ROOM GOSSIP

The Billboard

## Mills Bros.

Jake Mills flew to Cleveland. Jack Sweetman drummer, returned to Circleville, O. He was replaced by E. R. Guilford. Clown alley now boasts a lawyer, Eddie Doyle, juggler.

Patsy Goody visited her grandparents in Cleveland. Visitors: R. M. Harvey, Cole Bros.' general agent, and Walter L. Main.

The Cathalis Troupe has added kilts to its wardrobe. Is Ray Goode planning to forsake the wire for clown alley? Mr. and Mrs. Pinky Hollis visited the show in Upper Sandusky O. Doc Waddell has returned to the show. Jack Campbell has joined the Wild West. New canvas for the concessions arrived .--JACK LAPEARL.

Greensburg, Pa.

## **Ringling-Barnum**

Prince Paul and Paul Jung received a write-up in The Boston Post. Felix Adler appeared daily at a Boston drugstore. Personnel performed at General and the Children's hospitals. Many of us visited Father Ed Sullivan's parish in Gloucester. Visitors: Mrs. Paul Alpert, Madeline Bent, Arden Larey, John Kreis, Mr. and Mrs. Frank Cook; Marian Seifert's son, Tommy, and her mother; Melvin Hildreth, Dr. William Mann, Marshall Johnson, Frank Palumbo; Wallace Litwin, Life photographer, and Dr. L. C. Holland.

Back Yard Scenes: Kathy Kramer celebrated her birthday. Bill and Andy give excellent service in their grease joint. Whitey and Phil were busy in the cookhouse opening day. Justino Loyal and his soccer team get in plenty of practice .-- MARY JANE MILLER.

## **Robbins Bros.**

Sharon, Pa., proved a red one, which explains C. C. Smith's big smile.

Jerry and Viola Burrell left at Dover. Charlie Ramer, producing clown, has added O. Tiny Fatts, Eddie Grady and Huffy Huffman to clown alley. Huffman works the downtown bally with his Funny Ford. Novel Snyder has a new wardrobe.

Recent visitors were Claire Ratley's brother, the Melillo brothers, uncles of the Riding Conleys, Jim Stewart, Mr. Diano, Mr. Salinski, Mr. and Mrs. Frank Foster and Mrs. Foster's sister, Bessie, and Buck Lucas.

Personnel of the Anderson and Ellis concession department includes Frank F. Ellis, manager; Laura Anderson, secretary-treasurer; Grady

May 28, 1949

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ELECTRONIC GAMES



Hardin, assistant manager and stock man; Paul Zomp, novelties; Bob Broome, floss; Shotgun Eagan, snow cones; Howard Hatfield, No. 1 stand; Ray (Pollock) Chandler, candy apples; Mr. and Mrs. Walley Helms, grab and pie car; John Anderson, Jim Devins, Jim Laughton and Roland Slusher, seat butchers, and Flying Ferguson, programs .--JIM CONLEY.

## **Orrin Davenport**

Rose Behee celebrated her birthday with a party in Hotel Windsor, Calgary. Guests included Mr. and Mrs. Joe Lewis, Mr. and Mrs. Gabriel De Koe, Earl Shipley, George La Salle, Jack Brae, Micky McDonald, Jimmy Davison and George Voise.

Naomi Haag soloed with her dog act. Cleo Fleet assisted. Brownie has a new gag, Fountain of Youth.

Mr. and Mrs. Frank Simmons are making the Canadian trek.

Notes: Jimmy Davison has given up No Peek. Earl Shipley is doing Madame Kazaza in the snake dance instead of George La Salle. Micky Mc-Donald plans to do Superman. Tommy Hanneford is doing the announcing. Eva Lewis is giving Canadian department stores a big play .- DICK LEWIS.

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## **Clyde Beatty**

DeWayne Troupe is rehearsing new tricks for its teeterboard act. Johnny Cline is rehearsing menage, while Bobby Kay works with the ladder girls. Hope and Don McClennon put their driving horses thru daily sessions.

Mrs. Charles Hilderra visited in Monterey, Calif. Phil, Betty, Lalo. Yolanda and Esther Escalante visited before sailing for Australia.

Moritz the Monkey Man gets the laughs in the come-in. Buddy La-Form dislocated his hip. Don and Hope McClennon had a big day in San Luis Obispo, their home town.

Princess Musette has a new wardrobe. Milonga Cline is doing menage. A. W. Kennard's pony ride has a spindle set-up, making it look like a Merry-Go-Round.

The ladies gifted Carl Worthington with a birthday cake.

On Sunday members of the Jorgen Christianson Tent, CFA, met on the lot in San Mateo, Calif., and were cookhouse guests of George Davis. Present were Don Francis, Merle Sprague, Bert Martin, John Brott, Florence Olsen, Arnold Olsen, Robert Johnson, Richard and Alberta Lamb, Isaac and Don Marks and Jane Sherburns.

Don McAllen, transportation department, celebrated a birthday. Cliff Daniels and Don Beeler joined clown alley for a day. Mr. and Mrs. Thomas Upton, guests of the DeWaynes, showed circus movies in the DeWayne trailer between shows.

In Palo Alto we day and dated Crafts Shows. Visiting Crafts personnel included Charles Cox, Marie Ladeau, Fred Wenzel and the Beretti family. The Polack Western gang, including Don Petroff, Mr. and Mrs. Eddie Ward and the Bogino family, caught us in Oakland.

Jerry Lewis joined clown alley. Mrs. Beatty again under doctor's care. Mrs. Red Reader serves coffee in the pie car every morning. Dick Shipley's injured hand is okay. Doc Osborne, show physician, has his own hospital top. Visitors: Francis Stillman, Sammy Dorman, Whitey Minette, Russ Divet, Buff Brady, Elmer Voorhees, George and Ruby Cutshaw and Jerry Gamble.—LAURENCE CROSS.

## Cole Bros.

Helen Curtiss is an expert coffee maker. Louise Peterson's rabbit is the show pet.

Pat, the wardrobe man, is on the sick list. Everybody saddened by the death of Gus Schwab.

In Zanesville, O., Con Colleano's wire snapped before he could get into action. Web girls scrambled to fill in. Tommy St. Leon, teeterboard. fell in Columbus. Outside of bruises. he's okay.

Theol Marlowe is a regular in the Chinese number. Annie De Virse and Miss Lou left for New York. Ada Mae and Bob Mason celebrated birthdays. Eddy Mader's necktie and Jackson Kyes's shirts cause comment. Tommy Tumblety comes out of the clown car gag as a cross between a hillbilly and a Russian caveman.

Visitors from King Bros.' Circus included Freddie Canestrella; Don, Ortan, Mogodore and Pete Cristiani; Mrs. Relly and Mr. and Mrs. Doc Ogden. Dr. Huebener visited in Dayton.—SALLY MARLOWE.

### **Dailey Bros.**

We shared the lot in Kalamazoo, Mich., with the W. G. Wade Shows. Wade personnel caught our matinee, and our folks made the Wade midway after the night show.

Orville Lindemann has the lunch wagon, with Happy Starr in charge of the griddle. Johnnie Williams, besides directing the band, tutors a line of six girls. Kid Cummings is Side Show ticket taker.

Mrs. Milt Robbins brightens the lot with her white boots and tam. Mr. and Mrs. Ed Plunkett are on the front door. Sig Bonhomme keeps back-yard folks in good humor. Frank Savilla, acro clown, joined the alley.

Rube Ray rides a motorcycle in spec. Lucille Nash is doing a good job as dressing maid. Harry Hammond and Freddie Guinup were hosts at a dinner party in Kalamazoo



55

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### **Polack Bros. Eastern**

Dave Kind, Nate Lewis, Dwight Moore, Kinko, the Mustaffas, Dime Wilson, Gene Randow, Ed Raymond, Jack Klippel and Dennis Stevens played a hospital show in San Angelo, Tex.

Frieda Wiswell and Shirley Charlton were hosts at a baby shower for Connie Wilson.

Attending the wedding of Edward Moore and Doris Yates Wednesday (11) in San Angelo were Mr. and Mrs. Clyde Harrison, witnesses; Nate and Marsha Lewis, Irene Lafferty, Al Hyman, Mr. and Mrs. Leslie Yates, Betty Proper and Mr. and Mrs. David Kind.

Betty Proper, Mrs. Yates and Americo Borza celebrated birthdays.

Dennis Stevens blitzed Dime Wilson in gin rummy. Hubert Castle and Whitey Boyd play golf every day. Ernie Wiswell busy taking movies. Baseball games, starring Betty Brasno, have started. Melitta and Wicons, perch, are battling weather on outdoor dates.

Clara Delbosq and Nita Borza underwent operations in Austin, Tex. Wanda Malikova is on the sick list. Stephen Mustaffa does his hand balancing despite an arm injury.

Frank Buck and Jack Harris's sister visited.—BILLY BARTON.

## Garden Bros.

With the return of Don Morris, the teeterboard act is again in the program. Bobby Whaling has been made Mr. Anthony of the org. Omitted from previous program reports were the Aerial Mathieus and Aerial Hanwells, double traps, and Pinto, the Hollywood wonder horse presented by California Joe.-BILL DOWNIE

Mrs. Rube Ray and Mitzi Fein have recovered from illnesses.

Visitors: C. W. (Bill) Marcus, Monk Kyser, Mr. and Mrs. Gardner, Gene Rosarski, W. R. King and party; James M. Beach, Pawling Circus general agent; Harry Hamill's sisters, Terrell Jacobs and Babe Feister's daughter.-HAZEL KING.

## Seal Bros.

The Miller Family, acros, and Eddie Sheelar joined. L. B. Laster is the new Side Show manager. Happy Loter manages the Wild Life Exhibit.

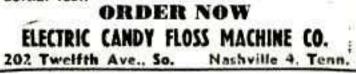
Bonnie Fuller was on the sick list. Tiger Bill Jr. and his concert crew continue to draw. Bud Anderson's Liberty horses are a hit in the big show. Thanks to Sweaters McFarland and his crew, no matinee time is lost on long jumps.

Glen Brunk and daughter, Mrs. June O'Shea, visited Jack and Clara Turner. Other visitors: Mr. and Mrs. Johns and Mr. Neihart, Standard Shows; Mr. and Mrs. Tom McLaughlin, Stevens Bros.' Circus, and Mrs. Dorothy Anderson's daughter.-BUD E. ANDERSON.

More Dressing Room Gossip on Page 58

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An	Carnival	Happy Attrs.; Alliance, O.; Akron 30-June 4. Happy Holiday: Struthers, O.; Minerva 30- June 4. Happyland: Monroe, Mich.; Port Huron 30-	Rockwell: Ulysses, Kan. Rogers Bros.: Elbow Lake, Minn., 27-31; Sauk Centre June 2-5. Rogers Greater: Crawfordsville, Ind.; Frank- fort 30-June 4.
IMPORTANT	Send to 2160 Patterson St., Cincinnati 22, O	June 4. Harry's Greater: Big Stone Gap, Va. Hartsock Bros.: Pittsfield, Ill.; Meredosia 30- June 4. Hawkeye State: Stuart, Ia., 35-28; Vincent	Rose City: Mexia, Tex. Rosen, H. B.: Wise, Va.; Richland 30-June 4. Royal American: (Grand & LaClede Sts.) St. Louis Mo., 23-June 5. Royal Crown: Marietta, O.
<b>ANNOUNCEMENT</b>	(Routes are for current week when no day are given. In some instances possibly mailing points are listed.)	June 1-4. Heart of Texas: Monahans, Tex. Heller's Acme: Dover, N. J. Hennies Bros.: Toledo, O., 23-30. Henson, J. L.: Campbell, Mo. Heth, L. J.: Madisonville, Ky.; Owensboro 30-	Royal Empire: Detroit, Mich. Royal Expo.: Madisonville, Tenn.; Oak Ridge 30-June 4. Schafer's Just for Fun: Athens, Tex. Scotty's United: Perry, Ia. Shan Bros: Man. W. Va.
for	Alamo Expo: Perryton, Tex. Alleghany Expo: Thomas, W. Va.; Frostbu Md., 30-June 4. All-American Midway: Van Buren, Ark.	June 4. Hiswatha: Fremont Mich	Shortle's: Glenville, Minn. Siebrand Bros.: Provo, Utah. Silver Slipper: Tompkinsville, Ky. Smith, Allen: Ravena, N. Y.
CUSTARD	American Beauty: Keokuk, Ia.; Fort Madia 30-June 4. American Eagle: Sesser, Ill., 30-June 4. American Expo: Canton. O. American Funland: Spur, Tex.	ion 31-June 4. Howard Bros.: Wellston, O.; Urbana 30-June 4. Imperial: Paxton, Ill. Imperial Expo.: Arcata, Calif. Inland: Mountain Grove, Mo. International: Pratt, Kan., 23-25; Cimarron	<ul> <li>Smith, Geo. Clyde: Cresson, Pa.; Houtzdale 30-June 4.</li> <li>Smith's Funland: Powhatan Point, O.</li> <li>Snapp Greater: Columbia, Mo.</li> <li>Sparks, J. A.: Mårtin, Ky.</li> <li>Srader, M. A.: Oberlin, Kan.</li> </ul>
OPERATORS	<ul> <li>American Midway: Waco, Tex.; Killeen June 4.</li> <li>A. M. P. No. 2: Weston, W. Va.</li> <li>Avery's Modern: Fenton, Mich.</li> <li>Badger State: West St. Paul, Minn.</li> <li>Baker United: Crown Point, Ind.</li> <li>B. &amp; C.: Tonawanda, N. Y.</li> </ul>	Johnny's United: Huntingburg, Ind.; Madison Johnny's United: Huntingburg, Ind.; Madison 30-June 4. Jolly Time: Olyphant, Pa., 23-30; Clarks Sum-	Standard: Lovel, Wyo. Star Am. Co.: Carlisle, Ark.; Parkin 30- June 4. Starr, Joe: Cheisea, Okla. State Fair: Elkhart, Kan.
!!!	Becht, Lee: Greenhills, Cincinnati, O., 25- Bee's Old Reliable: Frankfort, Ky; Campber ville 30-June 4. Beeson, Tex., Am.: Republic, Mo. Bernard & Barry: Sudbury, Ont., Can.; No	Mich., 28-June 5. Jones Greater: Smithers, W. Va.; Buckhau-	Strates, James E.: Pawtucket, R. L. Stumbo, Fred R.: Anderson, Mo.
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JOIO	<ul> <li>31; Independence June 2-4.</li> <li>Borderland: Rosebud, Tex.; Bremond June 4.</li> <li>Brodbeck: Anthony, Kan.</li> <li>Brownie Am. Co.: Coweta, Okla.</li> <li>Buck, O. C.: Port Jervis, N. Y.</li> <li>Burdick's Greater: Ranger, Tex.</li> <li>Burke, Harry: Amite, La.</li> <li>B. &amp; V.: Carbondale, Pa.</li> </ul>	Klein Am. Co.: Howard, S. D., 24-25. LaCross: Montpelier, Vt. Lamb, L. B.: Mattoon, Ill. Lane, Sammy: Paris, Mo.; Shelbina 30-June 4. Lankford Overland: Chauncey, Ga. Lawrence Greater: Michigan City, Ind.	20th Century: Lexington, Neb., 23-25; Colby, Kan., 25-28. Turner Bros.: Streator, Ill. Twin City: Tyndall, S. D. United Expo.: Amarillo, Tex. United Liberty: Peru, Ill., 23-30. United States: Welch, W. Va.
JUST ADD WATER	California: Redding, Calif., 24-29. Capell Bros.: Bartlesville, Okla. Capital City: Wilmington, O.; Chillicothe	bone bear. Greensourg, and, artore	Veteran's Expo.: Hapeville, Ga.; Atlanta 30- June 4 Veterans United: Wall Lake, Ia., 23-25. Victory Expo.: LaJunta, Colo.
TOTO was introduced just about a year ago and every intelligent custard op- erator immediately recognized it to be far superior and much easier to work with than anything then in use. TOTO was accepted wholeheartedly! With TOTO we eliminated the mixing of the various ingredients. With TOTO we gave custard operators a product that was always uniform and the health and food departments gave TOTO their blessing.	June 4. Carr, Lawrence, No. 1: Mansfield, Mass. Carr, Lawrence, No. 2: Weymouth, Ma 23-30; Needham June 1-4. Casey, E. J., No. 1: East Kildonan, Ca Winnipeg 30-June 11. Casey, E. J., No. 2: Brooklands, Can.; Win peg 30-June 11. Catlett Greater: Tonganoxie, Kan. Cavalcade of Amusements: Aurora, Ill., 30; Peoria, June 1-11. C. & B. Am.: Senath, Mo. Central States: Concordia, Kan.; Gra Island, Neb., 30-June 4. Cetlin & Wilson: Greensburg, Pa,	<ul> <li>Magic Empire: Linton, Ind.</li> <li>Maine Amusement: Madison, Me.</li> <li>Manning, Ross: Naugatuck, Conn.</li> <li>Marion Greater: Greer, S. C.</li> <li>Marks, John H.: Connellsville, Pa.</li> <li>Meeker: Pendleton, Ore.; Lewiston, Idaho, 30-June 4.</li> <li>Merriam's Midway: Jefferson, Ia., 24-25; Colfax 27-28; Nevada 30-June 4.</li> <li>Merryland: Mendon, Mich.</li> <li>Midway Expo.: Lakewood, Colo.; Ft. Morgan</li> </ul>	Vogt's Southern Am. Co.: Albany, Tex., Crowell 30-June 4. Wade, W. G.: Richmond, Ind. Wallace Bros. of Canada: Hamilton, Ont. Can. Wallace Bros.: Litchfield, Ill. Wallace & Murray: Logan, O.; Parkersburg W. Va., 30-June 4.
An Honest Confession	Chanos, Jimmie: Winchester, Ind. Cherokce Am. Co.: Pleasanton, Kan. Clifford's United: Fallon, Nev., 23-29; R. June 1-5.	eno Golden City, Mo., June 2-4. Wighty Hoosier State: Columbus, Ind.; Greens-	
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then available, we must admit frankly and honestly that we learned, during its first year on the market, that operators had one justifiable complaint-TOTO foamed too much in the tank, especially after it was put through the machine for the second time. Our chemists were immediately put on the job to correct that complaint and now we proudly announce . . .

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Gooding Park Attrs.; Niles, O. Graceland Greater: Auburn, Ill.; Pekin 30-June 4. Gra-Loy: Angola, Ind.; Kendallville 30-June 4. Grand American: Marshalltown, Ia. Granite State: Brewer, Me. Grant's Rides & Am.: Stockdale, Pa. Great Plains: Hoxie, Kan. Great Sutton: Kewanee, Ill.; Sterling 30-June 4.

Greater Rainbow: Franklin, Neb. Groves Greater: Lake Charles, La. Gulf Coast: Macon, Mo. Hale's: Memphis, Mo. Hannum, Morris: Hamburg, Fa.: Freeland 30-June 4. 10. 40

June 4. Model: Muscatine, Ia.; Burlington 30-June 4. Molly's: Westbrook, Me. Moore's Modern Midway: Independence, Kan. Motor State: Lapeer, Mich.; Eaton Rapids 30-June 4. Mound City, No. 1: St. James, Mo. Mound City, No. 2: Houston, Mo. Mountain State: Lumberport, W. Va. Nelson, George W.: Seymour, Is. Nessler's: Gillespie, Ill.; Nokomis 30-June 4. New England Am. Co.: Athol, Mass.; Northampton 30-June 4. Northern Expo .: Wagner, S. D., 25-27; Winner 28-30. Northwestern Am .: McClure, O. Ohio Valley: Fostoria, O. Omar's Palace: Wymore, Neb. Page Bros.' Dawson Springs, Ky.; Russellville 30-June 4. Palmetto Expo.: Carlisle, S. C. Parada: Richmond, Mo. Peck Am.: Watseka, Ill.; Lockport 30-June 4. Peerless Celebration Am.: Ronceverte, W. Va; White Sulphur Springs 30-June 4. Penn Premier: Middletown, N. Y.; Dover, N. J., 30-June 4. Peppers' All-State: War, W. Va. Perry, Jack J.: Martinsburg, W. Va.; York, Pa., 30-June 4. Pickard, No. 2: Burney, Calif., 25-30; Tulelake June 1-5. Pike Am.; Liberal, Kan.; Syracuse 30-June 4. Pioneer: Jersey Shore, Pa.; Towanda 30-June 4. Playland: Alma, Mich.; Clare 30-June 4. Playtime Am.: East Greenwich, R. I. Playtime Amusements No. 2: N. Attleboro. Mass.; Quincy 30-June 4. Powelson Greater: Mount Vernon, O.; Crest-line 30-June 4. Frell's Broadway: Clarksburg, W. Va. Pride of the Rockies: Sharon Springs, Kan. Queen City: Neon, Ky. Raftery, James M.: Clinton, N. C. Redwood Empire: Marysville, Calif., 24-29. Reid, King: Herkimer, N. Y. Rhodes, Dusty, Midway: Schofield, Wis. Robinson Greater: Vinton, Ia.



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White's Rides: Briceville, Tenn.; Caryville 30-June 4.

Wilson's Famous: Canton, Ill.; Galva . 30-June 4.

Wolf Greater: Oelwein, Ia.; Austin, Minn., 30-June 5.

Wolfe Am.: Moorefield, W. Va.; Petersburg 30-June 4.

World of Mirth: Elizabeth, N. J.

World of Pleasure: Muskegon, Mich., 25-June 4.

World of Today: Leavenworth, Kan.



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Beatty, Clyde: Vallejo, Calif., 24; Napa 25; Woodland 26; Roseville 27; Reno, Nev., 28-29; Marysville, Calif., 30; Chico 31; Reading June 1; Ashland, Ore., 3; Medford 3; Roseburg 4; Albany 5.

Beers-Barnes: Galva, Ill., 24. Biller Bros.: Danbury, Conn., 24; Meriden 25; Holyoke, Mass., 26; Bristol, Conn., 27; Mid-

dietown 28; Taunton, Mass., 30. Clyde Bros.: Fort Madison, Ia., 29-30; Peoria, Ill., June 5-7.

Dailey Bros.: Alms. Mich., 25; Bay City 26; Owosso 27; Flint 28.

Dales: Tamaqua, Pa., 24; Hazleton 25; Lehighton 26; Bethlehem 27; Stroudsburg 28.

Davenport, Orrin: Edmonton, Alta., Can., 23-28; Saskatoon, Sask., 30-June 4.

Gainesville Community: Corpus Christi, Tex., June 3-4.

Gould, Jay: Belle Plaine, Ia., 26-30; Eldora 31-June 1; Northfield, Minn., 3-4.

Gran Circo Americano: Arecibo, P. R., 24-30. Hamid-Morton: Montreal, Que., Can., 23-28. Hunt Bros.: Caldwell, N. J., 24; Little Falls

25; Riverdale 26; Hasbrouck Heights 27; Ridgefield Park 28.

Kelly & Morris: Abingdon, Ill., 34; Dallas City 25; LaHarpe 26; Warsaw 28; Macomb 29.

Kelly, Al G., & Miller Bros.: Alva. Okla., 24; Coldwater, Kan., 25; LaCrosse 26-28. King Bros.: Sterling, Ill., 24; Clinton, Ia., 25;

Cedar Rapids 26; Waterloo 27; Mason City

28; Albert Les. Minn., 30. Lisogar, Ray, Theater Circus: Chillicothe, Mo., 25-26; Marceline 27; Macon 28; Monroe City 29; Fayette 31; Slater June 1; Marshall 3.



Program, tickets. 25%. Pay daily. Strong veterans' organization. Start immediately. Only producers wanted.

PHONE: 43914-Youngstown, Ohio. MR. MASON

Mills Bros.: Huntington, Ind., 24; Kokomo 25; Richmond 26; Elwood 27; Crawfordsville 28; Charleston, Ill., 30; Tuscola 31; Taylorville June 1; Litchfield 2; Staunton 3; Alton 4.

Pawling, John: Millersburg, O., 26. Polack Bros. (Eastern): (City Auditorium) Galveston, Tex., 23-25; (York Park) Vic-toria 27-28; (Stadium) Corpus Christi 30-June 2.

Polack Bros. (Western): (Auditorium) San Francisco, Calif., 23-29; Stockton 31-June 6. Ringling Bros. and Barnum & Bailey: Philadelphia, Pa., 23-28; Williamsport 30; Pittston 31; Easton June 1; Wilmington, Del., 2;

Baltimore, Md., 3-4. Rogers Bros.: Reidsville, N. C., 24; Greens-boro 25; Leaksville 26; Burlington 27; Dan-

ville, Va., 28; Durham, N. C., 30. Robbins Bros.: Cortland, N. Y., 24; Geneva 25; Newark 26; Medina 27; Lockport 28;

Niagara Palls 30. Seal Bros.: Stevensville, Mont., 27. Selles Bros.: Mt. Sterling, O., 24; Darbydale 25; Galloway 26; Hilliards 27-28; Plain City

30; West Jefferson 31.

**Misc. Routes** 

Send to 2160 Patterson St., Cincinnati 22, O.

Ameri-Congo Animal Expedition: Dawsonville, Ga., 24; Dahlonega 25-26; Cleveland 27-28; Clarksville 30-31; Clayton June 1-2; Hiawassee 3-4.

Marquis-Karson Show: (Plymouth) Plymouth, N. C., 25; (Boulevard) Salisbury, Md., 26; (Island) Chicoteague, Va., 27; (Shore) Milford, Del., 28.

Miller's, Irvin C., Brown-Skin Models: (Ritz) Monroe, La., 25; (Palace) Vicksburg, Miss., 26; (Vesper) Pine Bluff, Ark., 27; (Gem) Little Rock 28; (Palace) Memphis, Tenn. 30-June 4.

Pan-American Animal Exhibit: Guntersville, Als., 25-26; Cullman 27-29.

Slout, Toby & Ora, Players: Mascoutah, Ill., 30-June 4.

## **Jack O'Diamonds Schedules** Fredericksburg, Tex., Date

FREDERICKSBURG, Tex., May 21 -Capt. O'Diamonds, thrill show op, is booked here Sunday (29) and in Kerrville, Tex., June 5. O'Diamonds plans a trip to Albuquerque in the near future.

Lucky Ray Stinnett left to work rodeos. Wild Bill Reams and Ed (Crash) Bailey joined.

Unit has a new 1949 Willys station wagon on the advance. Jack LeDay is program director. O'Diamonds's permanent address is 401 East Polk St., Harlingen, Tex.

There're Plenty Chips in Sticks, Ag. Dept. Says

WASHINGTON, May 21.-Traveling shows hitting the sticks should find available cash just about the same as last year, according to latest figures from the Department of Agriculture.

May income of farmers for all products will hit the \$2,000,000,000mark, according to the department. This is an increase of some 5 per cent over April and only slightly below May of last year. For the first five months of the year, farmer cash receipts will be approximately \$10,-000,000,000—again slightly less than for the same period last year, Agriculture estimates.

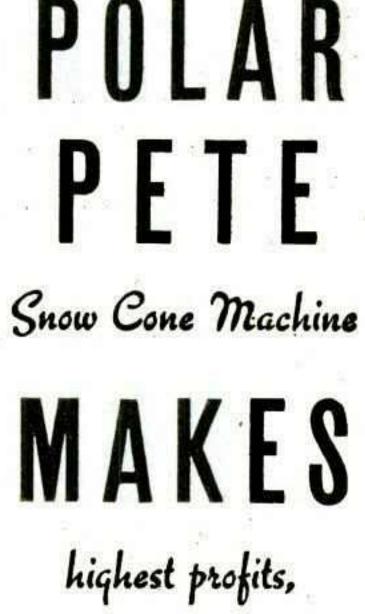
The type of farm product grown in a particular area a show is playing is likely to have an effect on the ready cash. Livestock country is in the doldrums with the money intake running more than 10 per cent below last year. The corn belt is better off, according to Agriculture's fact gleaners. Heavy May marketing of corn is bringing the farmer's gross ahead of last year.

Wheat country is likely to prove poor. The agency reports that "receipts for wheat and most other food grains will be less than two-thirds of their 1948 level because of lower prices and reduced marketing."

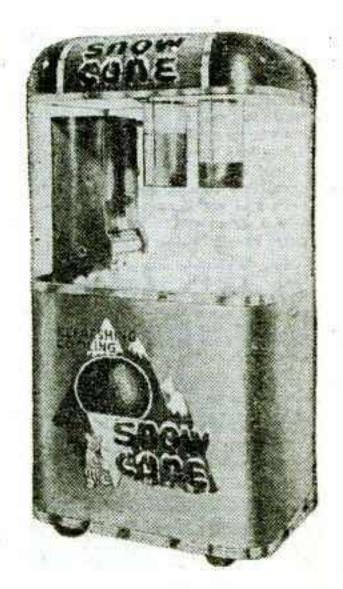
Cash intake for truck farmers is also off because of sagging prices, despite heavier marketing. On the other hand, fruit growers have better prospects because prices are up and marketing about the same as 1948.

In tobacco areas cash receipts are off about 7 per cent from last year. The cotton belt, however, is up some 5 per cent dollar-wise from 1948.

Lumping the various crops, total



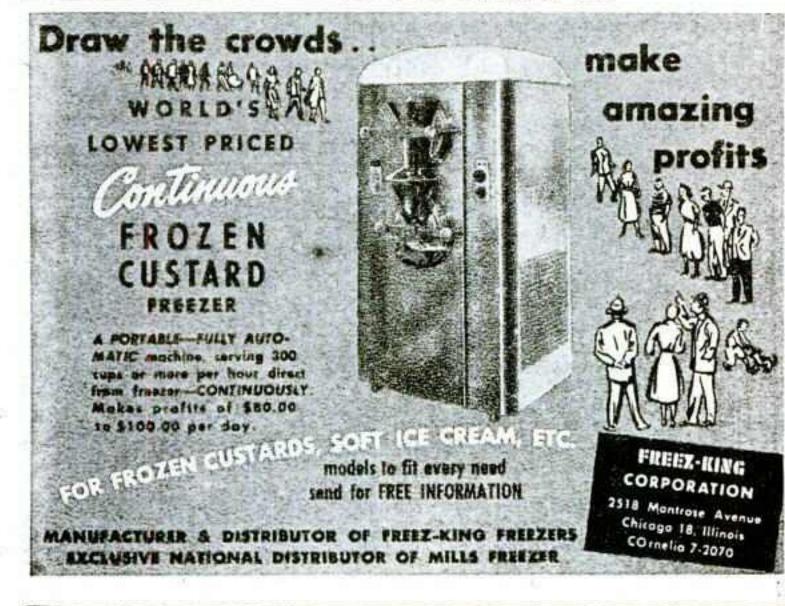
Operators report

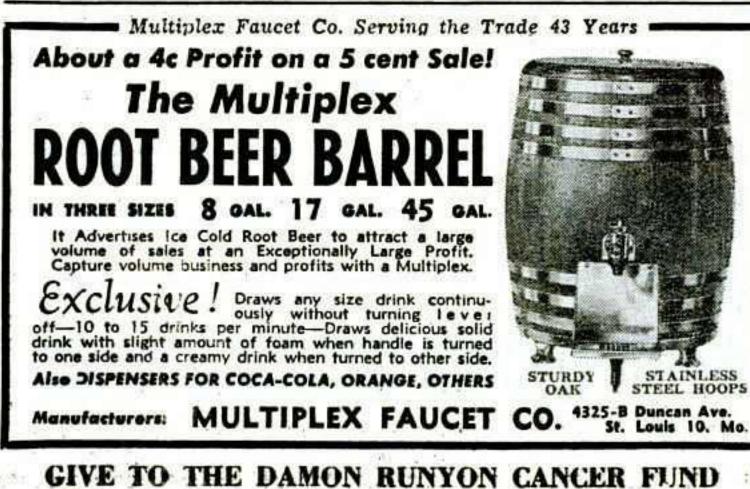


## **GENERAL OUTDOOR**

57

No collect calls accepted.





cash receipts are perhaps 1 per cent less than last year at this time. Outlook for the remainder of the year is bearish, with Agriculture holding to previous estimates that 1949 farm cash receipts will be off at least 8 per cent from 1948.

# Scandinavian Biz **Okay, Says Jamison**

(Continued from page 50) as Juneau, Alaska, April 23. Despite snow, hail and rain a crowd of about 8,000 turned out for the night show On Sunday (24) two shows were given before big crowds. Heavy overcoats were much in evidence.

Olaf Wilhelm, emsee and press agent at the Stavanger park, speaks English and is helpful to acts Jamison says. Director Rundquist suffered a heart attack and was advised to remain in bed for a month. Jamison spent part of his stay at the home of. Leonardi, old-time contortionist who formerly trouped with the Hagenbeck - Wallace Circus and toured America's vaude circuits.

Weather Bad

At Bergen, Jamison performed in spite of cold and constant rain Bergenites do not seem to mind the rain and came out in good numbers Other acts on the bill were the Blondie Hartley Sisters, trapeze, and Jose Mario, contortionist.

All Scandinavian parks seem to be using plenty of free acts and the crowds expect two or more even at the smallest parks. Open-air dancing gets money and there are an Auto Skooter, a Funhouse, aerial swings and about 20 concessions in the park at Bergen. Owner-manager is Hans Lund, a smart showman, who resembles Al Wagner of the Cavalcade of Amusements, Jamison says. Behind the park is an almost perpendicular cliff about 313 meters high, with a fine restaurant on top, served by cable cars climbing up at a 45-degree angle. It is called the Flojen.

# BIGGEST

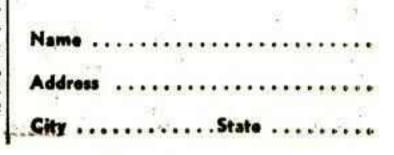
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Correspondance received from Eth-

el Robinson, Jimmy DeCobb, Mr. and

Mrs. Novelles Burkhart, George Lang,

Mr. and Mrs. Tom Gregory, Mr. and

Mrs. Joe Baker, Helen Jones, Mr. and

Mrs. Harold Barnes, en route to Eng-

## Dales

Al Ambrose painted his snowball stand, the Hodgini boys scrubbed their trampoline. Marie Pettus painted her bus, Ralph Moser painted his quarters and the front-door staff washed the office wagon and ticket boxes.

Tom and Joe Hodgini, Jimmy Hurtt, Frank Doyle and Jeff Hampton are entertained along the way by Moose clubs.

Henry Crowell pinch-hit for Mert Morris while he attended his sister's funeral. Ferd (Cowboy) Fletcher's father died in South Carolina.

Harry Ross and Red Harris are practicing their slapstick. Backfires are hard on the wardrobe, to say nothing of the flesh.

Visitors: S. E. Lysle; H. W. Jones, father of Mrs. Art Jordan; Mr. and Mrs. Stanley Stempeck, Mr. and Mrs. C. C. MacDonald and Pete and June Carpenter.

Mrs. Leo Dales left with her son, Ralph, for Baltimore. The youngster will undergo a tonsilectomy.-IDA land, and Jimmie Freeman, brother MAE KERLEY.



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BUY FROM BLEVINS

NATIONAL HEADQUARTERS FOR WORLD FAMOUS POPCORN AND

May 28, 1949



### CIRCUSES Communications to 155 N. Clark St., Chicago 1, Ill.

The Billboard 59

D. C. GIVES R-B RECORD SALE 60G Bagged In Advance

Big season looms — blues made permanent, mobilemenagerie gets eye-appeal

(Continued from page 50) and well lighted are each framed with panels painted to depict the animals' habitat.

The performance caught here, the third under canvas, ran with clocklike precision, with no delays accounting for the lengthy two and three-quarter-hour program. performance under canvas is essentially the same as presented at the Madison Square Garden preem in New York. The running order, however, has been considerably revamped to better space sock acts.

#### Mandos Spotlighted

The Mandos Sisters, relegated to an inconspicuous end spot when they were imported last year, are now centered and given a special announcement, one of the few in the show that Col. Harry Thomas makes Charles Peterson's Jockey Dogs which failed to arrive in time for most of the New York run, are center-ringed. Act is an unusual novelty with the pooches building three high and also riding four at a time on the back of a single horse.

canvas with the lengthy feature, but rain and wind hurt at night. Birthdays, losing little of the appeal it had in the more ideal arena sur- night, after a light matinee Tuesday roundings. Conducter Merle Evans and the band have the special music by Henry Sullivan and John Murray Anderson fitting smoothly into the performance.

Chases Kelly-Miller Out of Pampa, Tex.

PAMPA, Tex., May 21.—Arriving here three days after a tornado hit Amarillo, 54 miles away, the Al G. Kelly-Miller Bros.' Circus blew its night stand when weather turned threatening in late afternoon. Matinee here was light. City was alerted at 6 p.m. for a tornado and it was then show officials decided to move to Borger, 30 miles northwest.

Org played in a heavy rain in Shambrock Tuesday (17), but business was good. Matinee was strong and night show drew capacity. At The Memphis, Tex., Thursday (12), weather was ideal and business good. Night show drew a full one after a three-quarter matinee.

> Bad weather hit Mangum, Okla., Saturday (14). Business was light



BLUFFTON, Ind., May 21.-King Bros.' Circus, after a fair matinee, registered a near capacity night house here Thursday (19). Wednesday (18), Both specs went off well under in Portland, Ind., matinee was strong,

# Threat of Tornado Cole To Invade California; **Ohio Business Is Below Par**

Circus will invade California, includ- be strengthened. ing Los Angeles and San Francisco, this season for the first time in three years, R. M. Harvey, general agent, announced here. Show will head West the third week in June."

Show has been invited to play the San Francisco Cow Palace, but may pass it up in favor of a lot, Harvey said. In the event the Cow Palace



## Kendallville, Ind., Big

LANSING, Mich., May 21.-Weather, good since Dailey Bros.' Circus left winter quarters, hit the show here Thursday (19). Result was two light houses. Wednesday (18) in Grand Rapids matinee was light due to rain. It cleared in afternoon and show registered a full night house. Muskegon, Mich., Tuesday (17), proved a disappointment despite good weather. Kalamazoo, Mich., gave with two strong houses Monday (16).

CHICAGO, May 21.-Cole Bros.' is played, show's performance will

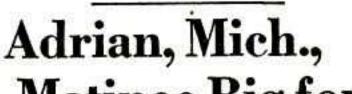
Cole org will make Denver for the first time.

Meantime the show, continuing its Ohio trek, is drawing well, altho gross business is below expectations. Newark, Tuesday (17), proved good, matinee being three-quarters and night capacity. Show suffered two setbacks in Newark. Con Colleano, tight wire, was hospitalized with the flu. He may be back in the line-up next week. Ray Marlowe, ticket seller in the reserve wagon, suffered a broken leg when he slipped and fell near the railroad siding. He, too, is hospitalized in Newark.

Zanesville, O., Monday (16) gave with a three-quarter matinee and an overflow at night. Marion, Wednesday (18), proved a disappointment, matinee and night both light.

Despite rain, show drew a full matinee in Springfield, O., Saturday (14) but was light at night. Night competition included a double-header ball game, Joie Chitwood's Thrill Show and opening of the legit show, High Button Shoes.

Cole is running into plenty of Ringling wait paper and newspaper wait ads.



#### More Power Added

New power units, including an army half-track with 50-mile-anhour speed possibilities and capable of pulling five wagons in a single hitch, have been added. A boom cat is capable of loading all canvas, wet or dry, in a matter of minutes. The erecting of all big show seating last year in about 55 minutes may well be speeded this season with the new blue set-up.

The Miller brothers are the first in these parts to preem with new fibreglas tops. Eye-catching tops are green with yellow trim. Use of the material for tentage is believed to more than double the cost, but it is claimed to be practically indestructible. Material is both fire and waterproof, safe from all of the usual ravages of nature, including mildew, and can be made sparkling with soap and water. It is sewed with nylon thread. The finish has a sheen and an unlimited color range and combinations are possible.

With high humidity prevaling thruout much of the week the Millers, who are getting in their first work of the season here, appeared to be moving merchandise at a record pace, with soft drinks and ice cream particularly in demand.

#### Former Cole Execs

Noyelles Burkhart, who resigned several weeks ago as manager of Cole Bros'. Circus, is assisting Herbert Duval, legal adjuster. Bobby Hasson, who also exited the Cole org after tenure as Side Show manager, joined Red White on the kid show here.

Boff business here was aided considerably by the notable press work of Publicist Frank Braden who scored a full page of pictures in two different journals on Wednesday. (See D. C. Gives R-B on page 61)

Piqua, O., gave with a full one at (17), while Greenfield, O., Monday (16), welcomed the King org, first show in for several years, with an overflow matinee and near capacity at night.

Two West Virginia spots, Man, Saturday (14), and Madison, Thursday (12), proved winners. At both spots the matinees were three-quarters and night shows capacity.

# **Rain Forces Clyde Org Into Theater** In Dodge City, Kan.

DODGE CITY, Kan., May 21 .--Clyde Bros.' Circus, skedded to show here Sunday and Monday (15-16), blew Sunday to rain. Monday, with rain continuing, show moved into the local theater, where it was necessary to cut the program because of the small stage.

Org played the Municipal Auditorium in Pratt, Kan., Wednesday and Thursday (18-19), to good crowds. A four-day date in Amarillo, Tex. (10-13), gave only fair biz.

In Kendallville, Ind., Saturday (14), weather was ideal and org registered two capacity houses. Goshen, Ind., gave with two strong ones Friday (13). Night show in South Bend Thursday was an overflow after a light matinee.

# **Nate Lewis Injured** In Accident; Auto, Trailer Loss \$6,500

GALVESTON, Tex., May 21.-Nate Lewis, equestrian director and announcer for Polack Bros.' Eastern Unit, suffered an arm injury, and his wife, Marcia, was shaken up in an automobile accident while en route from Midland to Waco, Tex., for the show's May 16-21 engagement in Bear Club Stadium. A tire blowout caused the Lewis car and trailer to turn over twice near San Angelo, demolishing both vehicles.

After arranging for removal of the wrecked vehicles, valued at \$6,500, the Lewises continued by train to Waco to resume their duties with the show.

# **Matinee Big for** Mills Bros. Org.

ADRIAN, Mich., May 21.-An overflow crowd, mostly kids, caught Mills Bros.' Circus here Thursday (19), but the night show, due to a late afternoon storm, was light. Matinee performance was cut and the children ushered out of the big top when a strong wind came up. Owner Jack Mills reported canva. suffered only minor damage.

Norwalk, O., Monday (16), gave with near-capacity at night, but a light matinee. At Bowling Green, O., Tuesday (17), org registered a threequarter matinee and a full night house.

# **Medrano Paris Bill Features New Acts**

PARIS, May 21.-Cirque Medrano is presenting a bill at its indoor arena offering mostly newcomers, except for the renowned trio of clowns, the Fratellinis, who are featured, and Yves De La Cour with hir horse numbers.

Circus acts on the program are the Roejas, equilibrists; Edgar Trio, aerialists; Nimo & Charly, musical clowns; the Rosettis, wire walkers; Jahn and Partner, Danish illusionists; Mishi, Bogyo and Coco, clowns; the Fayes Trio and Salva and his dogs.

The Bouglione Brothers have wound up their Paris indoor season at the Cirque D'Hiver and have hit the road with their big top and menagerie. Cirque Amar is also on the road, playing territory along the Swiss border.

# **Seals Gets Full One**

HARDIN, Mont., May 21 .- Seals Bros.' Circus, here Wednesday (18), registered a full night house after a strong matinee,

# **Pawling Business Excellent On S. W. Pennsylvania Trek**

thru Southwestern Pennsylvania is proving excellent for the John Pawling Great London Circus. Playing here Wednesday (18), show registered a full matinee and a straw at night. The story was the same in Connellsville Tuesday (17).

Uniontown Monday (16) proved the banner day of the season. Org had a full matinee and was forced to give two night shows. It was the first circus playing Uniontown in 20 years | ago, have been repaired.

SOMERSET, Pa., May 21 .- Swing to give three shows in one day. First night show was capacity and second three-quarters.

> In Connellsville, Wiley Overly, former Ringling-Barnum clown, now cashier of the Mount Pleasant Bank, visited. Bernard Pavlick, Connellsville newspaperman, rode spec with the Red Lunsford Troupe.

The cookhouse and trailer, damaged in Ellwood City, Pa., a week







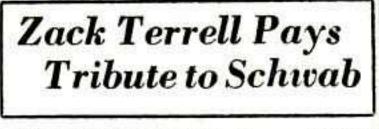
Line-up of acts working the local date included Dick Lewis and Company, and Ridola and partner, comedy acro; Miss Corrine and Miss Eva May, cloud swings; Francisco and Dolores, high perch; the Martells, novelty equilibrists; Don Francisco, slack wire; Albert Fleet, chimpanzees; Miss Aerialletta, Corrine Dearo and Eva Lewis, trapeze acts; Bert Dearo, slack wire; Tien Tsi Lui Troupe, acro; George and Kay, trampoline; Miss Naomi's dogs, Miss Ruby dogs and Harry Haag's dogs and ponies.

#### Varied Program

Acts playing second half were Lalage, aerialist; Walter Jennier and Buddy; the Shyrettos and Jack Meyand and partner, unicyclistsjugglers; George Hanneford Family, bareback riders; Weideman's and Haag's elephants, and the Flying Thrillers (Rose Behee, George Voise and Jack Bray), flying trapeze.

Clown alley, with Earl Shipley, producing clown, included Carl Marx, Joe Lewis, Jimmy Davison, Gabby DeKoe, George LaSalle and Mickey McDonald.

Social highlight of the week was Rose Behee's birthday Wednesday (11), a triple-threat affair with Joseph Caliguri's band and the audience giving her a musical serenade during the matinee, Manager Simmons and attendance continues weak. Aside family providing for party at the Amphitheatre, and friends on the show throwing a surprise party which was attended by Earl Shipley, Eva and Joe Lewis, Gaby and Margaret DeKoe, George LaSalle, Jimmy Davison, Mickey McDonald, Jack Bray, George Voise and Dick Lewis.



CINCINNATI, May 21. - August (Nosey) Schwab, 68, for many years with the Cole Bros.' Circus in an executive capacity and who died in Bethel, O., May 13, had been in the circus business since 1904, when he and his stanch friend, Zack Terrell, former Cole show owner, joined the John Robinson Circus in Coving-

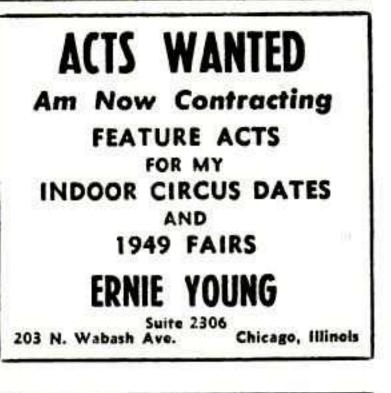
Schwab and Terrell first became associated in 1900 at Chester Park, Cincinnati, where they both operated concessions. During his many years in the circus field, Schwab had also been with such shows as Howe's Great London, Floyd King and others. In the winter seasons he operated a hotel at Bethel, O., where his widow, Marjorie, resides. A brother, Max, and a sister, Mrs. Jennie Bardon, Cincinnati, also survive. Funeral services and burial were held in Bethel Monday (16).

Zack Terrell, who attended the funeral, paid tribute to Schwab in a call to The Billboard Tuesday. Terrell described Schwab as one of the truest friends he has ever had in show business, whose loyalty could never be questioned and who never spoke an ill word against anyone.

# **Poor Takes Stymie German Road Units**

BERLIN, May 21.-Circus Blumenfeld, which opened its Berlin season at the Zoological Gardens Easter Sunday, played to such poor business that it folded temporarily but reopened early this month.

The press and public display a nostalgic interest in the Blumenfeld Circus, reputed to be the oldest in Germany, but despite good weather,







JUNE 20 TO LABOR DAY.

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Stock Cuts for Circus and Minstrel 9x24 Heralds - Dated Cards - Panel Dates. Everything for Small Showman, CONTINENTAL, OHIO - "SINCE 1905"

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Big Top, Seats, Trucks, Light Plants, etc. Good condition. Priced to sell.

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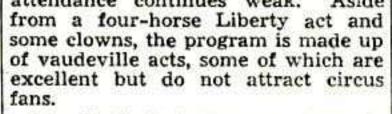
WANTED **GIRL FOR FLYING ACT** 

18 weeks parks and fairs in East starting June 6. Must rehearse immediately. Good salary. Wire Box 416, The Billboard 1564 Broadway, N. Y. C. 19.

## Athos, 1-Finger Balancer, **Fractures Wrist in Fall**

NEW HAVEN, Conn., May 21.-Loiz Feldmann, Austrian equilibrist, working professionally under the name of Athos, suffered fractures of the right wrist and hand and head injuries in a fall while performing with the Hamid-Morton Circus, at the Arena, during Thursday's (12) matinee performance.

Athos had just terminated a righthand stand on an up-ended sabre when he fell head first to the floor, a distance of five or six feet. Since he features a one-finger stand, the injuries to his wrist and hand will prevent him from working for several weeks at least.



The Zoological Gardens, formerly an exclusive resort, is so sparsely stocked with animals and so deeply in debt that the management has turned it into a motley street fair thru issuing licenses to all types of amusements. Occupying the once de luxe grounds are the big top of Circus Blumenfeld, the Dillenberg Circus Museum, an Indian and cowboy show, a dilapidated Scenic Railway and various other mediocre attractions. It is hoped that the lifting of the blockade will improve conditions at the zoo.

Most of the German tent circuses are on the road, but only a few of the bigger ones, including the Krone, Hagenbeck and Apollo circuses, are getting any business. Most of the shows are booking acts on a monthly basis, with renewals if business warrants.

Circus Carl Hagenbeck, shortly after setting up its big top at Hamburg, was struck by a tornado, but spectators were safely evacuated by police and fire brigades. While the big top withstood the blow, it was necessary to make repairs to center poles and canvas.

## **Rogers Bros.** Pulling Full **Houses in N. Carolina Jaunt**

RALEIGH, N. C., May 21.-Rogers Bros.' Circus, on its swing thru North Carolina, is enjoying good biz. In Wilson, Wednesday (18), it was a full matinee and a straw at night. Williamston, Monday (16), gave a full night house after a weak matinee. Show scored in New Bern, Saturday (14), with an overflow matinee and capacity night. It was the first show in New Bern in two years. Kingston, Friday (13), registered two full houses.

Manager Si Rubens reported a new big top expected any day.

(near Syracuse) WANTED FOR DALE CIRCUS Inside concession help; Kid Bruce, Charlie Gordon, Rome Shopshire and other useful people contact. May 24, Tamaqua; 25, Hazle-ton; 26, Lehighton; 27, Bethlehem; 28, Stroudsburg; all Pennsylvania. HARRY BOARDMAN or ARCHIE MCBETH



1

BARGAIN—FOR SALE Pair Male and Female Young Cougars, 1 Female African Lion, all in perfect condition, on one 6x12 ft. 3-caged trailer. Heavy Wire Mesh, ready to travel. All for \$250.00 or three Cats only \$200.00.

**JOHN O. DAVIS** CLUS AVALON BASILE, LA IN THE STATE STATES A PARTY PARTY Ante to ar ide of the





## The Billboard

# CIRCUSES

61

# UNDER THE MARQUEE

caught Hunt Bros.' Circus when it played Norristown, Pa., under auspices of the American Business Club. Org did capacity biz, he reported.

When a show goes broke it's none too soon for the trouper that is tired of staying with it to reap the benefits of its future.

Members of the Con Colleano Tent, CFA, New Haven, Conn., caught the Hamid-Morton Circus in New Haven. Group included Dr. and Mrs. Harold Staples, Mr. and Mrs. John Kries, Mr. and Mrs. John M. Ulrich and Mr. and Mrs. Leslie B. Ulrich. . . . George Flannagan, Sommerville, N. J., caught Hunt Bros.' Circus recently. . . . Ben H. Liddon, former treasurer of Wallace Bros.' Circus, who has been ill in Pittsburgh several months, has returned to Detroit to re-establish the Advance Service Company, hotel supply firm.

In the old home town, a real sport was the guy who excelled at inveigling lithograph passes from billers.

The Snell Brothers, clowns, returned to Chicago last week after playing the Shrine Circus in Kokomo, Ind. They open the fair season for Barnes-Carruthers July 2 at Kankakee, Ill. . . . The Glen Henrys and Jo Myers family recently visited Mr. and Mrs. James M. Cole and son, Jimmy, at their home in Penn Yan, N. Y. The Coles recently returned from Havana, where they presented their elephant act. They have joined Landolf, clown on the Big One for many years, entered Springfield (Mass.) hospital for treatment Wednesday (18).

Russ Campman Jr. cards he Palomino horses to be broken next winter for a Liberty act.

> In spite of the glowing accounts of loyalty and being the backbone of a show, workingmen think they'd look more dignified while sitting in staff chairs under a marquee.

Mills Bros. will be in Richmond, Ind., May 26, playing a matinee only on the Richmond State Hospital grounds. About 1,350 patients will attend, the public not being admitted. It is strictly a benefit for the patients. . . S. Whitie Russell, circus cook, is off the road this year and is following his trade in Indianapolis. . . . Nitz Borza and Clara Delbosq, performers with Polack Bros.' Eastern Unit, had appendectomies Friday morning (6) at Breckenridge Hospital, Austin, Tex. They were stricken night of May 4. While recuperating, they were treated royally by the Ben Hur Shrine Temple, the boys sending flowers, candy and cards daily. Mrs. Charles Borza remained with them. They rejoined the org in Waco, Tex. CFA Leland (See Under the Marquee on page 65)

# **D.** C. Gives R-B **60G in Advance**

(Continued from page 59) Braden had the town alone while Roland Butler and Allen Lester shot the opening guns in Philadelphia. The show train, with J. C. (Tommy) Thomas contracting, has the Jay Gould Circus. . . . Bluch made excellent time to date. Following a record run that brought equipment here from Sarasota, Fla., another fast move was made by the sections coming in from Boston. Numerous visitors on the lot Wednesday included George P. Dorsey, who operated one of the first motorized circuses; Marshall Johnson, Melvin D. Hildreth, Morris Lipsky, whose org, Johnny J. Jones Exposition vacated this lot just two weeks ago, and E. Lawrence Phillips.

# To Keep the Record Straight . . .

Rumor has it that I have passed away. As with Mark Twain, my passing on has been

It is heartening to know that so many people were "greatly exaggerated."

I am now convalescing at my home in Van Nuys, concerned about me. California, and expect to be active again in a few weeks.

Very Truly Yours, IRVING J. POLACK,

Managing Director, Polack Bros.' Circus

# To Keep the Record Up to Date . . .

**Polack Bros.' Circus continues to** topple all past records on the Pacific Coast. Look at these attendance figures:

# 90,000 in SACRAMENTO

14th annual engagement for Ben Ali Temple.

Easygoing show is one on which it's all right to start coming to the lot late after being with it for a couple of weeks.

En route from Evansville, Ind., to Aurora, Ill., J. Raymond Morris stopped over in Joliet, Ill., and visited with Tommy Rowland, stage manager of Rialto Theater. In Aurora, he visited with Clint W. Finney, former general agent, who has a col-lection of circus pictures. . . . Mell Henry arrived in the States May 1 after four years in Colombia and Chile, South America, with Spiller's sea lions. He now is clowning at Pont-chartrain Beach, New Orleans, and on leaving there in June will go to Mexico to fill an engagement with Mexico to fill an engagement with Francis Brunn, juggler; Asia Boys and Frank-Paco Miller, playing theaters. When he goes to England he will change name and billing to Enrique De-Mell.

Latest report from the Association of Left Behind Women is that an old wife of an old trouper hates to be left at home more than does a young wife of a young one.

Bev Kelley, Cole Bros.' top press agent, is singing the praises of Don Lang, member of his staff. Lang, says Bev, did a bang-up advance job in Columbus, O. "Three of his clicks were front-page before the show hit town. It's his first season of attendance at both shows. trouping, altho we were together before, when he worked with me at the National Foundation of Infantile Paralysis and at the rodeo in Madi- gave only light biz. son Square Garden," Bey wrote. ... Visitors to Hunt Bros.' Circus in Heron Adds Two Exhibits Philadelphia included Mr. and Mrs. Alf F. Wheeler, George E. Roberts, Joe Conway, J. Rudolph Conway, Jim Hassan, Bill Moll, Russell Campman, Mr. and Mrs. Charles B. Kistler and Jim MacInnes. Charles T. Hunt Sr. recently purchased six matched

MICKEY HAGERTY, PEANUT HARMAN, CLYDE REED, LITTLE DALE Other capable Men for Canadian tour contact MICKEY O'BRIEN Route Alma, 25; Bay City, 26; Owosso, 27; Flint, 28; All Michigan, c/o Dailey Bros. Circus

Road Program Display 1.-Damoo Dhotre, mixed animals; Rudolph Mathies' tigers. Display 2.-Los Onas, lin Astrid Duo, equilibrists. Display 15.-Mandos Sisters, Three Margas, Ira Millette, La Norma, aerialists. Display 16.-Lou Jacobs and midget auto. Display 17.-Elephants. Display 18.-Geraldos, aerialists. Display 19.-Peterson's Jockey Dogs; Patterson's Ponies; Bostock's Mules. Display 20.-Clowns. Display 21.-Flying acts. Display 20.-Clowns. Display 23.-San Francisco spec. Display 24.-Clown production, "School Daze." Display 25.-Romanos, Boginos, Robenis, Gt. Bokaros, acrobats. Display 26.-Alzanas, high wire. Display 27.-Finale, "The Glorious Fourth."

## **Rain Sloughs Dales Org On Lock Haven, Pa., Stand**

LOCK HAVEN, Pa., May 21.—An all-day rain sloughed Dales Circus here Monday (16), org getting scant

At State College Station, Pa., Saturday (14), show registered two full ones. Blairsville, Pa., Thursday (12),

NEWTON, Kan., May 21.-An Aoudad sheep and a tame golden eagle were recently added to the James Heron Wild Life and Animal Oddities Exhibit, now playing the Midwest. Tom Lafferty, lion trainer, and his wife, en route to the Coast, were visitors here. At a recent twoday stand in Sulphur, Okla., the show was visited by Tom Edwards, vet trouper from the days of Bill Newton's Honest Bill Show. Clarence Auskings, Heron's general agent, has purchased a new station wagon.

Contracted again for 1950.

# 15,000 in SANTA ROSA

Limited 2-day engagement for Shrine Club. Contracted again for 1950.

# 125,000 in OAKLAND

9th annual engagement for Aahmes Temple. Contracted again for 1950.



## **Cream of the World's Choicest Circus Talent**

# TWO GREAT SHOWS WESTERN COMPANY

EASTERN COMPANY

WACO, TEX., MAY 16-21

GALVESTON, TEX., MAY 23-25 VICTORIA, TEX., MAY 27-28

SAN FRANCISCO, MAY 19-29 STOCKTON, CALIF., MAY 31-JUNE 6

# POLACK BROS.' CIRCUS

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Chicago, III.

Phone: FRanklin 2-3473



Communications to 155 N. Clark St., Chicago 1, Ill.

# **Jim Carpenter Unveils Omaha Carter Lake Kid Spot May 28**

Kiddieland, owned by Mr. and Mrs. Jim Carpenter, bows here Saturday (28) in Levi Carter Park, Omaha's largest city park.

Spot will have nine rides, including Allan Herschell's Little Dipper and Auto ride and Miniature Train; Addison Train; H. E. Ewart Company's Ferris Wheel, C. W. Parker's Merry-Go-Round, King Amusement's Pony Cart ride, Mar-Craft Company's Boat ride, Beam Manufacturing Company's Motor Scooters and a pony ride.

Carpenter has an extensive advertising campaign in progress, including 24-sheets, radio spots, newspaper

# **Detroit** Spots **Feeling Effect Of Ford Strike**

DETROIT, May 21.-Detroit funspots this week began to feel the effects of the Ford Motor strike. Crowds are holding but spending is off.

General drop was reported at Edgewater and Jefferson Beach, altho Jack Dickstein, Edgewater manager, and Harry Stahl, of Jefferson Beach, said it was not alarming. Up-State, Walled Lake, operated by Fred W. Pearce, and currently open on weekends only, also is feeling the labor unrest.

scheduled Tuesday (17), was postponed a month. Spot has a new Orks for Steel Pier archery concession which is proving a big draw. Owner Michael Engelbrink has decked out attendants in Indian regalia.

OMAHA, May 21.-Carter Lake ads and a movie featurette at a local theater. Premium promotion also is tide in with the advertising.

> Grand opening will feature free gifts, rides, drawings and sports contests. Many special events thruout the season will be sponsored by the City Park and Recreation Commission.

The Carpenters, long active in outdoor show business, also own, along with Harry Richman, Silver States and Great Plains shows.

# Flint Opening **Big; Radio Seg Proves Winner**

FLINT, Mich., May 21.-Flint Park, operated by Dr. L. H. Firestone and Howard Oviatt, bowed Friday (13) to excellent business.

Spot this year features a new kiddieland and a nev. Ferris Wheel, The Roller Coaster has been rebuilt.

A half-hour radio show, preceding opening day, proved a hit. Recordings, made at all park attractions, described and explained each amusement device. Park officials believe this gimmick helped hypo attendance.

Walter (Sailor) Sala, formerly of Edgewater Park, Detroit, has the refreshment and games concessions this year,

Court action against Eastwood, Hamid Skeds Name



PHILADELPHIA, May 21. - Approximately 100,000 strips of tickets, entitling holders to free and halfprice rides on various units, were distributed by Station WFIL for the third annual WFIL Day at Woodside Park here today. The station enlisted the co-operation of civic, business and political groups, as well as youth centers and labor organizations, in distributing the ride tickets. In some sections of the city, milkmen delivered the tickets door to door.

Besides mailing thousands of tickets to listeners, WFIL broadcast spot announcements of the big outdoor party. As further attractions. the station is offering door prizes and is presenting afternoon and evening shows featuring WFIL entertainers. Among the radio entertainers scheduled to appear today are Farmer Jones, Leroy Miller, Tom Moorehead, Mary Jones, the Sleepy Hollow Gang, the Magic Lady, the Choraleens and the Songmasters. A special fireworks display after the evening show will conclude the day's activities.



Olympic Park is celebrating its official opening today, going into regular summer schedule with everything open excepting the park's big swim pool, which will open next Saturday (28).

Opening bill of the open-air circus has a good line-up of acts, with Wil-

# **Get First Big** Week-End Play

NEW YORK, May 21.-Last weekend, with hot and humid weather, brought out the season's first big crowds to shore resorts and amusement parks in the New York area. Coney Island drew the biggest turnout Sunday (15), with attendance estimated at 550,000. Rockaway Beach was jammed with autos and reported 100,000 fresh-air fans on the Boardwalk. Jones Beach, only in partial operation, drew 30,000.

While A. Joseph Geist's big Playland Amusement Park at Rockaway Beach is open nightly and on Caturday afternoons the Rockaway season does not get into full swing until Decoration Day. Geist is enlarging his park with an annex in which a group of rides including a miniature railway and several kiddie rides, are nearing completion.

Jones Beach, primarily a swim and tan spot, h's its stride this week-end when pools and surf facilities will be set to welcome aquatic fans.

Definitely competing for attendance with the outdoor resorts last Sunday (15) was New York's big I Am an American Day flesta which drew 1,250,000 civic-minded persons to Central Park. Outdoor show biz was represented by Fred C. Murray, chaplain of the National Showmen's Association, who occupied a spot on the speakers' platform.

# **Asbury Park Leases Granted to E. Gibson**

ASBURY PARK, N. J., May 21 .--Thru a new lease granted by the

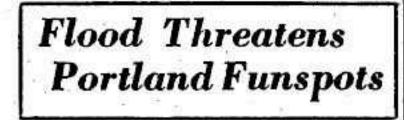
Jefferson Beach started daily operation Friday (20).

# **Coney Island Luna Again Hit by Fire**

NEW YORK, May 21.-One of the last structures surviving the series of fires which have swept Luna Park since the big fire of 1944, the twostory frame administration building, was destroyed by fire late last Sunday (15) afternoon.

The 50-year old building, which served as a movie house prior to the opening of Luna Park in 1903, had been used to store salvaged materials from the burnt-out park which is being cleared to make way for a parking lot. This material and other equipment stored in the building was also destroyed.

The location of the building near the former entrance of the park is just off Surf Avenue, the Main Stem of Coney Island, and flames and smoke drew a big crowd, which was held in check by police. Flames spread to ties of the elevated section of the subway lines in front of the burning building and tied up train traffic between the Eighth Street station and the Stillwill Avenue terminus.



PORTLAND, Ore., May 21.-Flood waters of the Columbia and Willamette rivers, which innundated Jantzen Beach and Oaks Park last year, again are threatening.

Jantzen Beach erected a barricade to protect the midget race track and also installed drainage pumps. PARKS

ATLANTIC CITY, May 21 .-George A. Hamid, owner-operator of the Steel Pier, has inked Claude Thornhill's ork for dancing this weekend with the Harry James band set as the May 28-30 week-end attraction.

Patsy Garrett heads the Music Hall show which includes the Whitaker Brothers, Phil Lawrence and Mitzi, Trip and Fall and the Danwoods. Alex Bartha's band will keep the ballroom's dance music continuous.

MOOSE JAW, Sask., May 21 .--Moose Jaw's Wild Animal Park has added black bear triplets to its line-up.

liam Kerrigan, horizontal bars; Kric and Kroc, acro comics; the Torelli Sisters' dog and pony show, and the Sensational Torinas, high thrill act. Joe Basile's Band will again occupy the park's bandstand for two concerts daily and play the two circus performances.

First special event scheduled by Owner-Manager Henry Guenther is a big Decoration Day celebration, May 30, with patriotic concerts by Basile's Band and a fireworks display presented by Fred C. Murray, of the International Fireworks Company.

Olympic's second preview, last Saturday (14) and Sunday (15), drew heavy attendance both days, with Sunday's crowd one of the biggest pre-season turnouts in years.

# **CONEY ISLAND, N. Y.** -By UNO-

#### Starting with a dinner-dance April | Dunn (Princess LaLa), fat girl. Held 28 in the Towers Hotel, Brooklyn, which marked the 26th anniversary of the Chamber of Commerce and, at which, George C. McCullough was installed prexy for a second term, as well as other officers, by Municipal Court Justice Roger J. Brock. Coney un-wintered to usher in another summer season. Present were many city officials. Former Police Commissioner George V. McLaughlin, president of the Brooklyn Trust Company, one of the speakers, urged for that much looked for and promised project, the construction of the aquarium. Brooklyn postmaster Edward Quigley stressed the need for larger local post office space and Chief City Magistrate Edgar Bromberger, for more courtroom. Thomas H. Tesauro, local lumber magnate, was toastmaster and Allan F. Kramer, chairman of the dinner committee. Latter was voted a load of thanks at a subsequent meeting for scoring a record by way of chalking up a first time financial success in such COC affairs.

Dave Rosen's Palace of Wonders this year features a host of attractions including newcomers Melvin, the boy with two faces, and Lucy (See Coney Island on opposite page) gus.

over are Hadji Ben Ali, human volcano; Carl Holly, serpent boy, and Harry Jones, India rubber man. Outside talkers are Justin Wagner and Bort Kaye. Cashiers are Mary Cox and Fred Gosack. Charles Christenbrecker continues as ticket taker. Palace remains the only freakery on the Island.

Newly remodeled is the spot on Surf Avenue stretching from West Fifth over two blocks wide featuring a group of rides operated by the Surf Six Amusement Company, of which Isadore Krauz is prexy; James Petano, secretary, and Harry Novins. treasurer. Entire area has been repaved with concrete and tenants two new rides, Cuddle-Up from the Philadelphia Toboggan Company and Hi-Ball from Frank Hrubets, Lake. Salem, Ore. Latter is the star attraction extending 52 feet upward and propelling in a giant circle at aire, and Charles L. Horvath, Clevethe top eight two-seated cars. It is land. Wilgus has been refused a the only one of its kind on the isle. lease on property at the lake and the Other rides include Flying Scooter and, across the avenue in an en- | Horvath a lease. Wilgus has a temclosed space, a streamlined Scooter. Ops plan a further extension for from occupying the land, on which next season and more rides. The are several buildings owned by Wil-

city council Thursday (19), Edward M. Gibson was granted control over a large section of the beach, from the Eighth Avenue jetty to Convention Hall.

The new lease gives Gibson's operating firm, the Berkeley Operating Company, control over about three additional blocks of beach, above that granted the firm last December, which called for a minimum guarantee of \$19,000 annually to the city for a period of four years.

In addition to the beach grant, Wilson also was given a four-year lease on the Seventh Avenue swim pool, formerly municipally operated, for an added \$2,000 annual minimum guarantee to the city.

The Redikers, owners of the Monte Carlo Pool, have been given a building permit to construct a steel and concrete tunnel from the pool to the beach, at a cost of \$27,000.

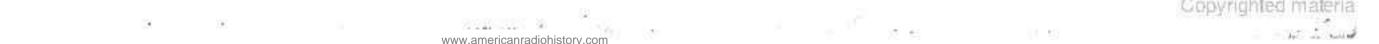
## Jantzen's Pools Open

PORTLAND, Ore., May 21.-Jantzen Beach's three pools opened for the season Saturday (14).



BELLEFONTAINE, O., May 21 .--Upon the petition of counsels, Auglaize County Common Pleas Judge Jacob L. Koenig Wednesday (18) indefinitely postponed the case involving State-owned land that had been leased at Russell's Point on Indian

The case involves French L. Wilgus, ousted Indian Lake concession-State conservation division has given porary order restraining Horvath



# **PARKS-RESORTS-POOLS**



# CONEY ISLAND, N. Y.

(Continue.) from opposite page) increased space will change the entire ride center from its present 100 x 150 feet to 190 x 450 feet.

Joe Bonsignore, operator of the Bob Sled on Bowery and Thompson's Roller Coaster on Surf, who came into possession of the entire Luna Park Surf Avenue front with the exception of three spots controlled by other interests last fall at a cost of \$200,000, has transformed this development into a new architectural picture. Where two Luna towers stood for a long time and where formerly was the entrance to Sea Beach Palace there have been erected two groups of fire-proof, onestory, brick and steel structures. One takes in a set of three 60 feet wide stores and, the other, a set of six 180 feet wide; all to be sublet to concessionaires thru John Larkin, Coney realtor. Back of these is the large plot where 45-year-old Luna Park was before a big fire in 1944 devastated the major part. Here the ground is being cleared of the ruins and leveled off to make room for an immense parking lot with entrance on West 12th Street. Two of the smaller Bonsignore buildings already rented are to be occupied by Philomena Hopstock with a skill ball game moved over from Feltman's directly opposite and by Virginia Munday, an Island newcomer, with a three-unit Electric Freeze custard concession.

Eden Musee wax works, a Coney landmark the last 35 years, has finally changed hands with Samuel W. Goumperts selling out to William Meinch, of the electrical contracting Meinchs. . . . Sandy Ehrmann, whose brother Monroe is Coney's publicity chief, has been made manager of Stanley Gersh and Sam Garber's Play the Races. Another brother, Butch, is manager of Eddie's Five-Star Final on Surf. . . . Steeplechase Park had its official opening May 21. . . . Moe Silberman, prexy of the Coney Carnival Company that promotes Mardi Gras activities, has signed for an additional five-year lease of his Arcade on the Boardwalk that houses a Five-Star Final game, which will lengthen his tenancy to 20 years. Tom Tesauro, former prexy, has been elected chairman of the board of directors of the Chamber of Commerce: also recently appointed director of the Brooklyn Boro Gas. He is also a member of the board of trustees of the Harbor Hospital now in possession of the Half Moon Hotel. . . . Two Bowery block pavements between Steeplechase and Kensington Walks, long ugly, treacherous thorofares for pedestrians, have been repayed with concrete by landlords Allan F. Kramer, I. H. Klein and George McCullough to whom and for which concessionaires on the site are devoutly thankful. ... David Kats, known as the Mayor year in office by members of the Old Time Locality Mayors, Inc., with a dinner at the Breezy Seven Seas eatery on Surf, recently. Ben Brenner and Al Ross, of the Imperial Distributing Company, makers and dealers in Imperial Pix machines and Panorama machine distributors, plan to vacate their office and factory after 10 years of Coney stay and move the latter part of the season to larger quarters either in New York or Brooklyn, preferably the latter . . . C. J. Hilbert, local manager of Consolidated Edison, has been appointed chairman of promotional activities of the Chamber of Commerce in charge of the fireworks and proposed air show. ... Stanley Gersh is about to market a new coin machine product, one that serves up a sun-tan spray. Also an automatic coupon or ticket serving machine that works in conjunction with such games as The Races, Fascination, etc. Also recently shipped units of 50 each of The Races to individual ops at Wildwood, N. J., and Jacksonville Beach, Fla., for Decoration Day openings.

# SUICIDE SIMON'S DYNAM!TE ACT

FOR PARKS, POOLS AND BEACHES

At Liberty After Current Engagement at Jacksonville Beach.

Wire me here, don't write.

FAIRS: Write me at permanent address, El Jobean, Florida.

Incompetent and unreliable agent is cause of this ad.

# World's Largest Designer, Builder and Manufacturer Of Roller Coasters, Old Mills, Mill Chutes, Fun Houses, Kiddie Ferris Wheels, Kiddie Roller Coasters and the Famous CENTURY FLYER MINIATURE TRAIN

Operating now in more than 100 leading parks in the United

States with gratifying results. Roller Coaster Chain, Rails and Equipment on Hand.

WRITE FOR INFORMATION TO

NATIONAL AMUSEMENT DEVICE CO. — Dayton 7, Ohio

# WANT CONCESSIONAIRES

Space for Concessions and Ridos available. Small entry fee. Nine months' season. Permanent Concessions, only flat twenty-five per cent of gross receipts. Write or wire

GLEN ACRES AMUSEMENT PARK, INC. 735 L. MORELAND PHOENIX, ARIZONA

# WILL BOOK FOR SEASON NOW

With option of renewal, Merry-Go-Round, must have organ; also Funhouse. We have 40x80 good Top for Animal Show. Ex. Custard, Lead Gallery, Diggers, Basketball, Punks, Fish Pond, Pan Game, etc., OPEN. Want Banner Man with car. Hi Striker and Balloon Darts. Free bus service radius 25 miles. Free gate and parking. No passes, grift or gyps. Mel Dodson, answer Reg. Jenny. All here WILL have preference this winter my Deep South Park.



SKEE BALL ALLEYS

14' long, good condition. Write

BERT AMUSEMENT CO.

Bex 205, Willow Grove, Pa.

AVOID GATE-CRASHERS with STROBLITE IDENTIFIER



Hands of patron are stamped with a harmless invisible ink which becomes visible under the Stroblite U.V. Lamp. Widely used in Ballrooms, Rinks. Pools, Amusement Parks, etc. Write for Information

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You are eligible to Membership in this fastest growing showmen's organization if you are a showman or affiliated with the amusement business. Clubrooms in the center of the amusement world.

**GREETS YOU** 

Meetings 2nd and 4th Wednesday each month Palace Theatre Building, 1564 Broadway, New York 19, N. Y. Almost everyone of the Eastern amusement family is a member.

AZ 8 1

- T. L. DEDRICK, Gen. Mgr. Midway, LAKESIDE AMUSEMENT PARK P. O. BOX 52, BARNESVILLE, PA.

# Wanted For Million Dollar Pier

SIDE SHOW ACTS AND TALKER. ALSO ANNEX ATTRACTION.

Address

AL TOMAINI, Million Dollar Pier, Atlantic City, N. J.

## SALT WATER TAFFY

Retail and manufacturing business combined, with exclusive popcorn, peanuts, carmel corn, and candied apples. Two good locations plus toll around privilege. Established 20 years. Fully equipped, good lease. For sale by widow of late owner. Good climate year around. Price and terms are right.

> Write WARNER AUSTIN Manager Mission Beach Amusement Center, San Diego 8, Calif.





# Hike Capacity of Grandstand for **Chicago** Pageant

CHICAGO, May 21.—Grandstand seating capacity for Wheels a-Rollin' spec at the Chicago Railroad Fair here this year has been increased by 1,000, bringing it up to 6,000.

Last year many persons were turned away, even the the spec was presented four times daily. In its second edition this year show again patronage is evident on many sides. will hold to four-a-day.

Mrs. Helen Tieken Geraghty again is pageant director, with Earl J. Brisgal assisting. Spec this year holds fore. Not a few of the booking ofto the same theme as last year, depicting the development of railroading, but new scenes have been introduced.

The fair is skedded to open June 25 and run thru October 2.

# **Atlanta Annual Title** Changed; Industrial Expo Added Feature

ATLANTA, May 21. - President Mike Benton announced after a meeting with his board of directors this week that Atlanta's fall annual would be known henceforth as the Great Southeastern World's Fair. The old title, Southeastern World's Fair, was used for several years.

An industrial show, featuring only products made in Georgia will be an added feature of the year's production, Benton said. The entire 20,000 square feet of the Benton Building, administration headquarters, will be used for the show, which will be sponsored by associated industries.

Two giant balloon parades will be presented this year instead of the usual one. The afternoon parade will feature city officials and city school bands while the night parade will feature county officials and musical groups.

# Moneymoon Over, Annuals Seen Hypoing Advance Campaigns

CHICAGO, May 21.-Fairs thruout door advertising to divert that money the U. S. and Canada this year will conduct more intensive advertisingpublicity campaigns than since prewar years, judging by early indications.

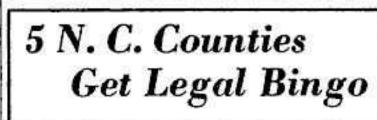
An awareness that annuals must go out with increased vigor for customers to maintain recent levels of

Many annuals this year made earlier requests to booking agencies for publicity material than ever befices had advanced the preparation dates and thus were prepared for the requests.

#### Step Up Radio

A recent survey by The Billboard shows that fairs will continue to give more attention to their radio campaigns. None reports lower advertising budgets and those which have upped their appropriations report increases chiefly for radio spots.

Greater stress is being placed by a number of fairs upon heralds, to be mailed to box holders or rural routes. In several instances, fairs have pruned their budgets for out-



ROCKY MOUNT, N. C., May 21.-The North Carolina Legislature recently legalized bingo sponsored by fairs, civic clubs and charitable institutions in the five counties of Guilford, Pitt, Edgecomb, Halifax and Dare. There is a \$500 annual license fee in Dare County only. Previously bingo was legal only in Mecklenburg County. Norman Y. Chambers, operator of annuals in Rocky Mount, Greensboro and Greenville, instigated the move for favorable legislation and personally solicited the aid of individual legislators. The move was made necessary when local authorities continued to withhold permits for bingo operation at Chambliss's events even tho local civic and church groups were permitted to operate the game. The fair at Greensboro has operated without bingo for about five years.

into heralds and the cost of their distribution.

#### **Open Up Early**

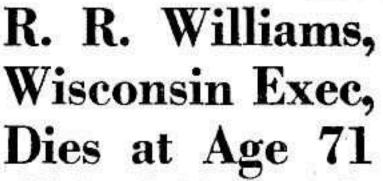
Some of the larger annuals, such as Minnesota State Fair, St. Paul, and Indiana State Fair, Indianapolis, already are sending releases to area newspapers. Most of this copy has little or no time element, but the fairs' public relations chiefs figure that, because of this, it will come in handy to small-town editors who occasionally find themselves copy short.

Indiana State Fair has released a batch of one-paragraph fillers, prepared with no time element attached to their usage. Over a period of months a large number of these will from 1912-1932 and from 1944-1946. break into print and the cumulative effect will be substantial, it is believed.

#### **Carnivals** Join In

Carnivals probably will give fairs more help, promotion-wise, this year. The traveling shows are acutely aware that money is tighter and that a stronger pitch must be made to pull patrons. More new press agents are being broken into the carnival business this year than in more than a decade, and these flacks, most of them young, bring enthusiasm to their jobs.

One-day attractions, such as auto races and thrill shows, always have been the most aggressive in publicizing their events. Keenly sensitive to economic changes, auto race and thrill show promoters continue to pull out all the stops in the advance build-up on their still dates. Practically all are holding up their advertising outlays and, similarly, practically all are insisting on getting



MARSHFIELD, Wis., May 21 .- Funeral service for Raymond R. Williams, 71, secretary of the Central Wisconsin Fair here since 1913, were held here Monday (16), with interment at Hillside Cemetery.

He died Thursday (12) following a long illness during which he had been hospitalized on several occasions, Death was due to diabetes, arteriosclerosis and a cerebral condition.

One of the oldest fair executives in Wisconsin, Williams had served as a director of the Wisconsin Association of Fairs in 1925-1926 and 1944-1945. He also was active in harness racing circles.

 He served as city attorney here At one time he also was editor of a weekly and daily newspaper here.

He leaves his widow, the former Jessica L. MacFarlane, and three daughters, Mrs. Karl J. Deckert, San Jose, Calif.; Rae Joan Williams, this city, and Jessamy June Williams, Chicago.

Among fair execs who attended funeral services were W. A. Uthmeier, assistant secretary of the fair here; A. W. Kalbus, Madison, and Douglas Curran, Black River Falls.

# **Cortland Auto Race Contract to Stebbins**

NEW YORK, May 21.-Walter C. Stebbins, general manager of Small Car Enterprises, Friday (20) announced that he had contracted to stage auto races at the Cortland (N. Y.) Fair September 3. The meet will be sanctioned by the International Racing Association. Stebbins' races set a new one day

## E. C. Foster Appointed To N. Y. State Exec Post

ALBANY, N. Y., May 21.-Assignment of Earl C. Foster as his personal representative in extensive preparation for the first complete N. Y. State Fair since before the war was announced this week by C. Chester Du Mond, State Commissioner of Agriculture and Markets.

The State fair at Syracuse is a division of the Department of Agriculture and Markets, of which Foster is assistant commissioner. The 1949 exhibition, which will be held September 5-10, marks restoration of the fair to the prewar scope abandoned when the army took over the fairgrounds in 1942.

# Hamid Son Given Equal Billing With **Dad in Firm Name**

NEW YORK, May 21.-George A. Hamid, head of the talent agency bearing his name, this week announced that the firm would be titled George A. Hamid & Son beginning June 1. There will be no changes in policy or personnel and the operation will continue as heretofore except for the new firm name, Hamid said.

George Jr., who has been associated with his father since his discharge from the navy, is devoting his time exclusively to the family interests, which also include the operation of Steel Pier, Atlantic City; New Jersey State Fair, Trenton; White City Park, Worcester, Mass., and various lesser showbiz enterprises.

## **Minnesota Annual Adds Army Band as Feature**

ST. PAUL, May 21 .-- U. S. Army Ground Forces Band, Fort George Meade, Maryland, will be featured at the Minnesota State Fair August 27-September 5, annual's Robert E. Gehan, superintendent of music, announced.

Capt. Chester E. Whiting will conduct. He is writing a march dedicated to Minnesota Territorial Centennial, to be played opening day. Concerts are skedded twice daily during the 10day fair.

## John M. Sentell, La. State **Prez, Dies in Shreveport**

SHREVEPORT, May 21.-John M. Sentell, 78, Dixie La., president of the Louisiana State Fair Association, died here Monday (16).

Funeral services were held Tuesday (17). Burial was in Forest Park Cemetery.

## New Bldg. for Northampton

NORTHAMPTON, Mass., May 21. -Farmers in Hampshire, Franklin and Hampden counties have approved final plans for a Connecticut Valley livestock auction building which will be erected on the threecounty fairgrounds here within a few months.

more for their advertising dollars in the build-up for their fair dates.

# **Two New Buildings Planned** For Ft. Worth Stock Show

FORT WORTH, May 21.-New buildings, to be used as a judging and sales arena and feed store, will be constructed at the Southwestern Exposition and Fat Stock Show plant here. Awarding of contracts is in the hands of the executive committee. Buildings will be ready for the 1950 show.

Marshall A. Fuller was elected treasurer of the org; R. K. Hanger was named to the executive committee, and John L. Schwartz and Porter King were named to the board of directors. Re-elected were Among Carter, board chairman; W. R. Watt, president; Ernest Allen, vice-president, and Edgar Deen, secretary.

## Placer County, Calif., Ups Premiums by 4G for 1949

ROSEVILLE, Calif., May 21.-Premiums for the Placer County Fair, August 25-28, will be \$4,000 above 1948, Fair Manager Nic Huddleston announces. Exhibitors received \$10,-151 last year.

Harry Hoffmann, San Jacinto, has been named manager of the horse show. He replaces Tevis Paine, who will act in an advisory capacity.

The new administration building and two livestock barns costing \$74,-000 will be completed by July 1.

## Anderson Gets Calif. Post

SACRAMENTO, May 21.—George Anderson, Ukiah, was named to the board of directors of the Twelfth District Agricultural Association, succeeding Frank J. Brennan, Hopland, by Gov. Earl Warren. Anderson's term runs until January 15, 1952. Everett G. Cox and Phillip Smith were renamed to serve until January 15, 1953.

attendance record at the annual last year.

Stebbins also announced that contracts had been signed for a series of midget races at the Lockport (N. Y.) Fair, with the first meet skedded for June 12. Internation Racing Association will also sanction these events.

## **Franceschi Named Architect** At Grass Valley, California

GRASS VALLEY, Calif., May 21.-R. R. Franceschi, Sacramento, has been named special architect for the 17th District Agricultural Association here. Franceschi and fair directors next week will confer on preliminary plans for the plant at the 70-acre Watt Park site.

## **Ohio Fair Managers Sked Columbus Meeting June 24**

COLUMBUS, May 21.-Ohio Fair Managers Association will hold its mid-year conference in Deshler Wallick Hotel here June 24.

Lawrence P. Lake, Cincinnati, is president, and Mrs. Don A. Detrick, Bellefontaine, O., executive secretary.



DEL MAR, Calif., May 21.-A 10 per cent increase in San Diego County Fair premiums is announced by Manager Paul T. Mannen. Dates are June 24-July 4.

Livestock division is under supervision of Alec Bradley.

Agriculture and horticulture displays will be housed under canvas, providing 33,000 square feet.

Harry Hoffman is special events director and Wallace Hamilton is directing work on the Historic San Diego exhibit.

Copyrighted materia



## The Billboard

Bequette.

# **FAIRS-EXPOSITIONS**

# Tell and Sell WITH Northridge—San Fernando Valley Fair. Sept. 1-5. Max P. Schonfeld. Orland—Glenn Co. Fair. Sept. 14-18. J. W. Paso Robles-San Luis Obispo Co. Fair. Aug. 25-28. Lawrence W. Lewin. Petaluma—Fourth Dist. Agrl. Assn. July 21-24. Dolph Young. Placerville—El Dorado Co. Fair Assn. Sept. 9-11. Silvio Ronzone. Pleasanton-Alameda Co. Fair Assn. June 29-July 9. Wray L. Bergstrom. Plymouth-Amador Co. Fair. Aug. 26-28. Went-FOR RESULTS CONTACT

# THE MOST EFFECTIVE SILENT SALESME FAIRS-CARNIVALS SPORTING EVENTS SERVICE INCORPORATEL 835 CHERRY ST. PHILA.T. PA PHONE LOmbard 3-2000

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# WANTED

COMPLETE CARNIVAL

RIDES — CONCESSIONS CLEAN SHOWS

**ARAPAHOE CO. FAIR** 

AUGUST 12-13-14

5 Miles South of Fun-Loving Denver.

WIRE - PHONE

Cubans Mull Big Fair With Grover Whalen

HAVANA, May 21.-Grover Whalen conferred with President Prio of Cuba last week on plans for the staging of an international fair here to mark the 50th anniversary of the establishment of the Cuban republic. Minister of State Carlos Hevia and Dr. Jose R. Andreu, minister of commerce, were present at the interview.

Whalen, key figure in the operation of the New York World's Fair, said that the President is an old friend of his and that they discussed the possibility of organizing a fair to which all the countries friendly to the Cuban government would be invited.

Whalen and President Prio are expected to resume discussion of plans in a week.

## **Rechnagle Wetaskiwin Pilot**

WETASKIWIN, Alta., May 21.-R. Rechnagel has been elected president of the Wetaskiwin Agricultural Society. D. Enman was named vicepresident; J. A. McEachern, secretary, and T. H. J. Grierson, treasurer.

### UNDER THE MARQUEE

(Continued from page 61) Antes Jr., of Austin, was a frequent visitor, both at the hospital and the Driskill Hotel. Antes was in clown alley night of April 30.

Simplest way for two circuses to make peace is by their managers advancing with their right hands outstretched. However, an old-timer is smart enough to keep his fingers crossed.

Buck Maugiman, Tony Diano, Marie Griffey, Henry Selenski and Bill Stewart visited the John Pawling Circus at East Liverpool, O., May 7.... Jake J. Disch (Clown Cop Corrigan) has completed preparations to launch his summer and fall season and thus far has booked a number of repeat dates, one for the seventh consecutive year and another for his sixth consecutive year. . . . Michael, 12-year-old son of Harry M. Simpson, guested with Cole Bros.' band at Davton, O., May 13, relieving Happy Belisle on the small drum during the opening march. . . G. W. (Glenn) McIntosh and Jean and Bess McIntosh and Cap Audette with the McIntosh Monkey Show playing Florida, Georgia and Alabama dates this winter, visited The Billboard's Cincinnati offices May 18 while en route to quarters at Bellevue, Mich. Mc-Intosh will play dates around Detroit before joining Nelson Breese at Kentucky fairs.

SERVICE PEATURE Napa-Napa Co. Fair, Aug. 11-14. Lowell J. ALABAMA Edington.

Andalusia-Covington Co. Fair Assn. Oct. 17-24. M. A. Boyette Sr. Athens-Limestone Co. Colored Fair. Oct. 6-8.

Mrs. Odell Smith. Atmore-AlaFlora Agrl. Fair. Week of Oct. 3.

George M. Heard. Attalla-Etowah Co. Fair Assn. Week of Sept.

19. Riley L. Hamby. Birmingham-Alabama State Fair. Oct. 3-8.

R. H. McIntosh.

Dothan-Houston Co. Tri-State Fair. Oct. 24-29. Mrs. L. J. Lunsford. Florence-North Ala. State Fair. Sept. 19-24.

C. H. Jackson,

Huntsville-Madison Co. Fair & Tenn. Valley Expo Sept. 19-24. Marie Dickson. Jasper-Walker Co. Fair Assn. Sept. 26-Oct.

1. James D. Dickson.

Luverne-Crenshaw Co. Fair Assn. Oct. 31-Nov 5. W. J. Bell.

#### ARIZONA

Phoenix-Arizona State Fair. Nov. 4-13. Paul F. Jones. Safford-Graham Co. Fair. Oct. 20-23.

ARKANSAS

Arkadelphia-Clark Co. Fair. Sept. 15-17. George S. Dews. Blytheville-Northeast Ark. District Fair. Sept.

20-25. Robt. E. Blaylock. Conway-Faukner Co. Fair Assn. Sept. 28-

Oct. 1. Guy H. Jones. DeQueen-Sevier Co. Fair Assn. Sept. 21-24.

Ralph B. Kite. El Dorado-Union Co. Fair, Sept. 26-Oct. 1.

Ivan Gilmore. Fayetteville-Washington Co. Fair Assn. Sept.

15-18. James W. Holder.

Fort Smith-Ark.-Okla, Livestock Expo. Sept. 19-24. A. D. Murphy. Hampton-Calhoun Co. Fair Assn. Sept. 22-24.

Miss M. Abbott.

Hamburg-Ashley Co. Fair. Sept. 22-24. Tom Durham.

Harrisburg-Poinsett Co. Fair Assn. Oct. 5-8. Horace S. Smith.

Hazen-Prairie Co, Fair Assn. Sept. 8-10. W. B. Fulcher.

Hope-Third Dist. Livestock Show, Sept. 19-24.

Berwyn D. Forsythe. Little Rock-Arkansas Livestock Show. Oct.

3-10. Clyde E. Byrd. Magnolia—Columbia Co. Fair. Oct. 4-9 (tenta-tive) Ed Williamson.

Malvern-Hot Spring Co. Fair. Sept. 12-17. Glenville Rhodes. Monticello-Drew Co. Fair Assn. Sept. 14-17.

Richard H. Lee

Mulberry-Crawford Co. Fair Assn. Sept. 15-17. T. J. House.

Newport-Jackson Co. Fair. Week of Sept. 18. Mollie Hinkle.

Ozark-Franklin Co. Fair Assn. Sept. 14-17 J. M. Hopper.

Co. Fair Assn. Sept. 29-Oct Perryville-Perry 1. C. W. Vandervort. Piggott-Clay Co. Fair. Sept. 29-Oct. 1. J. B. Swift. Pine Bluff-South Ark, District Fair. Aug. 26-Oct. 1. Charles F. Varn. Prescott—Nevada Co. Fair Assn. Sept. 14-16 (tentative). J. A. Craig Jr. Russellville—Pope Co. Fair Assn. Sept. 14-17.

worth Lynch. Pomona-Los Angeles Co. Fair. Sept. 16-Oct. 2. C. B. Afflerbaugh. Quincy-Plumas Co. Fair, Aug. 19-21. H. O. Williams.

Red Bluff-Tehama Co. Fair. Sept. 22-24, Roseville-Placer Co. Fair Assn. Aug. 25-28, Nic Huddleston.

Sacramento-California State Fair. Sept. 1-11. E P. Green.

San Francisco-Grand Nat'l. Livestock Expo. Oct. 23-Nov. 6. Carl L. Garrison. San Jose-Santa Clara Co. Fair Assn. Sept.

12-18. Russell E. Pettit. San Mateo-San Mateo Co. Fair. Aug. 13-20. Norvell Gillespie.

Santa Barbara-Santa Barbara Fair. July 12-17. H. S. House. Santa Maria-Santa Barbara Co. Fair. July 20-24. Jesse H. Chambers. Sonora-Mother Lode Fair. May 27-30. C. B.

Mathews. Stockton-San Joaquin Co, Fair Assn. Aug.

20-28. E. G. Vollmann. Susanville-Lassen Co. Fair. Aug. 23-28. A. A.

Jensen. Tulare-Tulare Co. Fair. Sept. 20-25. A. J.

Elliott. Turlock-Stanislaus Dist. Fair. Aug. 8-13. W. F. Hollingsworth.

Ukiah-12th Dist. Agrl. Assn. Aug. 19-31. W. C. Peters.

Ventura-Ventura Co. Fair. Oct. 5-9. L. E. VerHusen.

Victorville-San Bernardino Co. Fair. Aug. 25-28. Oren Robertson.

Watsonville-Santa Cruz Co. Fair. Sept. 22-25. E. P. Johnson. Woodland-Yolo Co. Fair. Aug. 19-21. Stuart

B. Waite, Yreka-Siskiyou Co. Fair. Sept. 16-18. Edward

B. Mathews.

Yuba City-13th Dist. Agrl. Assn. Sept. 30-Oct. 2. Roy L. Welch.

#### COLORADO

Burlington-Kit Carson Co. Fair. Aug. 16-18. Reuben C. Anderson. Castle Rock-Douglas Co. Fair & Rodeo. Sept.

10-11 Charles E. Kirk.

Del Norte-San Luis Valley Livestock Fair. Oct. 20-22. Dean Hammond.

Eads-Klowa Co. Fair. Sept. 8-10. C. E.

2 BIG PROGRAMS DAILY. FREE GATE - FREE SPENDERS

FORREST F. HAMMES

c/o Littleton Business Bureau.

### LITTLETON, COLORADO



## BullScient **1949 FAIR DATES** TRADE

Modern circus life is not thoroly understood by some old-timers whose trunks were left on lots; were paid off in the dark or worked ahead of a show and didn't learn it had closed until they owed a week's board.

Joe La France, sousaphone, joined Tige Hale's Gold Medal Band on King Bros.' Circus. . . . R. V. Lewis's band and minstrels, of King Bros., had dinner at the home of R. V. and Irene's daughter, Mrs. George S. White, Beckley, W. Va., while Sundaying there May 8. . . . Lineup of the John Pawling Circus Side Show: Charley Gibson's Georgia Minstrels; Mme. Lucy. giant reptiles; Volta, electric lady; DeWise, handless wonder; the Arenz mental act; Myrne Karsey, rag picture artist; Tiny Olesen, boy giant; Charley (Doc) Glover, magic and inside lecturer, Chinese wonder cabinet; Roswell, hand puppets; Prof. Nicola, flagolet player: Barbara Hawkins and Ted Rea, dancers in Annex No. 1, and LeVon, double-bodied girl, Annex No. 2; Ken Hawkins, No. 1 ticket box; Tommy Arenz, No. 2 ticket box and second openings; Don Hall, boss canvasman with five assistants: L. E. Roba Collins, manager; Mrs. Red Butterfield, front door tickets. Kid show has had good biz.

Sidney Ruby.

Texarkana-Four-States Fair. Oct. 3-9. L. E. Gilliland.

Waldron-Scott Co. Fair Assn. Third or fourth week in Sept. Norman Goodner

#### CALIFORNIA

Anderson-27th Dist. Agrl. Assn. Sept. 8-11. Joseph J. Spear.

Auburn - 20th Dist. Agrl. Assn. Sept. 16-18 L. F. Morgan.

Bakersfield-Kern Co. Fair. Sept. 26-Oct. 2. Lee Clark.

Boonville-Mendocino Co. Fair. Oct. 7-9. H. J. June

Calistoga-Napa Co. Fair. July 2-4. Howard Butler.

Caruthers-Caruthers Dist. Fair. Oct. 13-15. James L. Edmonson. Cedarville-Modoc Co. Fair. Sept. 9-11. John

C Smitt.

Colusa-Colusa Co. Harvest Festival. Sept. 22-24. William S. Randall.

Crescent City-Del Norte Co. Fair. Aug. 19-21 Robert McClure. Del Mar-San Diego Co. Fair. June 24-July

4. Paul T. Mannen. Eureka-Ninth Dist. Agrl. Assn. June 22-26. Ralph H. Barnes.

Ferndale-Humboldt Co. Fair. Aug. 9-14. Dr Jos. N. D. Hindley. Fresno-Fresno Dist. Fair. Oct. 4-9. T. A.

Dodge.

Galt-Sacramento Co. Fair. July 15-24. Eugene Kenefick.

Grass Valley-Nevada Co. Fair. Aug. 25-28. Edith B. Scott.

Gridley-Butte Co. Fair. Sept. 15-18. Joseph E. Whitaker.

Hanford-Kings Co. Fair. Oct. 13-16. Marion L. Horne.

Hayfork-Trinity Co. Fair. Aug. 26-28. J. D.

Berry. Hemet—Farmers Fair & Festival. Oct. 5-9. F. M. Bruderlin.

Hollister-33d Dist. Agrl. Fair. Oct. 7-9. J. M. Leonard.

Lakeport-Lake Co. Fair. Sept. 3-5. C. P. Lewis.

Lancaster-Antelope Valley Fair. Sept. 8-11

D. R. Jaqua Madera-Madera Dist. Fair. Sept. 29-Oct. 2. J. T. O'Shaughnessy. Mariposa-Mariposa Co. Fair. Sept. 3-5. J. T.

Norman, Cathay, Calif. McArthur—Intermountain Fair of Shasta Co.

Sept. 3-5. George Ingram. Merced—Merced Co. Fair. Sept. 13-18. W. C.

**Retain This List** 

Corrections and additions to this list will appear in the Fair Department of each issue of The Billboard.

The next complete List of Fair Dates will be published in the issue of The Billboard to be dated July 9.

Hightower.

Greeley-Weld Co Junior Fair. Aug. 9-11. Charles F. Lane.

Julesburg-Sedgwick Co. Fair. D. W. Acott. Aug. 18-20

Longmont-Boulder Co. Fair Assn. Aug. 18-20. T. G. Thompson.

Loveland-Larimer Co. Fair & Rodeo, Aug. 15-17. Loyd Bowman.

Pueblo-Colorado State Fair. Aug. 22-26. Frank H. Means.

Rocky Ford—Arkansas Valley Fair Assn. Aug. 30-Sept. 1. W. H. Kittle. Sterling—Logan Co. Fair & Roundup. Aug. 15-

17. H E. McKenzie.

Yuma-Yuma Co. Fair. Aug. 11-13. L. J. Mc-Millen, Wray, Colo.

#### CONNECTICUT

Bethlehem-Bethlehem Fair. Sept. 10-11. Mrs. Rita B. Devine, Waterbury, Conn.

Broad Brook-Union Agrl. Soc. Sept. 14. B. R. Grant, Melrose, Conn.

Brooklyn-Windham Co. Agrl. Soc. Sept. 16-18. Mrs. H. Freeman Strunk.

Danbury-Danbury Fair. Oct. 1-7. John W. Leahy.

Durham-Durham Fair. Sept. 23-24. John A. Jackson.

Chester-Chester Fair, Aug. 27-28. William G. Stark

Goshen-Goshen Agrl. Assn. Sept. 4-5. Edward N. Randall.

Guilford-Guilford Agri. Soc. Sept. 28. Marie E. Griswold.

Harwinton-Harwinton Fair. Oct. 1-2. Merle H. Plaskett, R. F. D. 2, Torrington, Conn.

Lyme—Hamburg Fair. Aug. 31. Mrs. Frances Harrison, Old Lyme. Madison—Future Farmers Fair. Sept. 17. Monroe—Fairfield Co. 4-H Fair. Aug. 26-27.

Constance Creed, Brookfield, Conn.

North Coventry-Tolland Co. 4-H Fair Assn. Sept 2-3. Ellen M Abbe, Wapping, Conn.

North Haven-North Haven Fair Assn. Sept. 8-11. Mrs. Laura Bartlett.

North Stonington-New London Co. 4-H Club Fair Sept. 3-4. Marjorie E. Bullard, Norwich.

Orange-New Haven Co. 4-H Fair. Aug. 19-20. Barbara Juniver, North Branford, Conn.

Riverton-Union Agrl. Soc. Oct. 8-9. Grace

D. Seymour, R. D. 2. Winsted, Conn. Rocky Hill-Rocky Hill Grange Fair. Sept. 9-10 Dorothy B. Herrick.

Stafford Springs-Stafford Fair. Sept. 29-Oct. 2. Louise L. Benton.

Terryville-Terryville Fair. Sept. 17-18. J. Francis Ryan.

Wallingford-Wallingford Grange Fair. Sept. 17. Flora E. Hough.

Woodstock-Woodstock Agrl. Soc. Sept. 2-5. Donald B. Williams, Putnam, Conn.

#### DELAWARE

Woxberg. Monterey -Monterey Co. Fair. Aug. 27-30. Harrington-Kent & Sussex Co. Fair. July 26-Fred S. McCargar. 30. Ethel C. Raughley.



# CARNIVAL WANTED

#### August Date

Rides, Concessions, etc., for proven fair which Includes County 4-H Fair. A money maker backed by Lions and Booster Clubs.

Contact

#### L. HUFFER

Ossian, Indiana.

# CARNIVAL WANTED

Seven to twelve rides, twenty to forty concessions, August 2d to 6th inclusive. Formerly Elnora Township Fair, now Daviess **County Fair Association.** 

> CHARLES ROSS Concession Manager. Elnora, Ind.





# FAIRS-EXPOSITIONS

-26

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FLORIDA	Henry-Marshall-Putnam Fair. Aug. 30-Sept.	Goshen-Elkhart Co. Fair. Sept. 12-17. Roy M.	Guthrie Center-Guthrie Co. Fair. Sept. 6-9.
A NAME INCOMES AND	3. R. H. Monier, Sparland, Ill.	Amos. Greencastle—Putnam Co. Fair. Aug. 8-13. Roy	M. L. Branson. Hampton_Franklin Co Fair Aug 22-24
J-V. AL. A. ALLIN.	J. H. WIISON	C. Sutherlin.	Glenn D. Craighton.
Pensacola-Pensacola interstate Fair. Oct. 17-22. J. E. Frenkel.	Kankakee-Kankakee Fair Assn. Aug. 8-12.	Hamlet-Starke Co. 4-H Club Fair. Aug. 3-6.	
Tallahassee-Leon Co. Fair Asan. Oct. 11-15.	Walter Ricks. Knoxville-Knox Co. Fair, Aug. 9-12, Ray	Tom Bell, Knox, Ind. Hartford City—Blackford Co. 4-H & Open	J. H Frederickson. Hartley-O'Brien Co. Agrl Assn. Aug. 15-16.
Lloyd Rhoden.	Swanson, Galesburg, Ill.	Fair, Aug. 16-20. Fred Major.	John H. Longstreet.
GEORGIA	Caverly Toulon III	Huntingburg-DuBois Co. Fair Assn. Aug. 8- 13. Kermit R. Ruttkar.	Humboldt—Humboldt Co. Agrl. Boc. Aug. 15-18. Levi W. Olson.
Albany-Southwest Ga. Fair Asan. Week of	Lewistown-Fulton Co. Fair Assn. Aug. 2-5.	Huntington-Huntington Co. 4-H Fair. Middle	Ida Grove-Ida Co. Agrl. Soc. Aug. 22-23.
Oct. 31. Ralph Allison. Americus—Sumter Co. Fair Asan. Oct. 3d	-Lachlan Crissey.	of August. Fred A. Loew.	Bruce W. Marcue.
Week, O. C. Johnson.	E. E. Elsbury, Gurnee, Ill.	Indianapolis-Indiana State Fair. Sept. 1-9. Carl Tyner.	W J. Campbell, Jesup, Ia.
Ashburn-Turner Co. Am. Legion Fair. Oct. 31-Nov. 5. A. V. Akin Jr.	Lincoln-Logan Co. Fair Assn. Aug. 7-12.	Indianapolis-Indianapolis Colored Fair. July	Indianola-Warran Co. Agrl. Assn. Aug. 8-11.
Athens-Athens Agrl. Fair. Oct. 10-15. D. L.	Wilbur E. Layman.	18-23. Albert Neuerburg.	Lewis Johnson. Jefferson-Greene Co. Fair Assn Aug. 16-18.
Branyon.	Glen D. Riley.	Kendallville—Northeastern Ind. Agrl. Assn. Aug. 15-20. Clinton S. Rimmel.	Francis L. Cudahy.
Atlanta-Southeastern Fair Assn. Sept. 30- Oct. 9. Mike Benton.	Macomb-McDonough Co. Agrl. Fair. July 26-	Kentland-Newton Co. Fair Assn. Aug. 29-	Keosauqua-Van Buren-Jefferson Co. Fair Assn. Aug. 9-12. Arthur J. Secor.
Augusta-Exchange Club Fair. Oct. 24-29.	29. Walter Zettle. Marion-Williamson Co. Pair Asan Sent 5-9	Sept. 2. A. M. Schuh. Kingman-Kingman Fair Assn. Aug. 8-13.	Knoxville-Marion Co. Fair Assn. Aug. 10-14.
Ed. C. Mertins. Bainbridge-Decatur Co. Fair. Oct. 10-15. Tom	Ray Miller.	Teresa McAllister.	Henry Heinz. Le Mars-Plymouth Co. 4-H Fair, Aug. 22-24.
Rich.	Marshall—Clark Co. Fair. Aug. 9-12. Fred Huffington.	Lafayette-Tippecanoe Co. 4-H Exhibit. Aug. 15-20. Sarah J. Norris, Buck Creek, Ind.	Don P. Carter.
Cartersville-American Legion Bartow Co. Fair.	Martinsville-Martinsville Fair Assn. July 18-	La Porte-La Porte Co. Fair Assn. Aug. 15-20.	Leon-Decatur Co. 4-H Fair Assn. Aug. 8-10. W. B. Halstead.
Sept. 19-24. " Cedartown-Northwest Ga. Fair Assn. Sept.	23. H. T. Bennett.	Robert Pelan.	Lorimor-Lorimor Agrl. Assn. Aug. 22-25.
26-Oct. 1. Thomas Adamson.	P. Carter	Lawrenceburg-Dearborn Co. Fair. July 24-30. Harold A. Carlton.	Are have a state the second state of 10
Columbus-Chattahoochee Valley Expo. Oct. 10-15. Felix L. Jenkins.	McLeansboro-Hamilton Co. Fair. July 4-8.	Logansport-Cass Co. Fair Assn. July 24-30.	D M. Kline.
Convers-Rockdale Co. Fair Asan. Oct. 3-8.	H (Red) Mead	Wm. (Babe) Thomas Jr. Lyons-Lyons Community Club Fair. Aug. 23-	Manahashing Delements Ge Dele Ang 0 15
	C. D. Thompson.	27 Melvin S. Briggs.	E. W. Williams. Manson-Calhoun Co. Pair. Aug. 18-21. Sara
Cordele-Central Georgia Fair. Oct. 17-22. J. D. Rainey.	Mendon-Mendon-Adams Co. Fair. Aug. 8-11. I. M. Brumback.	Muncie-Delaware Co. Fair. July 31-Aug. 6.	S. Klotz.
Eastman-Dodge Co. American Legion Fair.	Mendota-Tri-County Fair Assn. Sept. 3-5.	A. G. Norlick, Martinsville-Morgan Co. Fair Assn. Aug. 10-	Maquoketa—Jackson Co. Fair. Aug. 7-10. L. S. Lein.
Oct. 31-Nov. 5. R. T. Ragan. Elberton-Elberton Fair. Week of Sept. 19.	Paul A. Stenger.	13. A. E. Lesser.	Monshalltown Control Town Pair Cant 17 18
I. V. Hulme		New Bethel-Marion Co. Fair Assn. Aug. 15- 20. Harry C. Roberts, Wanamaker, Ind.	George A. Price.
Greensboro-Greene Co. Pair Asan. Bept. 12- 16. C. H. Crumbley.	Milford-Iroquois Co. Agrl. & 4-H Club Fair.	North Vernon-Jennings Co. Fair. July 24-29	Mason City-North Iowa Fair Assn. Sept. 1-5. Millard C. Lawson.
Hawkinsville-Pulaski Co. Fair Assn. Oct.	July 31-Aug. 4. Chas. Allen, Cissna Park. Moline—Rock Island Co. Fair. Aug. 23-25.		Missouri Valley-Harrison Co. Fair Assn. Aug.
24-29. Roger H. Lawson.	William T. McKelvey. Monee-Monee-Will Co. Dist. Fair. July 1-4	William B. Delay.	29-Sept. 1. Fred C. Behm. Monticello-Jones Co. Fair. Aug. 17-20. Claude
			Appleby.
Lavonia-Franklin Co. Fair Assn. Oct. 10-15.	Morrison-Whiteside Co. Cent, Agrl. Assn. Aug.	Chamber of Commerce. Portland-Jay Co. Fair Assn. Aug. 7-12.	Mount Ayr-Ringgold Co. Fair Assn. Aug. 17-
	AU-Sent 2 V M Deptinger	Charler (? Listfrail	20. Stuart W. Hoover. Mount Pleasant-Henry Co. Fair Assn. Aug.
a, roas vorusii.	And 5 E Ging Diviag W Solom III	Rensselaer-Jasper Co. Fair. Aug. 23-27. Ralph B. Amsler.	2-6. W. H. Bainter.
Manchester-Tri-County Fair. Sept. 26-Oct. 1. Welby Griffith.	Mount SterlingBrown Co. Fair. Aug. 2-5.	Rising Sun-Ohio Co. Fair. Aug. 23-27. Ralph	MovilleWoodbury Co. Fair Assn. Sept. 7-10. F. H. Rebelsky.
Milledgeville-Middle Georgia Fair Asan. Oct.	Walter I. Manny.	E. Gossom. Roann-Roann Booster Fair. Sept. 29-Oct. 1.	Nashua-Big Four Fair Assn. Aug. 22-27. Nor-
10-15. F. Paisley Davis.	July 11-16. Civde Lee.	John Bryan	
Monroe-Walton Co. American Legion Fair. Oct. 10-15. H. H. Shores.	Nashville-Nashville-Washington Co. Fair Assn.	Rochester-Fulton Co 4-H Pair Asen Aug	The sector Press base of the sector of the s
Swainsboro-Emanuel Co. Fair. Oct. 10-15.	Newton-Jasper Co. Fair. Aug. 29-Sept. 2.	2-6. J. S. Newcomb. Rockport-Spencer Co. Fair Assn. July 25-29.	Nevada-Story Co. 4-H Fair Assn. Aug. 16-18. Glenn Z. Randan, R. F. D. 2, Ames, Ia.
Earl M. Varner. Valdosta-South Ga. Fair. Nov. 7-12. H. K.	U. D. Batinan.	Harold L. Hargis.	Northwood Worth Co Fair Aug 14-17
Wilkinson.	Percy E. Thomas.	Rockville-Parke Co. Fair Assn. Aug. 15-19. Robert L. Taylor.	Glenn O. Tenold.
Wrightsville-Johnson Co. Fair. Oct. 3-8. E. L. Brinson.	Oblong-Oblong Fair Assn. Sept. 5-9. O. B.	Rushville-Rush Co. Agrl. Assn. Aug. 1-5.	Onawa-Monona Co Fair. Aug. 22-25 Harold J. McNeill.
IDAHO	Price. Oiney-Richland Co. Fair. Aug. 21-26. W.	E. E Privett.	Osage-Mitchell Co. Fair. Aug 25-28. Max
			Katz Osceola-Clarke Co. 4-H Fair Assn Aug 15-18.
Blackfoot-Eastern Idaho State Fair. Sept. 13- 17. Ruth C. Hartkopf.	Oregon-Ogle Co. Fair. Bept. 3-5. E. D. Landers.	Shelbyville-Shelby Co. Fair Assn. Aug. 7-12	Floyd Newman.
Boise-Western Idaho State Fair. Aug. 23-27.	Ottawa-LaSalle Co. Junior Fair. Aug. 9-11.	Ralph S. Briggs. South Bend-St. Joseph Co. 4-H Fair. Aug	Oskaloosa-Southern Iowa Fair Assn. Aug. 8- 11. Clyde A. Hanna
Clare E. Hunt. Burley-Cassia Co. Fair. Aug. 25-27. Saul H.	Kenneth Fleming, R. 2, Marseilles, Ill.	3-6. Oscar W. Valentine.	Postville-Big 4 Agrl. Assn. Sept. 2-5. A. S.
Clark.	Moliski.	Spencer-Owen Co. Fair Assn. Aug. 15-20 Mrs. Freda Booth.	Burdick.
Cambridge-Washington Co. Fair Assn. Aug. 26-28. Buck Howland.	Paris-Edgar Co. Fair, July 24-30, P. S. Henry	Sunman-American Legion Fair, Aug. 31-Sept.	PrimgharO'Brien Co. 4-H Pair. Aug 15-16. John A. Longstreet.
Coeur d'Alene-Kootenai Co. Fair Asan. Sept.	Peoria-Heart of Illinois Expo. Aug. 30-Sept. 5. Ralph Ammon.	3. E. W. Howrey. Terre Haute-Vigo Co. Fair. Aug. 23-28. E. J	Rockwell City-Calhoun Co. Expo. Aug. 8-10.
22-24. C. W. Neider. Downey-Marsh Valley Fair & Rodeo. Sept.	Peotone-Will Co. Fair Assn. Aug. 30-Sept. 1.	Acree.	A. C. Engel. Rock Rapids-Lyon Co Fair. Aug. 14-17 Bob
3-4. Arvilla McKay.	Thomas L. Clinton Jr.	Twelve Mile-4-H Fair. Aug. 17-20. Tom Price. Wabash-Wabash Co. Agrl. Assn. Aug. 23-27.	Sutton.
Filer-Twin Falls Co. Fair & Rodeo, Aug. 30-	22. Mrs. J. H. Stumpe,	W. K. Delaplane.	Sac City-Sac Co. Fair Assn. Aug. 22-25. Leslie Freese.
Sept. 3. Thomas Parks. Gooding-Gooding Co. Fair. Aug. 18-20. Robert	Pleasant Hill-Pike Co. Fair Assn. Aug. 8-11.	Warsaw-Kosciusko Co. Fair Assn. Aug. 29-	Sibley-Osceola Co. Livestock Show Sept. 6-9.
Higgins.	J. L. Laugharn.	Sept. 3. Roger P. Dunn.	L. C. McLean.

Higgins. Lava Hot Springs-Bannock Co. 4-H Club Fair.	Pontiac-Livingston Co. Fair Assn. Aug. 10- 12. Guy K. Gee.	IOWA	Spencer-Clay Co. Pair Assn. Sept. 12-17.
Aug. 26-27. Charles Eline. Malad City-Oneida Co. Fair. Sept. 8-10. K.	Princeton-Bureau Co. Fair, Aug. 23-26. Wayne	Adel-Dallas Co Fair Assn. Aug. 18-20 J.	Bill Woods. Spirit Lake—Dickinson Co. Club Congress. Aug.
V. Hanson. Ririe-Jefferson Co. Fair. Sept. 2-3. Carl M.	Roseville-Warren Co. Agrl. Fair. Aug. 23-26.	Dwight Brown. Albia-Monroe Co. Fair Assn. Aug. 17-19.	Thompson-Winnebago Co. Junior Show Aug
Shaner. Sandpoint-Bonner Co. Fair Assn. Sept. 15-17.	Rosiclare-Hardin Co. Fair. Sept. 8-10	Lloyd M. Reid. Algona-Kossuth Co. Fair. Aug. 17-20. L. W	18-20. C. E. Judd. Tipton-Cedar Co. Fair. Aug. 18-21. Eugene
M. R. Samson.	Rushville-Schuyler Co Fair. July 4-7. Robert	Nitchals Allison-Butler Co. Fair. Aug. 11-14. Virgil	R. Moore. Traer-Tama Co. Fair Assn. Aug. 10-13.
ILLINOIS	Salem-Marion Co. Fair Assn. July 4-9. W. R.	E. Shepard.	Franklin Early, Vinton-Benton Co. Agrl. Soc. Aug. 8-11. W.
lbion-Edwards Co. Fair Assn. Aug. 22-26. Loy L. Thread.	Sandwich Sandwich Bair Sant 7.11 C B	G A. Soderquist. Atlantic-Cass Co. 4-H Fair. Aug. 15-19. Floyd	J. Campbell, Jesup, Ia.
Aledo-Mercer Co. Agrl. Assn. Aug. 30-Sept. 2. John McHard.	Shewneetcwn_Gellatin Co Fair Assn Sent	Northrup. Audubon-Audubon Co. Agrl. Soc. Sept. 12-16.	3-9. E.S. Estel.
Mais Alwert,	Sports Bondolph Co Fair Aug 2.5 Harry	D. C. Perley. Avoca—Pottawattamie Co. Fair. Assn. Aug	A M Monserud Harners Perry Ia
Anna-Anna Fair. Aug. 8-12. Glendale Hud- gens.	G. Foster.	1-4. Dean Chandler. Bedford-Taylor Co. Fair Assn. July 25-30.	L. V. Ormston
Arthur-Moultrie-Douglas Co. Fair, Aug. 9-13. H. E. Hood.	H. J. White.	Sid P. Webb.	W. H Johnson.
Augusta—Augusta Livestock Assn. July 19-22. L. Wayne Robison.	2-5. Ralph Butler.	Bloomfield-Davis Co. Fair. Aug. 16-19. C. C. Wagler.	El Bauder.
Belleville-St. Clair Co. Fair Assn. July 23-30. George L. Gerken.	5. C C Hunter.	Nelson	West LibertyUnion District Agrl. Soc. Aug. 22-25. Ray Wuestenberg.
Benton-Franklin Co. Fair. Aug. 1-5. Joe Bauer.	Alvin A. Brav.	Burlington-Des Moines Co. Fair Assn. Aug. 7-11. B. L. Wyborny.	E. P. Lally.
Belvidere-Northern Ill. Fair Assn. Aug. 5-7. Mrs. Frieda Spencer.	Powell.	Cedar Rapids-All-Iowa Fair. Aug. 14-21. Andrew C. Hanson.	J. Earl Graves.
Moomington-McLean Co. Fair. Aug. 3-11. H. Jack Stevenson.	M. Cruft	Centerville-Appanoose Co. Fair. Aug. 9-12.	NAN3A3
Bridgeport-Lawrence Co. Fair Assn. Aug. 22-	ANGINGI GOUL	Central City-Linn Co. Fair. Aug. 6-8. T. W.	Lassand Dillas
26. Grover C. Gross. Brownstown-Fayette Co. Fair Assn. Aug. 3-	Woodstock-McHenry Co. Fair. July 28-31. R K. Bauder.	Clarinda-Page Co. Fair Assn. Aug. 1-5. Frank Coulter, Braddyville, Ia.	Anthony-Anthony Fair Assn. July 20-23. Ed- win C, Toler.
6. L. A. Tudor. Jambridge-Henry Co. Fair. Aug. 9-12. M. E.	INDIANA	Colfax-Jasper Co. Agrl. Soc. Aug. 22-25 Leslie Doak, R. 1, Newton, Ia.	Auburn-Auburn Grange Fair. Oct 7-8. Mrs.
Werbach. Darlinville-Macoupin Co. Fair. Aug. 7-10.	Akron-Akron Agrl. Fair Assn. Sept. 14-18.		Ina Cellers. Belle Plaine-Belle Plaine Fair Assn. Sept. 15-
armi-White Co. Agrl. Soc. Aug. 15-19. El-	A. M. Price. Anderson-Anderson Free Fair Assn. July 4-		16. Dallas W. Davis Belleville—North Central Kan. Free Fair. Aug.
arrollton-Greene Co. Agrl. Fair. July 12-16.	Auburn-DeKalb Co. Free Pair. Sent 13-17		29-Sept. 2. Homer Alkire. Beloit-Mitchell Co. Fair Assn. Sept. 6-9. Lyle
Tharleston-Coles Co. Fair Assn. Aug. 1-6.	W F Walter, St. Joe, Ind. Bicknell-Knox Co. Fair Assn. Aug. 9-13.	Corndon Wayne Co Bain Aug 78 4 7	Lukens. Berryton-Berryton Grange Fair. Sept. 2-3.
Robert R. Blackford.	Erwin D. Scott. Bloomington-Monroe Co. Fair. Aug. 10-13.	Cresco-Howard Co. Fair. Aug. 8-11. C. C.	Louise H. Renyer, R. 1. Wakarusa, Kan. Big Springs-Douglas Co. Fair. Aug. 31-Sept.
2. Major Lenox R Lohr	Guy L. Baker. Boonville Boonville Fair. Aug. 1-5. Albert C.		2. Carl Kampschroeder, Lecompton, Kan. Blue Rapids Marshall Co. Stock Show & Fair.
26-Dec. 3. Wm. E. Ogilvie, Union Stock Yards.	Derr. Bosweil-Benton Co. Fair. Aug. 24-26. Lendall	Descent Wilsenschick Ge Levi Ges Les	Aug. 23-26. C. B. Coulter. Buhler-Buhler Community Fair. Oct. 27-29.
hicago-Cook Co. Fair. Aug. 30-Sept. 5. Wm.	Lowman, Earl Fars, Ind.	Denison Crewford Co Fair Aug 8-11 Brean	J. A. Johnson.
Danville-Eastern Illinois Fair, July 31-Aug.	Bourbon-Bourbon Fair Assn. Sept. 20-24, Harvey E. Byrer.	Derby-Derby Dist. Agrl Soc Aug 16-10	Burden-Eastern Cowley Co. Fair Assn. Aug 17-19. Jack Shore.
Decatur-Macon Co. Farm Show. July 27-29.	Brownstown-Jackson Co. Fair Assn. Aug 15- 20 Richard Elliott.	Des Moines-Iowa State Fair, Aug. 24-Sept. 2.	Burlington-Coffey Co. Fair Assn Aug 29- Sept. 3 Carl Henning.
E. L. Huntley. Ju Quoin-Du Quoin State Fair. Aug. 29-	Cayuga-Vermillion Co. Fair. Aug. 2-7. Otto Albright.	L. B. Cunningnam.	Caldwell-Sumner Co. Fair Assn. Sept. 1-3.
Sept. 5. Don M. Hayes. Igin-Kane Co. Fair. Aug. 1-5. Ralph B.	Columbus-Bartholomew Co. Fair Assn. July 17-22 F M. Overstreet.	Donnellson-Lee Co. Fair. July 27-30. J. R.	Cheney-Sedgwick Co Fair Assn. Aug. 25-27. Frank A. Ryniker.
airbury-Fairbury Fair Assn. Aug. 23-26	15-19. W Erb Hanson	Eagle Grove-Eagle Grove District Junior Fair	Charles S. Sturtevant. Aug. 25-27
Robert J. Maurer, airfield-Wayne Co. Fair Assn. Aug. 9-12.	Converse-Miami Co. Agrl. Assn. Aug. 9-12. Allen Kling.	Aug. 22-24. Gerhard Hanson.	Clay Center-Clay Co Free Fair Sent 6-9
armer City-Farmer City Fair Assn. July	Dr L B. Wolfe.	15-17. H. E. Barringer.	And a second state of the
IDIA-LIRY CO FRIT ASST AND 1-5 LOPAN	Crown Point-Lake Co. Fair. Aug. 22-28. George H. Neises.	This Would Go Tale to Ut to G The	Colby Thomas Co Fair Aren Ana 16.10
H. Petty, Clay City, Ill. reeport-Stephenson Co. Junior Fair. Aug.	Decatur-Decatur Street Fair. July 25-30. R. W. Pruden. Denver-Fall Festival & Free Fair. Sept. 21-24.	Treese	Columbus-American Legion Cherokee Co.
corgetown-Georgetown Agri Fair Aten Ang	Elnora-Elmore Townshin Fair Aug 2-6 Le-	Dath and the Design of the State of the State	Conway Springs-Conway Springs Fair. Sept.
olconda-Pope Co. Fair. Aug. 30Sept. 2.	land Sargent. Fairview—Fairview Farmers Fair. Aug. 17-20.	24. Lincoln Shonkwiler. Fonda-Pocahontas Co. Agr. Soc. Aug. 20-22.	Cottonwood Falls-Chase Co Fair Sept 1-3.
riggsville-Western Ill. Fair. July 4-8. J. R.	Earl R. Furnish, R. 1, Bennington, Flora-Carroll Co. 4-H Fair, Aug. 1-6, John	B F. Barber. Bort Dodge-Webster Co A-H Fair Aug. 14.19	Fred J. Arnold. Delphos-Ottawa Co. Fair Assn. Aug 11-13.
reenup-Cumberland Co. Fair Assn. Aug.	Fort Wayne-Allen Co. Fair Assn. Aug. 8-14		W. J. Gwinner Dodge City-Great Southwest Fair & Rodeo.
reenville-Bond Co. Fair Assn. Aug. 23-27.	Frankfort-Clinton Co Pair, Aug 21-27 O M	Dean Don Carlos.	Sept 6-11. Ward Perkins.
Theon T. Dewey.	Meeker.	L. D. Brown, Brookyn, Ia.	R. D. Morgan. Ellis-Ellis Co. Jr. Free Fair. Sept. 20-23.
	CANNELLING AND	CAPUTAT CAPITAL CALL AND AND	FILLS KILLS LO JF Free Fally Bent 20-23



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#### FAIRS.EXPOSITIONS 67

J. T. Rudebeck.

14. Paul Kolbe

21. B. C. Wilkins.

Cy Wenner.

L. O. Carlson.

Baudette-Lake of the Woods Co. Fair Assn.

Bayport-Washington Cd. Fair, Aug. 12-14. F.

Bemidji-Beltrami Co. Fair Assn. Aug. 8-10.

Bird Island-Renville Co. Agrl. Soc. Sept. 12-

Blue Earth-Faribault Co. Agrl. Soc. Sept.

Brainerd-Crow Wing Co. Fair Assn. Aug. 17-

Breckenridge-Wilkin'Co. Agrl. Soc. Sept. 2-5.

Cambridge-Isanti Co. Fair Assn. Sept. 7-10.

Canby-Yellow Medicine Co. Fair. Aug. 22-

Cannon Falls-Cannon Valley Fair Assn. July

Elk River-Sherburne Co. Agrl. Soc. Aug. 15-17.

Fairmont-Martin Co. Agrl. Soc. Sept. 16-18.

Faribault-Rice Co. Agrl. Soc. Aug. 11-14. O.

Fergus Falls-Otter Tail Co. Agri. Soc. Aug.

24-27. Knute Hanson. Fertile-Polk Co Fair. July 21-23. J. W.

Fosston-East Polk Co. Fair. July 1-4. H.

Garden City-Blue Earth Co. Fair. Aug. 22-24.

Glenwood--Pope Co. Agrl Soc. Sept. 16-18.

Grand Marais-Cook Co. Agrl. Soc. Sept. 8-

Grand Rapids-Itasca Co. Fair. Aug. 18-21.

Hallock--Kittson Co. Agri. Soc. July 7-10.

fferman-Grant Co. Agrl. Assn. Aug. 26-28.

Hibbing-St. Louis Co. Fair Assn. Aug. 11-14.

Hopkins-Hennepin Co Agri. Soc. Aug. 12-14.

Mike W. Zipoy. Howard Lake-Wright Co. Agri. Soc. Aug. 11-

14. Paui L. Eddy. Hutchinson-McLeod Co. Agri. Soc. Sept. 18-

Jackson-Jackson Co. Fair Assn. Aug. 18-21.

Jordan-Scott Co Good Seed Assn. Sept. 9-11.

Kasson-Dodge Co. Fair Aug. 3-7. Victor P.

Le Center-LeSueur Co. Fair. Aug. 19-21. Russ

Litchfield-Meeker Co. Fair. Aug. 17-19. John

Little Falls-Morrison Co. Agri. Soc. Aug 12-

14. D. T. Sargeant. Littlefork-Northern Minn Dist. Fair Assn.

Long Prairie-Todd Co Fair. Aug. 9-11. Logan

Luverne-Rock Co. Agri Boc. Sept. 15-18.

George A. Golla. Madison-Lac qui Parle Co. Fair. Sept. 8-11.

Copyrighted material

Aug. 13-14. Lloyd L. Wonser,

S. Lammers, Stillwater, Minn.

Mrs. Hypatia Spangler.

8-11. Harold A. Myers.

24. Kenneth Knutson.

1-4. R. J. Goodwin.

Robert L. Wells.

14. G. W. Peoples.

E. E. Bjuge.

C. Adams.

Reseland.

Algaard.

Daniel James.

C. O. Ettesvald.

Frances Mullins.

Arthur Johnson.

22. Everett Oleson.

Antor ... Geiger.

Hervert G. Strait.

Millier

Sheav.

O. Scow.

Wayne Weiser.

Sander, Dodge Center, Minn.

Aug. 6-7. Elroy Homuth.

J. J. McCann.

R. C. Nelson.

10. Milford J. Humphrey.

A. P Krahmer.

Marshfield -- Marshfield Agrl. Soc. Aug. 21-27. Barnum--- Carlton Co. Fair Assn. Aug. 18-20.

Emporis-Lyon Co. Fair Assn. Aug. 30-Sept.	Plemingsburg-Pleming Co. Pair. Aug. 18-20.	Shreveport-Caddo Parish Fair. Oct. 20-21.	Hillsdale-Hillsdale Co. Agri. Soc. Sept. 25-
rt Soott-Bourbon Co. Fair Assn. Sept. 1-3.	Fulton-West KyTenn. Pair. Sept. 1-3. F. A. Homra.	C. S. Shirley. Sulphur—Calcasieu-Cameron Fair. Oct. 25-29. Mrs. Harold Owens.	Imlay City-Lapeer Co. Fair. Sept. 5-8. James N. Dunn.
arden City-Finney Co. Free Pair. Sept. 14- 16. Oscar Norby.	Germantown-Germantown Fair. Aug. 11-13.	Tallulah-Louisiana Delta Fair Assn. Oct. 18-	Ionia-Ionia Free Fair. Aug. 8-13. Rose Sarlow. Iron River-Iron Co. Fair. Aug. 29-Sept. 1.
rdner-Johnson Co. Free Fair Assn. Bept.	R. K. Asbury. Glasgow-Barren Co. American Legion Fair.	21. J. M Gilfoil. Thibodaux-Lafourche Parish Agrl. Fair. Sept.	V C. Vaughan. Ironwood-Gogebic Co. Fair. Aug. 11-14. W.
1-3. Marvin Turner. Marnett-Anderson Co. Pair Assn. Aug. 31-	Aug. 24-27. Sam Sears. Greenup-Greenup Co. Fair Assn. Aug. 10-12.	24-25. S. F. Blanchard. Verda-Grant Parish Fair Assn. Oct. 5-8.	B. Fauhi, Bessemer, Mich. Ithaca-Gratiot Co. Agri. Soc. July 26-30.
Hrard-Orawford Oo. Fair Assn. Aug. 9-12.	Hardinsburg-Breckenridge Co. Fair. Sept.	West Monroe-Ouachita Valley Fair Oct. 4-10.	Ithaca-Co-op. Community Fair, Aug 23-26.
Hasco-Cloud Co. Fair. Aug. 8-10. L. J.	23-24. W. C Pate. Harrodsburg-Mercer Co. Fair. July 26-30.	John H Birdsong. Winnfield-Winn Parish Fair. Sept. 21-24. H.	Jackson Jackson Co. Agrl. Soc. Aug. 29-Sept. 3. Ernest R. Hively.
loodland-Northwest Kan. District Free Fair.	Giave Sims.	E. Crawford. Winnsboro-Franklin Parish Fair. Oct. 12-15.	the laws and Malamanus On Anal Gos Gant
Aug, 23-20. A. R. Shimeall.	Russell. Hodgenville-LaRue Co. Fair Assn. Aug. 31-		Ludington-Western Mich. Fair Assn Sept
10. KODELC V. DALLIVIU.	Rout i Aumiet Overen		20-25. Irving L. Pratt, Scottville. Marne-Berlin Fair. Aug. 23-27. R. M. Osse-
W. A. Stewart. ardtner-Barber Co. Fair Assn. Aug. 30-	Joe H. McCord.	Bangor-Bangor State Fair. Aug. 8-13. H. O. Pelley, Box 218, Skowhegan, Me.	Marshall -Calhoun Co Fair, Aug. 23-27. Roj
Sept. 1. J. M. Molz. Iarper-Harper Co. Fair Assn. Aug. 23-26.	kington.	Blue Hill-Hancock Co. Agrl. Soc. Sept. 5-7. Rodney H. Bartlett.	Mason-Ingham Co Fair. Aug. 15-40. Way Co
R. E. Dresser.	Herbert Spencer	Cherryfield-Cherryfield Fair. Sept. 13-15. C. H. Small, Addison, Me.	Midiand-Midiand Co Free Fair. Aug. 10-10
Illisboro-Marion Co. Fair Assn. Sept. 6-9. Arthur H. Penner.	F. Pace Jr.	Cornish-Cornish Agrl. Assn. Aug. 22-27. Rita B. Pendexter.	and a state of a state
Iolton-Jackson Co. Fair. Aug. 15-17. Matt J. McAsey.	La Grange-Oldham Co. Fair. Aug. 25-27. A.	Damariscotta—Damariscotta Fair. Aug. 1-6. Edward B. Denny Jr.	
Iorton-Tri-County Fair. Sept. 7-9. Jules A. Bourquin.	Lawrenceburg-Lawrenceburg Fair. July 19-	Dover-FoxcroftPiscataquis Valley Fair. Aug. 27. Frank A. Pierce.	Jack Bergsma. Mount Pleasant-Isabella Co. Youth & Farm
Howard-Elk Co. Fair Assn. Aug. 24-26. Noel Mullendore.	Lebanon-Marion Co. Fair Assn. Aug. 17-20.	Emoden-Emoden Agri. Assn. Sept. 17. Lelia C. Case, North Anson, Me.	Fair Soc. Aug. 9-13. B. C. Mellencamp. Onekama-Manistee Co. Agrl. Soc. Sept. 14-
Iutchinson-Kansas State Fair. Sept. 18-23. Virgil C. Miller.	London-Laurel Co. Fair. Aug. 24-27. Eille	Exeter-New Exeter Fair. Sept. 8-10. Keith N.	17. Mrs. Ed Briske, Kaleva, Mich. Petoskey Emmet Co Fair Assn. Sept. 12-16.
mman—Inman Community Fair. Oct. 19-21. William T. Braun.	Louisa-Lawrence Co. Fair. Sept. 12-17.	Farmington—Franklin Co. Agrl. Soc. Sept. 20-24 Frank E. Knowlton.	
ols-Allen Co. Fair Assn. Aug. 29-Sept. 3. Northcott Alken.	Louisville-Kentucky State Fair. Sept. 11-17.	Fryeburg Fryeburg Fair, Oct. 4-7. G. Myron	Elwyn Smith. Pinconning-Pinconning Community Fair Assn.
Incaid-Kincaid Farmers' Fair. Last of Sept. J. Q. Adams Jr.	Madisonville-Hopkins Co. Fair, Aug. 29-Sept.	Lewiston Maine State Fair. Sept. 5-10. Jim	Sept. 9-10. Meryl A. Bird. Pontiac-Oakiand Co. 4-H Agrl Assn. Aug.
Ingman-Kingman Co. Pair Assn. Oct. 5-8. Bruce L. Behymer.	Mayfield-Graves Co. War Memorial Fair. Aug.	O'Kane. North Waterford-World's Fair Assn. Sept. 30-Oct. 1 Bill Button.	Richmond-Richmond Fair & Horse Show.
Lane Lane Agrl. Fair. Aug. 19-20. W. J. Robinson.	Middlesboro-Bell Co. 4-H Fair. Sept. 15-17.	Observisionen Observisionen State Main Aug 15	Saginaw-Mich. Farm Products Show. Sept.
Liberal-Five-State Pair. Aug. 31-Sept. 5. Charles E. Kulow.	Sherman Chasteen. Morgantown-Butler Co. Fair. Sept. 1-3.	Wast Cumbarland Cumbarland Vermane Club	Constants Constants
Longton-Elk Co. Fair Assn. Sept. 13-15. Bert Speer, Howard, Kan.	Jeweil Mayhugh. Munfordville—Hart Co. Fair. Sept. 22-24.	Bortland	Sandusky Sanilac Co. 4-H Fair. Aug. 23-27.
Macksville-Stafford Co. 4-H Club Pair. Aug. 24-26. Nancy Bruncher.	John Rowlett. Murray-Calloway Co. Fair Assn. Aug. 10-12.	D Have	Standish-Arenac Co Fair. Aug. 17-20. Paul
Manhattan-Riley Co. Fair Assn. Aug. 16-18. Walter J. Rogers.		MARYLAND	R. Pennock Traverse City-Northwestern Mich, Fair. Aug. 30-Sept. 3. Arnell Engstrom.
Minneapolis - Minneapolis - Ottawa Co. Fair.	Aug. 3-6. Harlan H. Veal. Owensboro-Daviess Co. Fair & Parm Expo.	Cambridge-Eastern Shore Fair Assn. Aug. 22-27. William H. Robbins.	West Branch-Ogemaw Agrl. Soc. Aug. 24-21
Aug. 24-26. J. R. Brown. Mound City-Linn Co. Fair Assn. Aug. 23-26.		Guy K. Motter.	MINNESOTA
John H. Morse. lewton-Harvey Co. Fair Assn. Aug. 31-Sept.	Mills. Paducah-West Kentucky Fair. July 12-15.	Gaithersburg-Montgomery Co. Pair. Aug. 27.	Ada-Norman Co Agri. Soc. June 25-29
3. Guy W. Webster. Worton-Norton Co. Fair. Aug. 15-19. M. R.	Lee Livingston.	Hagerstown-Washington Co. Agrl. Assn.	Altkin-Attkin Co. Agri. boc. hug. to to. It
Krehbiel. Derlin-Decatur Co. Fair Assn. Aug. 21-24.	Paintsville-Johnson Co. Fair Assn. Sept. 8-9. Manuell Arnett.	Timonium-Maryland State Pair. Aug. 31-Sept.	Albert Lea-Freeborn Co. hart. boot.
B. R. Woodward. Onaga-Pottawatomie Co. Pair. Aug. 22-24.	Pikeville-Pike Co. Fair Assn. Sept. 22-24. Fannie Mae Howell.	MASSACHUSETTS	26. Herman D. Jenson. Alexandria—Douglas Co. Fair. Aug. 22-25. R.
Glenn L. Berges. Osage City-Osage Co. Fair. Aug. 17-19. E.	Russell Springs-Russell Co. Fair Asan. Aug. 3-6. R. Felton Robertson.	Blandford-Union Agri Soc. Sept. 4-5. Lee	S. Thornton. AnokaAnoka Co. Agrl. Soc. Aug. 15-17. O.
D. Cellier. Osawatomie—Osawatomie Fair. Aug. 17-19.	Russellville-West Ky. Fair Assn. Aug. 24-27. Thomas S. Rhea Jr.	Brockton-Brockton Fair. Sept. 10-17. Frank	
R. A. Hanfeld. Osborne-Osborne Co. Fair Assn. Aug. 23-26.	Emory Horton.	H. Kingman. Cummington-Hillside Agrl. Soc, Aug. 27-28.	J. G. Anderson. Arlington-Sibley Co. Agrl. Assn. Aug. 12-14
Clifford Hibbs. Oswego-Labette Co. Fair. Aug. 29-31. Arthur	Sheibyville-Shelbyville Co. Agri. Assn. Aug. 2-6. Phil W. Moesser.	Great Barrington-Barrington Fair Assn. Aug.	Louis Kill. Austin-Mower Co. Fair. Aug. 9-14. P. J.
Sanders. Ottawa-Franklin Co. Agrl. Soc. Aug. 15-17.	Shepherdsville-Bullitt Co. Fair. July 13-16. Nancy Strange.	Greenfield-Franklin Co. Agrl. Soc. Sept. 11-	Holand. Bagley-Clearwater Co Agri. Soc. Aug. 4-7.
John L. O'Neill, Williamsburg.	Springfield-Washington Co. Fair Assn. June 20-25 Charles E. Montgomery.	Littleville-Community Fair Assn. Oct. 1-2.	John Hulteen. Barnesville—Clay Co. Fair Assn. July 7-9.
Overbrook-Overbrook-Osage Co. Fair. Aug. 24-26 Emery E. Fager.	Stanton-Powell Co. Agri. & School Fair. Sept.	Elmer O. Olds, Huntington, Mass.	

Paola-Miami Co. Fair 23-25 Loren C Ellis.

24-26. Emery E. Fager.

Pratt-Pratt Co. Fair Assn. Aug. 17-19. George Chandler.

Assn.

Aug

- Richmond-Richmond Free Fair Assn. Aug. 22-24. John H. Roeckers.
- Rush Center-Rush Co. Fair Assn. Last week
- in Aug. Roy Peterson. Saint Francis-Chevenne Co. Fair Assn. Aug.
- 30-Sept. 2. W. R. Wilber. Salina-Saline Co. Fair Assn. Aug. 30-Sept. 2.
- Albert Frense.
- Sedan-Chautauqua Co. Free Fair. Oct. 6-8.
- Carl Ackarman. Seneca-Nemaha Co. Fair Assn. Aug. 8-10.
- A. J. Haverkamp, Smith Center .- Smith Co. Free Fair. Aug. 23-
- 27. Roy Lumpkin. South Haven-South Haven Fair Assn. Sept.
- 1-3. D. G. Henney.
- Stafford-Stafford Co. Fair. Aug. 17-20. Art Harzmann.
- Stockton-Rooks Co. Free Fair. Aug. 29-Sept. 2. Ray Marshall.
- Sublette-Haskell Co. Fair Asan. Aug. 18-20. Frank McCoy.
- Sylvan Grove-Sylvan Grove Fair Assn. Aug. 30-Sept. 2. R. B. Middlekauff.
- Thayer-Thayer Fair & Home-Coming Picnic.
- Aug. 7-9. H. M. Minnich. Tonganoxie-Leavenworth Co. Fair Assn. Aug.
- 31-Sept. 2. George L. Baker. Topeka---Kansas Free Fair Assn. Sept. 10-16.
- M. W. Jencks. Wakeeney-Trego Co Free Fair, Aug. 23-26.
- Lew H. Galloway. Wakefield-Wakefield Free Fair. Sept. 28-30.
- William Steffen.
- Washington-Washington Co. Fair Assn. Sept. 6-10. A. C. Fuhrken.
- West Mineral-Mineral District Free Fair. Sept. 7-10. John Blair.
- Wetmore-Nemaha Co. Free Fair. Aug. 11-13. Raymond McDaniel.
- Wichits-Kansas National Livestock Show. Oct. 4-8. Coniee Smith.
- Winfield-Cowley Co. Free Fair Assn. Aug. 30-Sept. 2. Noble Bradbury.

#### KENTUCKY

- Alexandria-Alexandria Fair. Sept. 3-5. J. W. Shaw, Newport, Ky.
- Ashland-Boyd Co. Fair. Aug. 23-27. John Hearne.
- Barbourville-Knox Co. Fair Assn. Aug. 24-
- 29. S. B. Snavely. Seattyville-Lee Co. Fair. Sept. 15-17. Lee Tyler.
- Booneville-Owsley Co. Fair Assn. Sept. 15-17. Fred W. Gabbard.
- Bowling Green-Western Ky. Fair. Sept. 1-3.
- Fred Vale. Brandenberg-Meade Co. Fair. Sept. 1-3.
- Louise King. Burkesville-Cumberland Co. Fair. Sept. 1-3.
- Earl Kilbourne. Burlington-Boone Co. 4-H Fair. Aug. 12-13.
- Mrs. Vernon Pope. Calhoun-McLean Co. Fair. Sept. 22-24. Carl
- Backman.
- Central City-Muhlenberg Co. Fair Assn. July 27-30. Larry Stone.
- Columbia-Adair Co. Fair Assn. July 27-30. Grover C. Gilpin.
- Elizabethtown-Hardin Co. Pair Assn. Sept. 7-10. C. A. Dlecks.
- Falmouth-Falmouth Fair. Aug. 34-27. H. B. Best.

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- Sturgis-Union Co. Fair. Aug. 2-5. J. B. Holeman. Tompkinsville-Monroe Co. Fair. Sept. 1-3.
- W. L. Swann. Vanceburg-Lewis Co. School & Agrl. Fair. Oct. 7-8. Raymond E. Nute Sr.

8-10 James H. Hall.

- Warsaw-Gailatin Co. Farmers Fair. Aug. 18-
- 20. Robert Jones. West Liberty-Morgan Co. Fair. Sept. 22-24.
- Marie Henry. Whitley City-McCreary Co. Fair Assn. Latter
- part of Sept George D. Corder.

#### LOUISIANA

- Alexandria-Central La. Agri. Fair. Oct. 5-9. B. W. Baker.
- Amite-Tangipahoa Parish Fair. Oct. 6-9. J. H. Goldsby.
- Bastrop-Morehouse Parish Fair. Oct. 9-11. Mrs. J. D. Jones.
- Clinton-East Feliciana Parish Fair. Oct. 19-22. Thomas Beauchamp.
- Coushatta-Red River Parish Fair. Sept. 21-
- 24. Lester P. Vetter. DeRidder-Beauregard Parish Fair. Oct. 4-8.
- O. J. Hood. Donaldsonville-South La. State Fair. Oct.
- 6-9. Philip M. Sleet. Eunice-Southwest La. Fair Assn. Oct. 13-16.
- S. E. White. Farmerville-Union Parish Fair. Oct. 12-15.
- S. D. Reech Franklinton-Washington Parish Fair. Oct.
- 13-16. Mrs. Onida K. Troxler.
- Haynesville-Claiborne Parish Fair Assn. Oct. 5-8. Joe Webb.
- Houma-Terrebonne Agrl. Fair Assn. Oct. 1-2. Andrew J. Bernard.
  - Jennings-Jefferson Davis Parish Fair. Oct. 20-23 T. E. Owens.
- Leesville -- Vernon Parish Fair Assn. Sept. 26-Oct. 1. Floyd Jackson, Simpson, La.
- Livingston-Livingston Parish Fair. Sept. 22-
- 24. A. J. Berey, Albany La. Mansfield-DeSoto Parish Fair Assn. Oct.
- 13-15. May Huson. Marksville-Avoyelles Parish Pair. Oct. 6-9.
- Marc Dupuy. Minden-Webster Parish Fair Assn. Oct. 10-15.
- Harold G. Quartly. Monterey-Concordia Parish Fair. Oct. 14-15.
- R W Kemp. Morgan City-La. Shrimp Festival & Fair Assn.
- Sept 16-18 Mrs. Lelia Lehmann. New Iberia-La. Sugar Cane Festival & Fair Assn. Sept. 30-Oct. 2. Keith Courrega.
- New Roads-Pointe Coupee Parish Fair Assn.
- Oct. 14-16. J. Wade LeBcau. Oak Grove-West Carroll Parish Fair. Oct.
- 17-22. J. 7ayland Smith. Oberlin-Allen Parish Fair Assn. Sept. 29-
- Oct. 1. G. C. Meaux. Olla-North Central La. Fair. Sept. 27-Oct. 1.
- H. Vinyard Opelousas-Louisiana Yamblice Assn. Oct. 19-
- 20. Jack Tessier. Port Allen-West Baton Rouge Fair Assn. Sept.
  - 22-25 (tentative). A. E. Camus. Ringgold-Bienville Parish Fair Assn. Sept.
- 28-Oct. 1. Mr. Knowles.
  - Ruston-North La. State Fair. Oct. 12-15. Jack Harper.
- Ruston-Lincoln Parish Fair. Oct. 10-11. S. H. Cooper. Shreveport-State Fair of La. Oct. 22-31. W.
- R. Hirsch.

- Horace C. Keene.
- Middlefield-Highland Agrl. Soc. Sept. 2-3. Willard A. Pease, Chester, Mass. Northampton-Three-County Fair. Sept. 4-10.
- John L. Banner. South Weymouth-Weymouth Fair. Aug. 14-
- 20. Milton Danziger.
- Southwick-Southwick Fair Assn. Sept. 10. Mrs. Fannie E. Faas.
- Spencer -- Spencer Fair Assn Sept. 3-5. Philip A. Quinn.
- Springfield-Eastern States Expo. Sept. 18-24. Charles A. Nash
- Sterling-Sterling Fair. Sept. 14. Charles W. Wiles.
- Topsfield-Topsfield Fair. Sept. 4-10. Paul Caledonia-Houston Co. Agrl. Soc. Aug. 31-Corson. Sept. 3. Ed Zimmerhakl.
- West Tisbury-Martha's Vineyard Agrl. Soc.
- Aug. 25-26. Mrs. H. L. Lewis, R.R., Vineyard Haven.

#### MICHIGAN

- Adrian-Lenawee Co. Fair Assn. Sept. 19-24. Clinton-Big Stone Co. Agrl. Soc. Aug. 4-7. H. H. Hungerford. Allegan-Allegan Co. Fair. Sept. 12-17. J. H. Detroit Lakes-Becker Co. Fair Assn. Aug. 11-
- Snow.
- Armada-Armada Agri. Soc. Aug. 25-28. Roy Conner, Richmond, Mich.
- Atlanta-Montmorency Co. 4-H Fair, Aug. 25-27. Mrs. Marion D. Huston, Lewiston.
- Ann Arbor Washtenaw Co. Fair Aug. 30-Sept 2. F. W. McLane, Ypsilanti, Mich. Bad Axe-Huron Community Fair Assn. Aug.

30-Sept. 3. William E. Logan. Belleville-Wayne Co. 4-H Fair Assn. Aug. 23-

Berrien Spring-Berrien Co. Youth Fair Assn

Sept. 15-18. Mrs. Ted Siekman, Buchanan. Bie Rapids- Mecosta Co Fair Assn. Aug. 23-27.

Brown City-Brown City Agrl. Assn. Sept. 22-

Cadillac-Northern Dist. Fair Assn. Sept. 5-9

Caro-Tuscola Co. Fair Assn. Aug. 22-27. Carl

Cassopolis-Cass Co. Fair Assn. July 26-30.

Centerville- St. Joseph Co. Fair. Sept. 19-24

Charlotte-Eaton Co. 4-H Fair. Aug. 30-Sept.

Chebovgan-Northern Mich Fair Assn. Aug.

15-20 Harold G Sellers, Alanson, Mich. Coldwater-Branch Co. 4-H Fair. Sept 12-17

Corunna Shiawassee Co. Agrl. Soc. Aug 8-13 E R. Hancock.

Detroit Michigan State Fair. Sept. 2-11.

Eagle -Eagle Tp Fair Assn. Sept. 8-10. June

East Jordan--Charlevolx Co. Agrl. Soc. Sept.

Escanaba-Upper Peninsula State Fair. Aug.

16-21. Harold P. Lindsay. Evart-Osceola Co. 4-H Fair Aug. 31-Sept. 2.

Fowlerville-Fowlerville Agrl. Soc. Sept. 5-10

Gladwin-Gladwin Co. Fair Assn. Sept. 21-24.

Earl Colbeck. Beaverton, Mich. Greenville -Greenville 4-H Fair. Aug. 17-20

Hale--- Iosco Co. Pair. Sept. 8-10. Thurman

Schofield. Hartford-Van Buren Co. Fair. Oct. 4-8 Paul F. Richter Jr. Paul F. Richter Jr.

Hastings-Barry Co. Pree Pair, Aug. 2-6. F. W. Kelly.

6-10. Ed Rebman, Boyne City, Mich.

27. P. R. Biebesheimer, Wayne, Mich.

Norman Mason.

F. Mantey.

Clyde Corbit.

Arvid E Swanson.

Lester R. Schrader.

Gordon R. Schlubatis.

3. Hans Kardel.

James D. Friel.

Arthur Gronlund.

William Christianson.

O. B. Hall.

Babbitt.

24. James W. Sheppard.



## FAIRS-EXPOSITIONS

	. That we want the state of the	Courts Calles Ca. Last Cas. Cast 18.10	Wandarden Wandarden And Male Ana 26
	Fulton-Callaway Co. Fair Assn. Aug. 16-19.	Crete-Saline Co. Agrl. Soc. Sept. 15-18.	Flemington-riemington Agri. Fair. Aug. 30-
1-4. Jerry Bisek.	Jack Atkinson.	Ernest A. Vlasak.	Sept. 5. B. H. Pedrick.
Mankato-Blue Earth Co. Fair. Sept. 20-21.	Galt-Galt Community Fair. Sept. 7-10. P. K.	Culbertson-Hitchcock Co. Fair. Aug. 18-21.	
W. C. Pratt.	Payne Jr.	Ervin Coyle.	20. John Roesch.
Marshall-Lyon Co. Agrl. Soc. Aug. 30-Sept.	Gilman City-Gilman City Fair, Aug. 3-6.	David City-Butler Co. Agrl. Soc. Aug. 28-30.	Paulsboro-Gloucester Co. Fair Assn. Sept. 5-
2. P. J. Meade.	Frank Nowland.	R O. Zeninger.	10. Raymond R. Riley, Bridgeton.
Montevideo-Chippewa Co. Fair. Aug. 18-21.	Grant City-Worth Co. Fair Assn. Aug. 30-	Deshler-Thayer Co. Fair Assn. Aug. 16-19.	Preakness-Passaic Co, 4-H Fair. Aug. 19-20.
L. E. Whitmer.	Sept. 3. Robert F. Locke.	Milton Beckler.	Robert R. Windeler, Paterson, N. J.
Mora-Kanabec Co. Agrl. Boc. Aug. 24-27.		Dunning-Blaine Co. Fair Assn. Sept. 1-4.	Trenton-New Jersey State Fair. Sept. 25-Oct.
Victor Elfstrum.	H. M. Russell.	Vernon Johnson.	2. Norman L. Marshall.
Morris-Stevens Co. Agrl. Soc. Sept. 2-4.	Hermitage-Hickory Co. Free Fair. Sept. 1-	Elwood-Gosper Co. Free Fair, Sept. 14-16.	Troy Hills-Morris Co. Fair Assn. Aug. 23-27.
Louis Vinje.	10. Raymond Meador.	M. R. Morgan.	Alexis L. Clark, Morristown, N. J.
	Kahoka-Ozark Co. Agrl. Soc. Aug. 3-5, W. P.	Eustis-Eustis Fair, Sept. 7-9. Paul Fasse.	Wildwood-Cape May-Wildwood 4-H Fair. Aug.
Leroy Greig.	Stevenson.	Fairbury-Jefferson Co. Fair. Aug. 2-5. J. W.	1-3. Joseph Semoff, Woodbine, N. J.
Novie Withhard Co Agel Asen Ang 22.05		Winslow.	1-3. voseph Semon, woodome, n. v.
Nevis-Hubbard Co. Agrl. Assn. Aug. 23-25.	Hansas City-American Royal Divestoca o	Fremont-Fremont 4-H Club Fair. Aug. 10-12.	NEW MEXICO
Darwin L. Erickson.	Horse Show, Oct. 15-22. A. M. Paterson,	C. W. Motter.	Sector (Sector Sector Sec
New Ulm-Brown Co. Fair. Aug. 18-21. Wil-	Kirksville-Northeast Mo. Fair Assn. Aug. 30-	Fullerton-Nance Co. Fair. Aug. 15-18. E. M.	Alamogordo-Otero Co. Fair Assn. Sept. 18-
liam A. Lindemann.	Sept. 2. Norvell C. Allen.	Black.	17. Lillian Bagwell.
Northome-Koochiching Co. Agrl. Assn. Aug.	Lamar-Lamar Farm & Industrial Expo. Sept.	Geneva-Fillmore Co. Agrl. Soc. Aug. 18-20.	Albuquerque-New Mexico State Fair. Sept. 25-
5-7. C. W. Bray.	15-17. Bud Moore.	Howard W. Hamilton.	Oct. 2. Leon H. Harms.
Owatonna-Steele Co. Free Fair, Aug. 16-21.	Lee's Summit-Jackson Co. Fair. Aug. 11-13.	Gordon-Sheridan Co. Fair & Rodeo. Sept.	Belen-Valencia Co. Fair Assn. Sept. 10-11
Stan Muckle.	J. F. Martin.	8-11. George B. Comer.	(tentative). George P. Seery.
Park Rapids-Shell Prairies Agrl. Assn. Aug.	Linn-Osage Co. Fair. Sept. 1-3. Joe Seilentrop.	Grant Darking Co Agri Acro Aug 19.20 W	Las Vegas-San Miguel Co. Fair Assn. Sept.
8-10. B. E. Breuer, Osage, Minn.	Macon-Macon Co. Fair, July 25-28. Mildred	E. Cannady, Madrid, Neb.	10-11. Lewis F. Schleie.
Perham-Perham Agri. Soc. July 28-31. C. B.	Sanford.	Harrison-Sioux Co. Fair Assn. Aug. 25-27.	Deming-Luna Co. Fair Assn. Sept. 30-Oct. 2.
Weber.	Mansfield-Ozark Summit Expo. Aug. 2-6. W.	Melvin E. Meler.	Seldon S. Baker Jr.
Pillager-Cass Co. Agrl. Soc. Aug. 18-20. Earl	C. Coday.	Hartington-Cedar Co. Agrl. Soc. Aug. 18-21.	Portales-Roosevelt Co, Fair Assn. Sept. 20-
La Porte.	Marsniicid-Webster Co. Fair. Sept. 1-3. Ellis	James A. Walz.	24. W. G. Vinzant.
Pine City-Pine Co. Agri. Soc. Aug. 4-6. E.	Jackson,	Washings Adams (a Anni Gas Ang 6.19	Roswell-Eastern N. M. State Fair. Oct. 5-5.
J. Wamhoff, Hinckley, Minn.	Marshall-Saline Co. Pair. Sept. 1-3. T. A.	Dick Biglin	Earl E. Patterson.
Pine River-Cass Co. Agrl. Assn. Aug. 22-24.	Reid.	Holdrege-Pheins Co Agri Soc Aug 16-19	·····································
Homer Fraser.	Maysville-DeKalb Co. Fair. Aug. 29-31. John	A. F. Johnson, Funk, Neb.	NEW YORK
Pipestone-Pipestone Co. Agrl. Soc. Aug. 23-	M. Duncan.	Homer-Dakota Co. Agrl. Soc. Aug. 17-19.	Afton-Afton Agri. Assn. Aug. 9-13. Frederick
25. R. S. Owens	Maryville-Northwest Mo Horse Show. Aug.	James Allaway.	Grane Arton Agri. Assn. Aug. 9-13. Frederice
Preston-Fillmore Co. Agrl. Soc. Aug. 25-28.	5-7. Mrs. Lester Swaney.	Humboldt-Richardson Co. Agri. Soc. Sept.	Crane.
Charles H. Utley.	Memphis-Scotland Co. Fair. July 27-30. B.	14-16. L. E. Watson.	Altamont-Albany Co. Agrl. Soc. Aug. 29-Sept.
Princeton-Mille Lacs Co. Agrl. Soc. Aug. 13-	H. Hertenstein.	JohnstownBrown Co. Fair. Sept. 3-5. Ken-	3. F. E. Keenholts.
17. R. C. Angstman.	Mexico-Audrain Co. Fair Assn. Aug. 9-13.	neth Graff.	Angelica-Allegany Co. Agrl. Soc. Aug. 31-
Proctor-St. Louis Co. Fair. Aug. 22-24. Owen	Clarence W. Mackey.	Kearney-Buffalo Co. Fair. Aug. 29-Sept. 2.	Sept. 3. L. L. Stillwell.
J. Larkin.	Montgomery City-Montgomery Co. Fair. July	S. A. Wilson.	Avon-Geneser Breeders Assn. Sept. 2-3. John
Red Lake Falls-Red Lake Co. Agri. Soc. Aug.	27.30 H P Ball Ir	Kimball_Kimball Co Agri Soc Sent 15-17	Steele.
11-13. Howard C. Hafis.	Mountain Grove-Tri-County Fair, Aug. 24-27.	A. M Henrickson. Leigh-Colfax Co. Agrl. Soc. Aug. 27-28. Otto	Ballston Spa-Saratoga Co. Fair. Aug. 29-Sept.
Redwood Falls-Redwood Co. Fair. Sept. 9-11.	Ralph G. Archer.	Leigh-Colfax Co. Agrl. Soc. Aug. 27-28. Otto	3. Wendell Townley.
Dr. E. H. Johnson.	Norborne-Farm & Barnyard Fair. Sept. 21-22.	C. Weber.	Davaria Goncolo Con ingin Good and a so
Rochester-Olmsted Co. Agrl. Soc. Aug. 3-7.	Paul Beck.	Leweilen- Garden Co. Fair, Sept. 8-10. Paul	Glen W. Grinnell.
Gordon E. Reynolds.	Owensville-Gasconade Co. Fair. Sept. 8-10.	D Temple.	Bath-Steuben Co. Agrl. Soc. (Bath Fair).
Roseau-Roseau Co. Agrl. Soc. July 18-20.	Tony F. Mertle.	Lexington-Dawson Co. Agri. Soc. Aug. 30-	Sept. 5-10. J. Victor Paucett.
Charles Christianson.	Paris-Monroe Co. Fair Assn. July 28-30. Wil-	Sept. 2. Monte Kiffin.	Boonville-Boonville Fair Assn. Aug. 2-6.
Rush City-Chisago Co. Agrl. Soc. Aug.	liam E. Pugh.	Lincoln-Nebraska State Fair. Sept. 4-9. Ed-	Chares H Fickbohm.
15-17. George W. Larson, North Branch	Perryville-Perry Co. Fair. Sept. 9-10. Leo	win Schultz.	Brookfield-Brookfield-Madison Co. Agrl. Soc.
Minn.	J. Miederhoff.	Dincoin-Lancaster Co. Agri. Assn. Sept. 3-10.	Sept. 4-8. Raymond F. Burdick.
	Platte City-Platte Co. Agrl. Assn. Aug. 24-	B F Preston.	Caledonia-Caledonia Fair. Aug. 8-13. Mrs.
Jerry Manaffey	78 T Prank Cayton	Loup City-Sherman Co. Fair. Aug. 28-30.	Elizabeth Herkimer.
Saint Cloud-Benton Co. Agri. Soc. Aug. 12-	Prairie Home-Prairie Home Fair. Aug. 10-11.	Clark Reynolds.	Canandaigua-Ontario Co. Agrl. Assn. Aug. 17-
14. C. H. Varner.	Lewis L. Morris, Bunceton, Mo.		21. Mrs. Janette D. Dewey.
Saint James-Watonwan Co. Fair Assn Aug	Princeton-Mercer Co. Fair & Livestock Show,	Moyer.	Chatham-Columbia Co. Agrl. Soc. Sept. 3-5.
26-28. Hubert Ransom.	Aug. 29-31. Charles Hollett.	McCook-Red Willow Co. Fair. Aug. 14-16.	William A. Dardess,
Saint Paul-Minnesota State Fair Aug 27-	Rockport-Atchison Co. Pair. Aug. 24-26. E. J.	Don Thompson.	Cobleskill-Cobleskill Agrl. Soc. Sept. 11-17.
Sept. 5. Raymond A. Lee.	Bratand	Minden-Kearney Co. Agrl. Assn. Aug. 24-26.	Dr. D. W. Beard.
Baint Peter-Nicollet Co Agri Soc Aug 25-	Bratrud. Safe-Safe Community Fair. Sept. 21-24. Em-	Mervin Petersen.	Cortland-Cortland Co. Agrl. Boc. Aug. 29-
28. Dr. R. A. Dean	mett Dillon.	Mitchell-Scottsbluff Co. Agrl. Soc. Sept. 5-10.	Sept. 3. Harry B. Tanner.
Saint Vincent-St. Vincent Union Indust	Saint Charles-St. Charles Co. Fair. Sept. 8-	Harold Ledingham.	De Ruyter-Four-County Fair Assn. Aug. 17-
Assn. Bept. 15-16. L. C. Ward.	10 Dishard I Bolts	Nelson-Nuckolls Co. Pair. Aug. 23-25. Wil-	20. Wesley H. Lyons.
Bauk Centre-Stearns Co Agri Son July 28-	10. Richard J. Fritz. Sedalia-Missouri State Fair. Aug. 21-28. Roy	liam A. McHenry.	Dundee-Dundee Pair Asan. Sept. 20-23. L.
31. S. O. Asker.	Sedana-Missouri Otave Fair, Aug. 41-40, Roy	Norden-Keya Paha Co. Agrl. Soc. Sept. 8-10.	R. Hanmer.
Bhakones-Scott Co Arri Soe Ang 22.24 P	8. Kemper,	Harley McCormick, Springview, Neb.	Dunkirk-Chautauqua Co. Fair. Sept. 5-10.
T. Schumacher.	Shelbina-Shelby Co. Fair. Aug. 2-5. V. W.	North Platte-Lincoln Co. Agrl. Assn. Aug. 22-	Carlton J. Larson.
Mayton-Murray Co Agel Bos Aug 25 08	Wallace.	25. Clarence F. Wright,	Elmira-Chemung Co. Agri. Soc. Aug. 14-21.
W. M. Leebens, Fulda, Minn.	Sheridan-Sheridan Fair, Aug. 18-20. W. F. Doran.	Oakland-Burt Co. Fair Assn. Aug. 24-27.	Robert S. Turner, Horseheads, N. Y.
Thief River Palls-Pennington Co April Bos	Doran. Contradictal Occub Frantise Rate Aug. 12 10	Edgar Hansen, Lyons, Neb.	Fonda-Montgomery Co. Agri. Soc. Bept. 3-7.
	Springfield-Ozark Empire Fair. Aug. 13-19.		Fred L. Lowe, Fultonville, N. Y.
			Gouverneur-Gouverneur Agrl. Soc. Aug. 8-
Sept. 3. Torstein Grinager.	Bie. Genevieve-Ste. Genevieve Co. Fair. Sept.	Omaha-Ak-Sar-Ben Livestock Show & Rodeo.	13. B. A. Dodds.
			Greenwich-Washington Co. Fair. Aug. 22-26.
Jens Bollesen.	Tipton-Tri-County Fair. Aug. 17-20. Toby	Ord-Valley Co. Fair. Aug. 1-4. Ed Armstrong.	Phil J. Houlton, Hoosick Palls, N. Y.
Wabasha Wabasha Co Wair Anny Jule 20	Lademann.	Orleans-Harlan Co. Junior Pair. Aug. 29-	Hamourg-Erie Co. Agri. Soc. Aug. 15-20.
31. Herbert E Feldman	Unionville-Putnam Co. Agrl. Show. Sept.	31. W. A. Lennemann.	Frank A. Slade, County Hall, Buffalo.

Waconia-Carver Co. Agrl. Soc. Aug. 18-21. Ralph J. Effertz. Wadena-Wadena Co. Agrl. Soc. Aug. 3-7.

Clyde E. Kelsey. Warren-Marshall Co. Agrl. Assn. July 14-16.

- W. R. Holbrook. Waseca-Waseca Co. Agrl. Assn. Aug. 4-7.
- Judge Leon Sexton.
- Wheaton-Traverse Co. Agrl. Assn. Sept. 8-11. A. W. Vye.
- White Bear Lake-Ramsey Co. Agrl. Boc. Aug.
- 4-7. Robt. Freeman, Court House, St. Paul. Windom-Cottonwood Co. Fair. Aug. 22-24. J. H. Tschetter, Mountain Lake, Minn. Willmar-Kandiyohi Co. Fair Assn. Sept. 14-
- 17. Albert E. Thompson, Spicer, Minn.
- Worthington-Nobles Co. Fair. Aug. 22-24. L. A. Hons.
- Zumbrota-Goodhue Co. Fair, Aug. 25-28. A. E. Collinge Jr.

#### MISSISSIPPI

- Aberdeen-Monroe Co. Fair Assn. Oct. 10-15. George W. Howell Jr.
- Columbia-Boone Co. Fair. Sept. 3-6. Ray Brueckner,
- Corinth-Tri-State Fair. Sept. 26-Oct. 1. A. H. Taylor Jr.
- Jackson-Miss. A. & I. State Fair. Oct. 10-15. J. M. Dean.
- Laurel-South Miss. Fair. Sept. 26-Oct. 1. R. B. Jeffries.
- Natches-Old Natches Territory Fair. Oct. 10-15. C. L. Barry.
- New Albany-Union Co. Fair Assn. Week of Sept. 19. L. C. Wilson.
- Philadelphia-Neshoba Co. Fair. Aug. 15-19. F. W. Hays.
- Tupelo-Miss.-Ala. Fair & Dairy Show. Oct. 4-8. James M. Savery.
- Vicksburg-Miss.-Lou. Expo. Sept. 19-24. Frank
- H. Andrews Jr. Waynesboro-Wayne Co. Fair. Oct. 3-8. H. S.
- Cassell. Yazoo City-Yazoo Co. Fair Assn. Oct. 3-8. J.
- N. Ballard.
- Tasoo City-Yazoo Negro Fair Assn. Oct. 17-22. R. J. Pierce.

#### MISSOURI

- Appleton City-Appleton City Fair Assn. Aug. 31-Sept. 2. C. D. Peeler.
- Aurora-Tri-County Fair. Sept. 28-Oct. 1. Garrell Medlin.
- Bethany-Northwest Mo. State Fair. Sept. 5-10. L. M. Maple.
- Bowling Green-Pike Co. Fair Assn. Sept. 7-10. John M. McIlroy.
- Butler-Butler Fair. Sept. 14-16. A. P. Hilgedick.
- California-Moniteau Co. Fair. Aug. 3-6. Harold Kindle.
- Cape Girardeau—Southeast Mo. Dist. Fair Assn. Sept. 12-17, Elmer P. Lind. Caruthersville—American Legion Fair. Oct.
- 5-9. Harry E. Malloure. Cardwell-Cardwell Community Fair. Sept. 19-24. W. D. English.
- Cole Camp-Cole Camp Fair. Sept. 15-17. E. L. Junge.
- Cubs-Cubs Community Fair. Aug. 31-Sept. 3. James I. Dodd.
- Edina-Knox Co. Fair. Aug. 10-13. Richard Kelly.
- Farmington-St. Francois Co. Fair. Sept. 29-Oct. 1. Joe Grandhomme.
- Predericktown-Madison Co. Fair. Sept. 23-24. Melbourne R. Ward.

- Vandalia-Vandalia Community Fair, Sept. 14-17. Rual R. Morris.
- Versailles-Morgan Co. Fair. Sept. 7-10. Charles P. Jamison.
- Vienna-Maries Co. Fair. Sept. 8-10. Theron A. Ellis, Meta, Mo.
- Warrensburg-Johnson Co. Fair. Sept. 8-10. E. F. Low.

#### MONTANA

- Baker-Fallon Co. Fair. Aug. 27-29. Gene R. Hoff.
- Billings-Midland Empire Fair & Rodeo. Aug 8-13. Harry L. Fitton.
- Chinook-Blaine Co. Fair. Sept. 4-5. Floyd Bowen.
  - Deer Lodge-Powell Co. Fair. Sept. 4-5. Ted Rule.
  - Dodson-Phillips Co. Fair. Aug. 13-14. William B. Black.
- Forsyth-Rosebud Co. Fair Assn. Aug. 22-24 Harley Roath.
- Fort Benton-Chouteau Co. Fair. Sept. 9-11. G. C. Schmidt Jr.
- Glasgow-Valley Co. Fair. Aug. 18-20 Stephen J. Urs.
- Glendive-Dawson Co. Fair. Sept. 1-3. Marion Hedegaard.
- Great Falls-North Montana State Fair, Aug 1-6 Leo C. Dailey.
- 1-6 Leo C. Dailey. Hamilton-Ravalli Co. Fair. Sept. 8-10. Glenn
- Chaffin. Havre-Hill Co. Fair & Rodeo. Aug. 4-6. Earl
- J Bronson. Lewistown-Central Montana Fair & Rodeo.
- July 28-30. Henry J. Otten. Miles City-Eastern Montana Fair. Aug. 25-27 J. H. Bohling. Shelby-Marias Fair & Rodeo. July 21-24.
- Clifford D. Coover.
- Sidney-Richland Co. Fair. Aug. 29-31. J. M. Suckstorff.

#### NEBRASKA

- Albion-Boone Co. Agrl. Assn. Sept. 13-16. Floyd Gilmer.
- Arlington-Washington Co. Fair. Aug. 24-26.
- H. C. McClellan. Auburn-Nemaha Co. Fair. Aug. 24-26. G. E. Codington.
- Aurora-Hamilton Co. Agrl. Soc. Aug. 29-Sept. 1. H. E. Toof.
- Bassett-Rock Co. Agrl. Assn. Aug. 19-21. H. M. Bunnett.
- Beatrice---Gage Co. Agrl. Asan. Sept. 19-22. J. M. Quackenbush.
- Beaver City-Furnas Co, Fair Assn. Aug. 24-27 E. H. Franklin,
- Benkelman-Dundy Co. Agrl. Soc. Aug. 15-17. Hubert E. Dyke, Parks, Neb.
- Bladen-Webster Co. Fair & Rodeo. Aug. 10-13. Neil B. Andrews.
- Bloomfield-Knox Co. Fair. Sept. 11-13. C. B. Alexander.
- Bridgeport-Morrill Co. Fair Assn. Sept. 5-7. J. Cedric Conover.
- Broken Bow-Custer Co. Agrl. Soc. Aug. 23-27.
- M. L. Gould. Burwell-Garfield Co. Fair. Aug. 10-13. Paul Banks.
  - Central City-Merrick Co. Fair Assn. Aug. 22-
  - 25. George D. Gregg. Chambers-Holt Co. Fair & Rodeo. Aug. 31-Sept 3. Edwin A. Wink.
  - Clay Center-Clay Co. Agrl. Soc. Sept. 13-16 Ivan J. Richert. Columbus-Platte Co. Agrl. Soc. Aug. 30-Sept.
  - 2. W. L. Boettcher
- Concord-Dixon Co. Agrl. Soc. Aug. 24-26. Roy E. Johnson.

K CO. ARTI. DOC. AUX. 23-43. RODELL L. Mills.

Pawnee City-Pawnee Co. Fair Assn. Oct. 4-7. W. P. Colwell.

21-24. Ralph D. Barnard.

Cyril L. Seymour, Turin, N. Y.

Merrill F. Curry.

Kurdt.

A. Barrett.

H. B. Kelley.

Charles Bochert.

Bert W. Lowe.

Oliver Wilcox.

R. Lanigan.

3. Lewis F. Winne.

William J. Potter.

Carl W. Lohnes

Bligh A. Dodds.

26 Karl Malady

Fred Pittera.

W. D. Brown.

Dave Ginsburg.

J. S. Dorton

Oct. 17.

20. Paul G. Williams.

2-6. Osmer J Brooks.

Frank N. Patterson.

Oct. 1. W. C. York.

of Sept. 12 Pete Neese,

S. William E. Ensor Jr.

Miller.

Henrietta-Monroe Co. Fair. Aug. 30-Sept. 3.

Ithaca-Tompkins Co. Agri. Soc. Aug. 22-27.

Kingston-Uister Co. Agrl. Soc. Aug. 17. Albert

Little Valley-Cattaraugus Co. Agrl. Soc. Aug. 30-Sept. 3. J. W. Watson.

Lockport-Nisgara Co. Fair. Aug. 22-27. Elmer

Malone-Franklin Co. Agri. Soc. Aug. 22-27.

Middletown-Orange Co. Fair Assn. Aug. 14-

20. Alan C. Madden. Mineola, L. I.-Mineola Fair. Sept. 13-17.

Morris-Otsego Co. Fair Assn. Sept. 13-17.

Norwich-Chenango Co. Agrl. Soc. Aug. 22-27.

E. R. Hargrave. Oneonta-Central New York Fair. July 25-30.

Owego-Tioga Co. Agrl. Soc. July 24-31. W. M.

Palmyra-Palmyra Fair Assn. Aug. 30-Sept. 3.

W. Ray Converse, Penn Yan-Yates Co. Agrl. Soc. Aug. 24-27.

Pike-Wyoming Co. Pair. Aug. 23-26. Henry M.

Wagenblass, Warsaw, N. Y. Plattsburg-Clinton Co. Fair. Sept. 1-3. David

Rhinebeck-Dutchess Co. Fair. Aug. 30-Sept.

Sandy Creek-Sandy Creek Fair. Aug. 23-27.

Schaghticoke Schaghticoke Fair, Sept. 5-5.

Syracuse-New York State Fair. Sept. 5-10.

Trumansburg-Union Agrl. Soc. Sept. 14-17. Lorenz D. Clinton.

Vernon-Vernon Agrl. Soc. Sept. 13-18. Charles Warren, Sherrill, N. Y.

Walton-Delaware Valley Agrl. Soc. Aug. 16-

Waterloo-Seneca Co. Agrl. Soc. Aug. 16-20.

George H. Leet. Seneca Falls, N. Y. Watertown-Jefferson Co. Agrl. Soc. Aug. 22-

Westchester-Westchester Co. Pair. Sept. 9-17.

Westport-Essex Co. Agrl. Soc. Aug. 30-Sept.

White Plains-Westchester Co. Agrl. Assn.

Whitney Point-Broome .o. Agrl. Soc. Aug.

NORTH CAROLINA

Ahoskie-Atlantic District Fair. Oct. 11-15.

Albemarle-Stanly Co. Fair Assn. Oct. 3-8.

Asheboro-Center of N. C. Fair Assn. Sept. 26-

Asheboro-Randolph Co. Colored Fair. Week of

Burlington-Burlington Community Fair. Week

Carthage-Moore Co. Agrl. Pair. Sept. 18-24.

Charlotte-Southern States Pair. Oct 4-8.

Cherokee-Cherokee Indian Fair Assn. Oct. 4-

2. L. H. Lobdell, Wadhams, N. Y.

Sept. 22-26. Mrs. Albert D. Prost.

Guy W. Post, S. New Berlin, N. Y.

J. Franklin Bonner, Churchville, N. Y.

- Pierce-Pierce Co. Agrl. Soc. Aug. 28-30. Herman Scheer.
- Saint Paul-Howard Co. Fair. Sept. 5-9. Charles Dobry.
- Scribner-Dodge Co. Fair. Sept. 14-16. Otto
- J Schellenberg. Seward-Seward Co. Agrl. Soc. Aug. 29-31. C. W. Maltby.
- Sidney Chevenne Co. Fair. Aug. 18-20. E. L. Lowville-Lewis Co. Agrl. Soc. Aug. 15-20. Hoover.
- Spalding-Greeley Co. Free Fair Assn. Aug. 15-17. Don C. Smith.
- Spencer-Boyd Co. Fair. Aug. 17-19. R. W. Black.
- Springfield-Sarpy Co. Agrl. Soc. Aug. 18-20. M. L Vaughn, Papillion, Neb.
- Stanton-Stanton Agrl. Assn. Sept. 12-14. Dennis F. Sulc.
- Stapleton-Logan Co. Agrl. Soc. Aug. 19-21.
- V. K. Magnuson. Stockville-Frontier Co. Fair Assn. Aug. 25-28 Richard Hopkins.
- Syracuse-Otoe Co. Fair Assn. Aug. 30-Sept. 1. J. F. Sorrell.
- Tecumseh-Johnson Co. Agrl. Assn. Sept. 19-22. Lloyd Halsted.
- Valentine-Cherry Co. Fair & Rodeo. Aug. 27-29. Hugh Potter.
- Wahoo-Baunders Co. Agrl. Soc. Aug. 22-24. E. J. Erickson. Walthill-Thurston Co. Fair. Aug. 31-Sept. 3.

Waterloo-Douglas Co. Fair. Sept. 14-17.

Wayne-Wayne Co. Fair Ason. Sept. 14-17.

Weeping Water-Cass Co. Agrl. Soc. Aug. 24-

West Point-Cuming Co. Fair. Aug. 28-Sept. 1.

Ed. M. Bauman. York-York Co. Agrl. Soc. Aug. 31-Sept. 3.

NEVADA

Elko-Elko Co. Fair. Sept. 2-5. Douglas Trail.

Fallon-Nevada State Fair. Sept. 3-5. Don S.

Winnemucca-Humboldt Co. Fair & Rodeo.

**NEW HAMPSHIRE** ·

Canaan--Mascome Valley Fair Assn. Aug. 30-

Deerfield-Deerfield Fair. Sept. 29-Oct. 1.

Etta E. O'Neal, S. Deerfield. Keene-Cheshire Fair Assn. Sept. 8-10. Clifford

Coles, West Swanzey, N. H. Lancaster-Lancaster Fair. Sept. 2-5. A. J.

Newport-Sullivan Grange Fair. Aug. 24-27.

Pittsfield-Pittsfield Fair. Sept. 25-28. John

Plymouth-Plymouth Fair. Sept. 14-17. W. J.

Rochester-Rochester Fair. Sept. 18-23. Ralph

Sandwich-Sandwich Town & Grange Fair. Oct. 12. Doris L. Benz, N. Sandwich.

**NEW JERSEY** 

Aug. 10-13. John W. Raab, Newton, N. J.

Bridgeton-Cumberland Co. Co-op. Fair. Sept.

Far Hills-Somerset Co. 4-H Fair. Aug. 19-20. Hugh M. Maxwell, Somerville, N. J.

ø

Branchville-Sussex Co. Farm & Horse Show.

Alfred D. Raun.

R. D. Herrington,

26. F. L. Hebard.

William Pflug.

Chapman.

Kenney.

Herbert Kimball.

Neal, Meredith, N. H.

20-24. Raymond R. Riley.

McKiernan.

E. Came.

William E. Von Beggern.

Sept. 3-5. Albert Lowry.

Sept. 1 William A. Shepard.



#### FAIRS-EXPOSITIONS 69

Show Aug. 17-19. Louden Stuart.

25-27. Ralph C. Faust Sr.

7-10. Warren J. Dech.

10. Dwight B. Hower.

land E Fisher.

B. Parker.

Forrest

Snell.

15. John S. Lotz.

27. Ida Blanchard.

Karl W. Flowers.

22-24. Elda Riede.

5-8. Lee Menger.

3d week. Robert G. Struble.

16-19. William H. Hutchison.

Wattsburg-Wattsburg Agri Soc. Sept. 3. H. M. Burrows.

7-10 Charles Bowman.

(tentative). Rex McKay.

20-22. Ray M. Fisher.

14-17. Paul Rogers.

Wil-

town, Pa.

New Holland-New Holland Farmers Day Assn.

Oct. 5-8. S. O. Zimmerman. Newfoundland — Greene-Dreher Community

New Stanton-Stanton Community Fair. Aug.

North East-North East Community Fair. Sept. 15-17. Mrs. James C. Burch.

Northampton-Twin-County Agrl. Assn. Sept.

Oley-Oley Valley Community Pair. Sept. 29-Oct. 1. Carl W. Blank. Oriental-P.O.S. of A. Fair. Aug. 3-6. Wallace

Pittsburgh (South Park)-Allegheny Co. Free Fair. Sept. 1-5. John L. Hernon. Pleasant Valley-Pleasant Valley Comm. Fair.

Port Allegany-Port Allegany Community Fair. Mid-October. Clyde C. Lynch.

Port Royal-Juniata Co. Agrl. Assn. Sept. 5-

Pricedale-Rostraver Tp. Community Fair. Sept. 7-9. T. E. Cocain.

Reading--Reading Fair. Sept. 11-18. Charles

W. Swoyer. Red Lion -Gala Week Fair. July 18-23. R. M.

Schaefferstown-Heidleberg Community Fair. Sept. 28-30. Henry N. Wenger. Selinsgrove-Selinsgrove Fair. July 18-24. Ro-

Shanksville-Stony Creek Community Fair. Sept. 28-Oct. 1. Mrs. Milton Lowry.

Sinking Valley-Sinking Valley Fair. Oct. 13-

Spartansburg-Community Fair. Sept. 15-17.

Stoneboro-Stoneboro Fair. Sept. 1-5. Walter

Sugar Grove-Sugar Grove Community Fair.

Tioga-Tioga Co. Fair. Aug. 9-14 Carl H.

Tiona-Tiona Community Fair Assn. Aug. 23-

Tionesta-Forest Co. Fair Assn. Sept. 15-17.

Towanda-VFW Farm Fair. Aug. 3-5. George

Townville-Townville Community Fair. Sept.

Trotter-Dunbar Tp. Community Fair. Sept.

15-17. Kenneth Mowry, Leisenring, Pa. Troy-Troy Fair. Aug. 23-27. H. D. Holcombe. Turbotville-Turbotville Community Fair. Oct.

Ulysses-Ulysses Community Fair Assn. Aug. 23-25. Clark G. Cowburn.

Unionville-Unionville Community Pair. Oct.

Washington-Washington Co. Agrl. Fair. Aug.

Washingtonville-Montour-DeLong Fair. Oct.

12-14. Emerson C. Heffner. Waterford-Waterford Community Fair. Sept.

Waynesburg-Greene Co. Fair. First of Aug.

West Alexander-West Alexander Fair. Sept,

Yellow Creek-North Bedford Co. Fair. Oct.

Aug. 30-

Copyrighted material

Spangler. Hummels Wharf, Pa.

C. J. Burton and Mr. Bailey.

Sept. 15-17. Richard C. Farver.

Sept. 6-10. Eugene V. Keefer, Connellsville,

Hockenbrock, Mt. Pleasant Mills, Pa.

Fair. Aug. 25-27. Henry G. Botjer, Green-

	Jefferson-Ashtabula Co. Agri. Assn. Aug. 16- 20. Jay W. Young.	Idabel-McCurtain Co. Free Fair. Sept. 15-17.	Ford City-Armstrong Co. Fair. Sept. 2-5. W.
	Kenton-Hardin Co. Fair. Sept. 27-30. Mrs.	R. F. Dugan. Jay-Delaware Co. Fair: Sept. 1-3. James R.	B. Mechling. Forksville—Sullivan Co. Agrl. Soc. Aug 31-
Henderson-Golden Belt Fair, Sept. 26-Oct. 1. C. M. Hight.	Lancaster-Fairfield Co. Agri. Soc. Oct. 11-15.	I WRIGH STORES IN A STORE STORE STORE STORE STORES AND A STORES AND A STORES AND A STORES AND A STORE AND A	Sept. 3. Lawrence Higley. Franklin-Farmers & Fruit Growers' Fair.
Henderson-Vance Co. Colored Fair, Oct. 3-5.	Russell W. Alt, Baltimore, O. Lebanon-Warren Co. Pair, Sept. 21-24. Cor-	Ozment.	Oct. 19-21. Charles H. Fisher
Robert Hawkins. Hendersonville-Western N. C. Fair. Sept. 12-	win Nixon. Lima—Allen Co. Fair. Aug. 23-27. Paul M.	Babre.	Gilbert-West End Fair Assn. Aug. 31. James F. Sbiffer.
17. H. B. Kelly. Hickory-Catawba Fair Assn. Bept. 26-Oct.	Long, R. Z. Ada, O.	McAlester-Pittsburg Co. Free Fair. Sept. 15- 17. O. D. Gamble.	Gratz-Gratz Agrl. Assn. Sept. 20-24. C. R.
1. Corbin Green.	Lisbon-Columbiana Co. Agrl. Soc. Sept. 13-17. J. H. Sinclair, Hanoverton, O.	Miami-Ottawa Co. Free Fair Assn. Sept. 13- 17. Tom Autry.	Klinger. Greensburg-Harrold Community Fair Aug.
Lexington-Davidson Co. Fair Asen. Sept. 36- Oct. 1. Curtis A. Leonard.	Logan-Hocking Co. Agrl. Soc. Sept. 21-24. J. H. Barker.	Muskogee-Oklahoma Free State Fair. Oct. 2-9.	18-20. L. D. Moore. Greenville-Upper Perkiomen Community Fair.
Littleton-Littleton Fair. Oct. 3-8. T. R. Walk- er.	London-Madison Co. Agrl. Soc. Aug. 21-25.	M. E. Twedell. Norman-Cleveland Co. Fair. Aug. 31-Sept.	Sept. 28-30. V. S. Ensminger. Hanover-Forest Park Free Fair. Sept. 5-11.
Louisburg—Franklin Co. Fair. Oct. 3-10. A. H. Fleming.	Doudontine Doudontine Bureet Fail. Oct. 1-0.	3. H. E. Chambers, Okemah-Okfuskee Co, Fair. Sept. 12-17. Myri	A. Karst.
Monroe-Union Co. Fair Asan. Oct. 17-22. M.	Charles Bernhard Jr. Lucasville-Scioto Co. Agrl. Soc. Aug. 3-6. A. S.	Gray.	Harford-Harford Agrl. Soc. Sept 8-10 Elton Robbins.
W. Williams. Murphy-Cherokee Co. Fair. Sept. 26-Oct. 1.	Moulton.	Oklahoma City-Oklahoma State Fair & Expo. Sept. 24-30, C. G. Baker.	Hollidaysburg-Hollidaysburg Farm Show Assn. Oct. 12-14. Norman K. Hoover.
A. Q. Ketner. Raleigh-North Carolina State Fair. Oct	8-10. Ray G. Smith.	Oklahoma City-Oklahoma Co. Fair. Sept. 19- 21. Harry F. James.	Home-Ox Hill Community Fair. Sept. 5-7.
18-22. J. S. Dorton.	Mansfield-Richland Co. Agri. Soc. Aug. 19-20. Orville Kibler.	Okmulgee-Okmulgee Co. Free Fair. Sept.	
Reidsville-Reidsville Pair Assn. Sept. 26-Oct. 1. Mrs. K. P. Oliver.	Marietta-Washington Co. Agrl. Assn. Sept.	26-30. A. H. Polley. Pauls Valley-Garvin Co. Free Fair. Sept. 7-	W. Gammell. Hughesville-Lycoming Co. Pair Assn. Sept.
Rocky Mount-Rocky Mount Agrl. Fair. Sept. 26-Oct. 1. Norman Y. Chambliss.	4-7. L. E. Apple. Marion-Marion Co. Agri. Soc. Aug. 21-27.	9. H. B. Finlayson, Wynnewood, Okla. Pawhuska-Osage Co. Free Fair. Sept. 12-15.	19-24. Elton B. Edkin.
Rutherfordton-Rutherford Co. Fair. Sept. 13- 17. John H. Jones.	H. A. Mayers. Marysville-Union Co. Agrl. Soc. Sept. 13-16.	A. A. Sewell.	Huntingdon-Huntingdon Co. Fair Aug. 22- 27. J. Elmer Young, Petersburg, Pa.
Shelby-Cleveland Co. Fair. Sept. 20-24. J. 8	Otto E. Rausch, Plain City, O. Maumee-Lucas Co. Fair. Sept. 15-18. Mrs.	Freeman.	Indiana-Indiana Co. Fair Aug. 30-Sept. 3 Bertha E. Jones.
Dorton. Shelby-Cieveland Co. Negro Fair. Oct. 5-8.	Pearl Griffin, Berkey, O.	Pond Creek-Grant Co. Free Fair. Sept. 20- 23 H. J. Dedrick, Medford, Okla.	Jamestown-Pymatuning Fair Assn Sept. 15-17. J. D. Ryburn.
Rev. A. W. Foster. Spindale-Rutherford Co. Fair Assn. Sept.	Medina-Medina Co. Agrl. Soc. Sept. 7-10. C. W. Mapes.	Sallisaw-Sequoyah Co. Fair. Sept. 15-17.	Jennerstown-Jenner Fair Assn. Aug. 2-6. A. D. Lape, R. D. 1, Stoystown, Pa.
12-17. J. H. Jones. Spring Hope-Nash Co. Fair. Oct. 3-8. Hobart	Millersburg-Holmes Co. Agrl. Soc. Aug. 18- 20. Verie Spreng, R. 1, Lakeville, O.	Howard Ward. Shawnee-Pottawatomie Co. Free Fair. Sept.	Kutztown-Kutztown Fair Assn. Aug. 22-27.
Brantley.	Montpeller-Williams Co. Fair. Sept. 11-17.	13-16. Mrs. H. L. Surink, Stillwater-Payne Co. Free Fair. Sept. 13-16	Elmet A. F. Kline. Lakewood—N Wayne Co. Community Fair.
Spruce Pine—Toe River Fair Assn. Sept. 13- 17. W. M. Wiseman.	Mount GlieadMorrow Co. Fair. Aug. 17-20.	D. B. Jeffrey. Taloga-Dewey Co. Free Fair. Sept. 15-17	Sept. 8-10. Clinton Leet. Lampeter-W. Lampeter Community Fair. Sept.
Statesville—Iredell Co. Agrl. Fair. Sept. 26- Oct. 1. Clyde Smyre.	Glenn Brown. Mount Vernon-Knox Co. Agrl. Soc. July 25-	William F. Taggart.	28-30. Wayne B. Rentschler.
Washington-Beaufort Co. Fair Assn. Week of	30. Henry G. Richards.	Tu'sa-Tu'sa State Fair, Sept. 18-22. Mrs. Letitja Dabney.	Laurelton-Union Co. West End Fair Assn. Sept. 7-10. J. Frank Snyder.
Oct. 17. H. P. Webster. Wilson-Wilson Co. Fair. Oct. 24-30, Wiley W.	Napoleon-Henry Co. Agrl. Soc. Aug. 30-Sept. 2. James D. Murray.	Watonga-Blaine Co. Free Fair. Sept. 13-15. Vance L. Deaton.	Lebanon-S. Lebanon Community Fair. Oct. 5-7. A. L. Lamm, R. 1, Sheridan, Pa.
Tomlinson. Zebulon—Zebulon Pive-County Fair. Sept.	Norwalk-Huron Co. Agrl. Soc. Sept. 13-17. Mrs. Elfreda Crayton.	Wewoka-Seminole Co. Free Fair. Sept. 14-17.	Lehighton-Lehighton Fair. Sept. 5-10. Frank
19-24, R. Vance Brown,	Old Washington-Guernsey Co. Agrl. Assn. Sept. 28-Oct. 1. Thomas E. Gracy, Cam-	H. Dale Martin.	R. Diehl. Ligonier-Ligonier Valley Fair Assn. Aug. 23-
NORTH DAKOTA	bridge, O.	OREGON Albany-Linn Co. 4-H Fair, Aug. 29-Sept. 1.	27. R. A. Hardy. Linesville—Linesville Community Fair Assn.
Ashley-McIntosh Co. Pair. Sept. 5-8. Adolph Thurn.	Joseph L. Brickner.	O. E. Mikesell.	Sept. 7-10. O. C. Lance. Lititz-Lititz Community Show. Sept. 29-Oct.
Bottineau-Bottineau Co. Agri. Soc. June 27- 29. A. E. Stewart.	Owensville-Clermont Co. Agrl. Soc. Aug. 17- 20. J. W. Evans.	Burns-Harney Co. Fair Assn. Sept. 16-18. R. W. Davis.	1. Harry Gorton.
Cando-Towner Co. Fair Assn. June 30-July	Painesville-Lake Co. Agrl. Soc. Aug. 24-27. Robert Guthleben.	Canby-Clackamas Co. Fair. Aug. 31-Sept. 3. Ried H. Stone, Oregon City, Ore.	Mansfield-Mansfield Fair. Aug. 31-Sept. 3. Philip W. Farrer.
2. Harian Lipp. Crosby—Divide Co. Fair Assn. June 23-25.	Paulding-Paulding Co. Agrl. Soc. Aug. 31-	Condon-Gilliam Co. Fair. Sept. 22-24. Ernest	McConnellsburg-Fulton Co. Fair. Aug. 31- Sept. 3. Elwood J. Mellott.
Vernon Nichols. Pargo-Red River Valley Fair. Aug. 29-Sept.	Sept. 3. Glenn McIntosh. * Piketon—Pike Co. Agrl. Soc. Aug. 11-13. Frank	J. Kirsch. Eugene-Lane Co. Fair Assn. Sept. 28-Oct. 2.	MeadvilleCrawford Co. Fair. Sept. 6-10. L.
3. A. D. Scott.	B. Cooper. Plain City-Plain City Ind. Agrl. Soc. Aug. 3-	Ernest McCulloch.	O. Hotchkiss, Cochranton, Pa. Mechanicsburg-Grangers (Fair) Picnic, Aug.
Pessenden-Wells Co. Free Fair. July 11-15. Tony Lill, Cathay, N. D.	7. Walter Menshall.	A. H. Lea. Heppner-Morrow Co. Fair. Sept. 1-3. N. C.	29-Sept. 5 Roy Richwine. Mercer-Mercer Central Agrl. Soc. Aug. 23-
Flaxton-Burke Co. Fair. July 7-9. B. B. Bair. Forman-Sargent Co. Fair Assn. Sept. 5-7.	Pomeroy-Meigs Co. Agri. Soc. Aug. 16-19. C. L. Heaton.	Anderson.	27. Harry Moore.
Beth Wuckerpfennig.	Proctorville—Lawrence Co. Agrl. Soc. July 27- 29. Owen Griffith, Ironton, O.	Hermiston—Umatilla Co. Fair Assn. Aug. 18- 21. Harold Werth.	Meyersdale-Somerset Co. Fair Assn. Aug. 16-20 Harry A. Finegan.
Grand Forks-Grand Forks State Fair. June 27-July 2. Ralph Lynch.	Randolph-Randolph Independent Fair. Sept. 23-24. R. P. Hamilton.	Hillsboro-Washington Co. Fair. Aug. 31-Sept.	Mill City-Falls-Overfield Fair Assn. Sept. 22-24. Doris Gregory, Dalton, Pa.
Hamilton-Pembina Co. Fair. July 21-23. Pranklin Page.	Richwood-Richwood Ind. Agrl. Soc. Aug. 9-	3. Leon S. Davis. Hood River-Hood River Co. Fair. Aug. 23-24.	Mill Hall-Clinton Co. Fair. Aug. 24-27. J. Rex Haver.
lamestown-Stutsman Co. Fair Assn. July 4-	12. Dana D. Lowe, R. 3, Marysville, O. Saint Clairsville-Beimont Co. Agrl. Soc. Sept.	A. L. Marble. John Day-Grant Co. Fair. Sept. 22-24.	Millersburg-Millersburg Farmers' Fair Assn.
6. Dr. G. A. Ottinger. Langdon-Cavalier Co. Fair Assn. July 15-19.	7-10. William R. Butcher Jr. Sidney-Shelby Co. Agrl. Soc. Sept. 11-16.	Charles A. Trowbridge.	Sept. 8-10. Nell B. March. Millport-Oswayo Valley Community Fair.
Dick Forkner. Minot-North Dakota State Fair, July 25-30.	Donald Brandt, R. F. D. 1, Anna, O.	La Grande-Union Co. Fair Assn. Sept. 22-24. Vivian Hartel.	Sept. 7-10. Mrs. Nina H. Vanderhoof. Montandon-Tri-Township Fair. Sept. 21-23.
H. L. Finke.	Smithfield-Jefferson Co. Agrl. Soc. Sept. 21- 24. W. E. Rose, R. 1, Rayland, O.	Lakeview-Lake Co. Fair. Sept. 3-5. E. A. Fetsch.	Clarence E. Emery.
Rolla-Rolla Fair. July 7-9. Bruce Theel. Rugby-Rugby Fair. July 3-6. Carl W. Roberts.	Springfield—Clark Co. Agrl. Soc. Aug. 17-19. B. P. Sandles.	Madras-Jefferson Co. Fair. Sept. 9-11. Mrs.	Mount Joy-Mount Joy Community Exhibit. Oct. 13-15. Joseph G. Shaeffer.
Wishek-Tri-County Fair Assn. July 3-5. Wil- liam P. Hoff.	Tiffin-Seneca Co. Agrl. Soc. Aug. 23-26. C. B.	B. N. Conroy. MonmouthPolk Co. Fair. Aug. 25-27. Josiah	Myerstown-Myerstown Community Fair Assn.
OHIO	Baker. Troy-Miami Co. Agrl. Soc. Aug. 14-19. Charles	Wille Deller Ore	Oct. 12-14. John R. Shermes. New Bethlehem-Farmers & Merchants Agrl.

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Andover-Andover Street Pair, Sept. 9-10.

William S. Grabert. Ashiand-Ashiand Co. Agri. Soc. Sept. 20-24. Harry G. Dotson.

- Ashley-Ashley Ind. Agri. Soc. Aug. 3-6. Delbert Ashbrook, Leonardsburg, O. Athens-Athens Co. Pair. Aug. 21-25. L. C.
- Baker.
- Attica-Attica Fair Assn. Oct. 4-7. Carl B. Carpenter.
- Barlow-Barlow Agri. Assn. Sept. 29-30. Frank H. Proctor.
- Bellefontaine-Logan Co. Agrl. Soc. Sept. 5-10. Raymond South.
- Bellville-Bellville Ind. Agrl. Soc. Sept. 14-17. E. O. Kochheiser, R. D. 1, Butler, O.
- Beres-Cuyahoga Co. Agrl. Soc, Aug. 17-21. William H. Kroesen.
- Bucyrus-Crawford Co. Agrl. Soc. Sept. 5-9. George Damschroder.
- Burton-Geauga Co. Agrl. Soc. Sept. 1-5. T. L. Atwood, Middlefield, O.
- Cadis-Harrison Co. Agri. Assn. Sept. 15-17.
- L. H. Barger. Caldwell-Noble Co. Fair. Sept. 1-3. J. K. Walkenshaw.
- Canfield-Mahoning Co. Agrl. Soc. Sept. 1-5.
- E. R. Zieger, Youngstown, O. Canton-Stark Co. Agri. Soc. Sept. 5-10. Ed
- S. Wilson. Carrollton-Carroll Co. Agri. Boc. Bept. 28-
- Oct. 1. Leonard George, Harlem Springs, O. Carthage, Cincinnati-Carthage Pair. Sept. 14-
- 17. Clarence A. Peters, Courthouse, Cincinnati.
- Celina-Mercer Co. Agrl. Soc. Aug. 14-19. W. F. Archer.
- Chillicothe-Ross Co. Agrl. Soc. Aug. 16-20. W. R. Eramer.
- Circleville-Pickaway Co. Agrl. Soc. Sept. 5-9.
- Tom Harman. Circleville-Circleville Pumpkin Show. Oct.
- 19-22. Ned Dresbach. Columbus-Ohio State Fair. Aug. 27-Sept. 2.
- Howard S. Foust.
- Coshocton-Coshocton Co. Agrl. Soc. Oct. 4-8. C. V. Croy, R. D. 1, Trinway, O.
- Croton-Hartford Ind. Agrl. Soc. Aug. 10-13.
- Ciell H. Sinkey, Centerburg, O. Dayton-Montgomery Co. Fair. Sept. 5-8. A. C. Haines.
- Delaware-Delaware Co. Agrl. Soc. Sept. 19-23. William B. Deal.
- Dover-Tuscarawas Co. Agrl. Soc. Aug. 24-27.
- W. G. Findley, New Philadelphia, O. Eaton-Preble Co. Fair. Sept. 13-16. William B. Pryor.
- Findlay-Hancock Co Agrl. Soc. Sept. 7-10.
- Robert L. Yates. Fredericktown - Fredericktown Community
- Fair, Sept. 28-Oct. 1. Irl Willits. Fremont-Sandusky Co. Agrl. Soc. Sept. 5-9.
- Russell S. Hull. Gailipolis-Galila Co. Agrl. Soc. Sept. 19-24.
- John N. McNealy.
- Georgetown-Brown Co. Agrl. Soc. Oct. 5-7. Luther Kestel.
- Greenville-Darke Co. Fair. Aug. 22-26. Frank
- Hiestand, Rossburg, O. Hamilton-Butler Co. Agri. Soc. Sept. 25-30. Barton Truster, Seven Mile, O.
- Hicksville-Defiance Co. Agri. Soc. Aug. 22-
- 27. Allen D. Elliott. Hilliards-Franklin Co. Agrl. Boc. Aug. 9-13.
- Arch A. Alaer. Hillsboro-Highland Co. Agrl. Soc. Bept. 7-18. Walter West.

- Troy-Miami Co. Agrl. Soc. Aug. 14-19. Charles P. Rogers, Casstown, O. Upper Sandusky-Wyandot Co. Agrl. Soc. Sept. 13-16. Ross A. Winter.
- Urbana-Champaign Co. Agrl. Soc. Aug. 7-12. Howard Goddard.
- Van Wert-Van Wert Co. Agri. Soc. Sept. 5-9. N. E. Stuckey.
- Wapakoneta-Auglaize Co. Agrl. Soc. Aug. 7-12. Harry Kahn.
- Warren-Trumbull Co. Agri. Soc. Aug. 9-13. Frank Neal, Nutwood, O.
- Washington C. H .- Fayette Co. Agrl. Soc. July 26-31. Frank E. Ellis.
- Wauseon-Fulton Co. Agrl. Soc. Sept. 5-9. C. J. Keller.
- Wellington-Lorain Co. Agri. Soc. Aug. 23-
- 26. Clair L. Hill. Wellston-Jackson Co. Agrl. Soc. July 19-22.
- Charles E. Harper.
- West Union-Adams Co. Agrl. Soc. Aug. 23-26. Charles S. Kirker.
- Wilmington-Clinton Co. Agrl. Soc. Aug. 9-12. Gertrude Hanks. Woodsfield-Monroe Co. Agrl. Soc. July 26-28.
- Ralph Schumacher.
- Wooster-Wayne Co. Agrl. Soc. Sept. 13-17. W. J. Buss.
- Xenia-Greene Co. Agrl. Soc. Aug. 2-5. Mrs. J. Robert Bryson.
- Zanesville-Muskingum Co. Agrl. Soc. Aug. 16-20. Perl D. Elliott, New Concord, O.

#### OKLAHOMA

- Altus-Jackson Co. Fair Assn. Sept. 5-7 (tentative). C. G. McMindes, Eldorado.
- Antlers-Pushmataha Co. Fair. Sept. 15-17. R. I. Bilyeu.
- Ardmore-Carter Co. Free Fair. Sept. 6-10. B. C. Sparks.
- Atoka-Atoka Co. Fair. Sept. 15-17. L. W.
- Martin. Blackwell-Kay Co. Free Fair. Sept. 13-17. W. R. Hutchison, Newkirk, Okla.
- Boise City-Cimarron Co. Free Fair. Oct. 5-8. Rufus T. Dickerson.
- Bristow-Creek Co. Free Fair. Sept. 13-16. Earl H. Powell.
- Chickasha-Grady Co. Fair Assn. Sept. 19-20. M. G. Tucker.
- Clinton-Southwest Fair Assn. Sept. 14-17. A.
- R. Patrick, Arapaho, Okla. Collinsville-Collinsville Tri-Co. Fair. Sept. 8-10. Paul Latture.
- Cordell-Washita Co. Free Pair. Sept. 14-17. James V. Son.
- Dewey-Washington Co. Free Fair. Sept. 12-
- 15. Howard Nelson, Bartlesville, Okla. Duncan-Stephens Co. Free Fair. Sept. 14-17. Fred Huffine.
- Durant-Bryan Co. Free Fair. Sept. 15-17. Jack Ridgway.
- Enid-Greater Oklahoma Fair. Oct. 3-9. J. B. Hurst.
- Frederick-Tillman Co. Free Fair, Sept. 13-16. Wayne C. Liles.
- Guthrie-Logan Co. Free Fair. Sept. 14-16. Harold Casey.
- Guymon-Texas Co. Free Pair Assn. Sept. 20-23. Clifford Hatcher.
- Hobart-Klowa Co. Free Pair. Sept. 15-17. J.
- W. Remple, Gotebo, Okla. Holdenville-Hughes Co. Free Fair Assn. Sept. 14-17. Vernon Prye.
- Hollis-Harmon Co. Club Pair, Sept. 15-17. Plourtown-Plourtown Pair, Aug. 3-13. Thomas S. Cunningham.

- Wills, Dallas, Ore. Moro-Sherman Co. Fair Assn. Sept. 16-19.
- Leroy C. Wright. Myrtle Point-Coos Co. Fair Assn. Sept. 2-5.
- Norwood Browne. Newport-Lincoln Co. Fair. Aug. 25-27. Mary
- V. Brumbaugh, Toledo, Ore. Portland—Pacific Internat'l. Livestock Expo. Oct. 7-15. Walter A. Holt.
- Prineville-Crooked River Round-Up & Fair
- Assn. Aug. 12-14. Jerry Breese. Redmond-Deschutes Co. Fair. Aug. 26-28.
- C. O. Galloway. Salem-Oregon State Fair. Sept. 5-11. Leo G.
- Spitzbart. Tillamook-Tillamook Co. Fair. Aug. 17-20.
- H. G. Smith.
- Tygh Valley-Wasco Co. Fair Assn. Sept. 2-4. Art Muller.

#### PENNSYLVANIA

- Abbottstown-Adams Co. Fair. Aug. 16-19. Mary E. Elder.
- Albion-Albion Community Fair. Sept. 15-17. Charles Wiggins.
- Allentown-Great Allentown Fair. Sept. 19-24.
- Mrs. Reba D. Scholl. Arendtsville—S. Mountain Comm. Fair Assn. Sept. 7-10. H. B. Raffensperger.
- Beaver Springs-Beaver Community Fair. Sept.
- 22-24. Kenneth H. Boyer, Selinsgrove, Pa. Beavertown-Beaver Community Fair. Sept. 22-24. Kenneth H. Boyer. Bedford-Bedford Fair. Aug. 7-13. A. C. Brice.
- Bellwood-Antis Community Farm Show. Sept. 22-24. Dorothy Jamison.
- Bloomsburg-Bloomsburg Fair. Sept. 26-Oct. 1. Harry B. Correll
- Butler-Butler Fair and Agricultural Associa-tion, Aug. 15-20. C. M. Miller. Cambridge Springs-Cambridge Springs Fair Assn. Sept. 14-17. Caroline Russell.

Carlisle-Carilsle Fair Assn. Aug. 15-20. Beau-

Centre Hall-Centre Co. Fair. Aug. 27-Sept. 1.

Clarks Summit-Newton-Ransom Fair. Sept.

Claysburg-Greenfield Tp. Farm Products Show, Sept. 8-10. Kermit Wright.

Clearfield-Clearfield Co. Fair. Aug. 1-6. Harry

Cochranton - Cochranton Community Fair

Conneautville - Conneautville Comm. Fair.

Consnohocken-Spring Mill Fair. July 6-16.

Coopersburg-South Lehigh Home Fair. Oct. 20-22. Charles T. Coyne.

Cookport-Green Township Fair Assn. Sept.

Dallastown-Junior Chamber of Commerce Fair, Aug. 15-20. Harold Jameson. Dayton-Dayton Agrl. Assn. Aug. 23-27. Mrs.

Daimatia-Lower Mahanoy Tp. Community Fair. Oct. 20-22. Mrs. Ruth C. Tressler. Derry-Derry Tp. Community Fair. Sept. 22-

Ebensburg-Cambria Co. Pair Assn. Sept. 5-10. Walter A. Good.

Edinboro-Edinboro Community Agrl, Assn.

Ephrata-Ephrata Farmers' Day Assn. Sept.

Sept. 1-3. Ethel M. Nicolls, Springboro, Pa.

Assn. Sept. 14-17. Robert Pegan.

13-17. J. D. Joiner, Alverda, Pa.

ford S. Swartz.

G. Ganoe.

Mrs. Samuel Grove.

C. H. Johnston Jr.

Maine Jordan.

liam J. Goss.

24. Joseph A. Greuble.

21-24. R. H. Garver.

Sept. 15-17. Joseph Douglas.

14-17. Edward C. Hopkins.



#### 70 FAIRS-EXPOSITIONS

#### The Billboard

York-York Interstate Fair. Sept. 13-17. Sam-	Murfreesboro-Mid-State Colored Fair. Aug. 25-	Chase City-Mecklenburg Co. Fair Assn. Oct.	Darlington-Lafavette Co. Agri Soc
	27. William H. Butler. Nashville-Tennessee State Fair. Sept. 19-24.	IU-14, O. E. M055.	Neilus R. Larson.
Sept. 7-10. R. F. Crippen.	L. E. Griffin.	Chesterfield-Chesterfield Co. Fair Assn. Sept. 22-24. J. C. McKesson, Richmond, Va.	De Pere-Northeastern Pair, Aug. O. Planert.
RHODE ISLAND	Oneida-Scott Co. Fair. Sept. 1-3. E. C. Terry. Parsons-Parsons Dist. Fair. Sept. 5-10. K. K.	Clintwood-Farmers Fair. Sept. 8-10. Alfred	Durand-Pepin Co. Junior Fair. T. A. Parker.
East Greenwich-Rocky Hill Fair. Aug. 23-28.	Houston	A. Skeen Jr.	Eagle River-Vilas Co. Agrl. Soc.
Warren F. Moorehead. West Kingston-Rhode Island State Fair.	Spencer-Van Buren Co. Fair. Sept. 8-10. H. L. Hollingsworth.	Jovington Alleghany Co. Fair Assn. Sept. 12-17. Thomas B. McCaleb.	Herman M. Smith. Eau Claire-Eau Claire Agrl. Soc.
Aug. 30-Sept. 5. Louis V. Jackvony Jr.	R. Wade. R. Wade.	Janville-Danville Fair Assn. Sept. 27-Oct. 1. B & Barr.	Carl M. Johnson.
SOUTH CAROLINA	Westmoreland-East Sumner Fair Assn. Sept.	Dungannon-Scott Co. Fair Assn. Sept. 14-17.	Elkhorn-Walworth Co. Agrl. Soc. R. B. Harris.
Bishopville-Lee Co. Fair Assn. Oct. 31-Nov. 5. O. R. Kilgore Jr.	9-10. Gustine Simmons. Winchester-Franklin Co. Fair. Aug. 18-19.	Charles W. Compton, Wood Va.	Elisworth-Pierce Co. Pair. Sept.
Camden-Kershaw Co. Fair. Oct. 10-15. J. D.	Floyd Anderton.	24. J. C. Brickert	Seyforth. Elroy-Elroy Pair Assn. Aug. 12-1
Crawford Charleston-Charleston Fair Assn. Oct. 31-	J. H. Cummings.	Fincastle-Botetourt Co. Fair Assn. Aug. 22- 27. Agnes Booze.	Gerken. Friendship-Adams Co. Agrl. Assn.
Nov. 5. W. M. Frampton.	TO PARTY AND A DEPARTY OF THE PARTY OF THE P	Galax-Galax Agrl. Fair. Aug. 15-20. J. I.	Robert W. Roseberry.
Oct. 24-29. C. A. Bloomfield.	에 같은 것 같은 것 같은 것 같은 것을 가지 않는 것 같은 것 같이 있다. 이 것 것 같이 있는 것 것 같은 것	Palmer. Jrundy-Grundy Fair. Aug. 29-Sept. 3. S. D.	Fond du Lac-Fond du Lac Co. Aug. 10-14. Harold J. Wills.
Chester-Chester Co. Legion Fair. Sept. 26-31.	1. Frank Cleveland,	Woods.	Galesville-Trempealeau Co. Fair. Frank Smith.
Jake S. Colvin. Columbia-South Carolina State Fair. Oct. 17-	Amarillo-Tri-State Expo. Oct. 3-9. Rez B. Baxter	Keller-Eastern Shore Fair Assn. Aug. 30- Sept. 3. J. Milton Mason.	Gays Mills-Crawford Co. Fair.
22 Paul V. Moore.	Angleton-Brazoria Co. Fair Assn. Oct. 11-15	Lebanon-Russell Co. Fair Assn. Sept. 22-24.	Lenore M. Feldmann, Prairie du Gillett—Oconto Co. Youth Fair.
Columbia-South Carolina State Colored Fair. Oct. 24-29. H. G. Reese.	Beaumont-South Texas State Fair. Oct. 20-	J. S. Buchanan. Luray -Page Co. Fair. Aug. 22-27. Eleanor H.	Otto Neuman.
Florence-Pee Dee Pair Assn. Nov. 1-5. Wil- liam B. Douglas.	29. Karl Schwartz. Bellville—Austin Co. Pair Assn. Oct. 12-15.	Fogelman.	Glenwood City-Glenwood Inter Aug. 15-17. Raymond Wall.
Greenville-Greenville Co. Legion Fair. Oct.	Anita Coker.	29-Sept. 3 L. H. Shrader.	Grantsburg-Burnett Co. Fair 25-27. Ray G. Lidbom.
17-22. Harry B. Iler. Kingstree-Williamsburg Co. Fair Assn. Oct	Bowie-Montague Co. Fair Assn. Sept. 22-24 Alton B. Garner.	Manassas-Manassas Fair Assn. Sept. 5. J. M. Baucum.	Green Lake-Green Lake Co. Jr.
17-22. H. C. Crawford.	Carthage-Panola Co. Pair Assn. Sept. 28-	Martinsville-Henry Co. Fair Assn. Sept. 5-10.	5-7. Lowell J. Keach. Iron River—Bayfield Co. Fair. Au
Lancaster-Lancaster Co. Fair Assn. Oct. 10- 15. Quay D. Hood.	Oct. 1. E. D. Clark. Center-Shelby Co. Fair Assn. Oct. 4-8. Guy	O B Hensley. Near Lynchburg-Campbell Co. Am. Legion	R. J. Holvenstot, Washburn, Wis
Manning-Clarendon Co. Agrl. Expo. Oct. 24-	(Bubba) Cowser.	Fair. Sept. 5-10, S. J. Thompson, Rustburg.	Sherman W. Meiss.
29. G. J. Kerwin. Marion-Marion Co. Fair Assn. Oct. 24-29.	Cleburne-Johnson Co. Fair and Rodeo. Sept. 5-10. Jack D. Brown.	New Castle-Craig Co. Fair. Sept. 7-10. L.	JanesvilleRock Co. 4-H Fair. R. T. Glassco.
D. M Harper. Newberry-Am. Legion Newberry Co. Fair. Oct.	Corsicana—Corsicana Livestock and Agri Show. Sept. 27-Oct. 1. Herman Brown.	I. Fleids.	Jefferson-Jefferson Co. Fair. Aug.
10-15. Frank Sutton.	Crockett-American Legion Fair. Last full		La Crosse-La Crosse Inter-State
Orangeburg-Orangeburg Co. Fair Assn. Oct 24-29, J. M. Hughes.	week in Sept. Alvin Ball. Dallas-State Fair of Texas. Oct. 8-23. S. B.	Petersburg-Petersburg Fair, Oct 10-15 P	10-14. Joseph W. Frisch. Ladysmith—Rusk Co. Fair, Aug. 1
Orangeburg-Orangeburg Co. Colored Fair	Cox.	Richmond-Atlantic Rural Expo. Sept. 29-Oct	Manning
Assn. Oct. 17-21. W. C. Lewis, Rock Hill-York Co. Fair Assn. Oct. 10-15.	Denton-Denton Co. Fair Assn. Sopt. 19-24. Dr. Jack Skiles.	8. J A. Mitchell. Roanoke- Roanoke Fair. Aug. 29-Sept. 3. Leo	Lancaster—Grant Co. Agrl. Soc. E. W. Terwilliger.
H. D. Black. Spartanburg-Piedmont Interstate Fair Assn	Fredericksburg-Gillespie Co. Fair Assn. Aug. 19-21. V. H. Sagebiel.	Peyser.	Lodi-Lodi Union Agrl. Soc. Sept.
Oct. 10-15. Tom Moore Craig.	Gainesville-Cooke Co Fair Sent 5-10 W	South Boston-Halifax Co. Fair Assn. Oct. 11-15. W. W. Wilkins.	Luxemburg-Kewaunee Co. Agri.
Bumter-Sumter Co. Fair. Nov. 7-12. J. Cliff Brown	T Bonner. Giddings-Lee Co. Fair Assn. Oct. 13-15. M.	Staunton-Virginia State Fair. Sept. 5-10 Charles B. Raiston.	2-5. Elroy C. Hoppe. Manitowoc-Manitowoc Co. Fair.
Union-Union Co. Fair Assn. Oct. 3-8. Hy-	F. Kieke.	Suffolk-Tidewater Fair Assn. Oct. 18-21 H	A. F. Rank,
drick L. Kirby.	Harlingen- Valley Mid-Winter Fair. Nov. 18-26 Ed Slaughter, Weslaco, Tex.	C Holman. Suffolk—Four-County Fair. Sept. 5-10. Esther	Marshfield—Central Wis. State Fair R R. Williams.
SOUTH DAKOTA	Hempstead-Waller Co Fair Sept 22.74 S	WIIGHE.	Mauston-Juneau Co. Agrl. Soc. H E. Rynearson.
Aberdeen-Brown Co. 4-H Fair. Aug. 24-27. G. J. Bassingwaite.	E. Mayo, Waller, Tex. Huntsville-Walker Co. Fair Assn. Oct. 4-8.	Tappahannock-Northern Virginia Fair. Sept. 5-10. George C. Clanton.	Medford-Taylor Co. Youth Fair.
Edgemont-Fall River Co. Fair. Sept. 5-6. B. W. Keating.	Maurice E. Turner.	Tazewell-Tazewell Co. Agrl. Fair. Aug. 30- Sept. 3. Herbert Ward.	Carl Zoerb. Menomonie-Dunn Co. Fair. June
Gettysburg-Potter Co. Fair. Aug. 22-24	Iowa ParkTexas-Okla. Fair Assn. Sept. 24- Oct. 1. G. R. McNeil.	Warsaw-Northern Neck Fair, Sept. 19-24, L. F.	Lyle C. Pollock. Merrill-Lincoln Co. 4-H Fair.
Rayburn A. Butrum. Huron-South Dakota State Fair. Sept. 5-10.	Jourdanton-Atascosa Co. Fair Assn. Oct. 20- 22. Leon F. Steinle.	Altaffer Waverly-Sussex Co. Agrl. Fair. Sept. 12-17.	William Steckling.
F. L. Haiber.	Kingsville-South Texas Fair & Exno Week	Philip D. Harcum.	Milwaukee-Wisconsin State Fair. Jack Reynolds.
Kimball-Brule Co. Fair. Aug. 26-28. Frank S. Ryan.	of Nov. 7. R. C. Tompkins. La Grange-Fayette Co. Fair Assn. Sept. 29-	Weirwood-Central Northampton Fair Assn. Aug. 9-12. Chas. N. McCune, Chesapeake, Va.	Mineral Point-Southwestern Wis. 2-5. C. L. Winn.
Murdo-Jones Co. Fair Assn. Sept. 1-3. M. E. Sanderson.	Oct. 1. J. R. Jackson.	West Point-Tidewater Fair Assn. Sept. 12-	Mondovi-Buffalo Co. Agrl. Sec.
Mitchell-Corn Palace Festival, Sept. 19-24	Lamesa-Dawson Co. Fair Assn. Oct. 6-8 D. L. Adcock.	17. B. C. Graves, Providence Porge, Va. Woodstock-Shenandoah Co. Fair Assn. Aug.	J. V. Whelan. Monroe-Green Co. Agrl. Soc. July
H. N. Noble. Nisland-Butte Co. Fair. Aug. 25-27. Ralph	W. Etheredge.	30-Sept 3. Donald H. Garman.	liam A. Brown.
W. Mhoerg, Newell, S. D.	Abbook Pannandle South Plains Fair Assn	WASHINGTON	Neillsville-Clark Co. Agrl. Soc Harold Huckstead.
Onida-Sully Co. Fair Assn. Aug. 25-27. John F. Neu.	Sept. 26-Oct. 1. A. B. Davis. Lufkin-Texas Forest Festival. Sept. 26-Oct. 1	Bremerton-Kitsap Co. Fair Assn. Aug. 25-28.	Oshkosh-Winnebago Co. Fair & 30-Sept. 2. Taylor G. Brown.
Parker-Turner Co. Fair. Aug. 29-31. J. C. Jensen.	Ed Holden.	G. L. McDonald. Centralia -Southwest Washington Fair. Aug.	PhillipsPrice Co. Agrl. Assn. Aug.
Rapid City-Black Hills Expo. Aug. 31-Sent	Marshall Central East Texas Fair. Sept. 19- 24. Joe L. Mock.	40-20. Arthur Enret.	Distionillo Deduct State Fair
J. A. L. Haines,	Nacogdoches-Nacogdoches Co. Fair. Probably mid-October Lee W. Rogers.	Davenport-Lincoln Co. Fair Assn. Sept. 8-10. C. Ross Trout.	W. G Pitts, Plymouth Sheboygan Co Fair
28. American Legion	New Boston-Bowie Co. Fair Assn. Sept. 13-	Langley - Island Co. Pair Assn. Sept. 2-4.	W H Eldridge

41-20. Al Halverson. Tripp-Hutchinson Co. Fair Assn. Aug. 31-Sept. 3. Ray T. Hirsch. Webster-Day Co. Fair Assn. Sept. 15-17. A C. Flagstad

17. William S. Feazell. Aug Palestine- Anderson Co. Fair. Early in Oct

Benj. M. Herring.

Longview -Cowlitz Co. Pair. Sept. 2-5. Harry

Aug. 11-14. 19-33, R. Aug. 26-27.

 $60^{\circ}$ 

Aug. 19-21,

Aug. 8-11.

. Sept. 2-0.

7-9. H. G.

4. Clarence

Sept. 8-11.

Agri. Soc.

Sept. 8-11.

Sept. 8-11. Chien.

Aug. 19-21.

-Co. Fair.

Assn. Aug.

Fair. Aug.

ug. 25-28.

Aug. 24-27.

Aug. 10-14.

3-7. Horace

Fair, Aug.

11-14. F. J.

Aug. 25-28.

16-18. Roy

Assn. Sept.

Aug. 25-28.

. Sept. 4-5.

Aug. 25-28.

Aug. 18-21.

30-July 4.

Aug. 15-18.

Aug. 20-28.

Fair, Sept.

Aug. 23-26.

28-31. Wil-

Aug. 19-22.

Expo. Aug.

25-28. L. P.

Aug. 20-23.

Sept. 2-5.

Portage-Columbia Co. Free Fair. July 28-31. Harold J. Lochner. Rhinelander-Oneida Co. Fair, Aug. 7-10. Jest

Rice Lake-Barron Co. Fair Assn. Aug. 18-21. Harry F. Moors. Richland Center-Richland Co. Agrl. Assn.

Sept. 15-18. Ray H. Dingle. Rosholt-Rosholt Free Fair Assn. Sept. 4-6.

R. L. V Toistad. Saint Crotx Falls—Polk Co. Fair Assn. Aug. 23-25 W. R. Vezina. Saxon—Iron Co. Fair Assn. Aug. 26-28. Anne L. Skaja, R. 1, Hurley, Wis. Seymour—Outagamie Co. Fair Assn. Aug. 11-

Shawano-Shawano Co. Fair. Sept. 8-11. Louis

Slinger-Washington Co. Pree Fair. July 28-31. E. E. Skaliskey, West Branch, Wis. Spooner-Washburn Co. Junior Fair. Aug. 23-

Stoughton-Dane Co. Junior Fair. July 22-24.

Sturgeon Bay-Door Co. Fair Assn. Aug. 25-

Superior-Tri-State Fair, Aug. 16-21. Max H.

Tomah-Monroe Co. Fair Assn. Aug. 5-8. C. C.

Union Grove-Racine Co. Fair. Aug. 26-28.

Viroqua-Vernon Co. Pair. Sept. 21-25 (tenta-

Wausau-Wisconsin Valley Fair. Aug. 10-14.

Wausaukce- Marinette Co. Fair. Sept. 2-5.

Victor Quick, Marinette, Wis. Wautoma-Waushara Co. Fair Assn. Sept. 8-11.

Webster-Central Burnett Co. Fair. Assn. Aug. 29-31. Lawrence Anderson.

Westfield Marquette Co. Agrl, Assn. Aug. 25-

Weyauwega - Waupaca Co. Agrl. Soc. Sept. 15-

Wilmont-Kenosha Co. Pair Assn. Aug. 12-14. Henry Frank.

WYOMING

Buffalo-Johnson Co. Fair, Aug. 24-26. William

Casper-Central Wyoming Fair. Aug. 16-20.

Douglas-Wyoming State Fair. Aug. 31-Sept. 3. Earl W. Farnsworth.

Gillette-Campbell Co. Fair Assn. Aug. 26-27.

Jackson-Jackson-Wilson Fair & Rodeo, Aug.

Lusk-Niobrara Co. Pair. Aug. 20-22. Dr.

Powell-Big Horn Basin Fair. Aug. 17-20. R. A.

Torrington-Goshen Co. Fair and Rodeo. Sept.

CANADA

ALBERTA

Calgary-Calgary Exhn. & Stampede, July 11-16. J Charles Yule.

Edmonton-Edmonton Exhn. July 18-23. Bar-bara E. Bannerman.

Lethbridge-Lethbridge & Dist. Exhn. & Rodeo. June 27-29. C. E. Parry. Red Deer-Red Deer Agrl. Soc. Aug. 4-0. D W. Robertson.

20.4

Afton-Lincoin Co. Fair. Aug. 26-27.

Earl A. Polley, Rochester, Wis.

tive). Oren G. Johnson.

M. Reed

R. L. Vrolstad.

W Catteay

Lavine.

H. A. Kiefer

B. Long

22-27

Allen.

H L. Rains. -

Ben C. Kohrs.

Walter E. Reckling.

3-5. E. P. Perry.

Hile.

14. Michael Burns.

25. W. H. Dougherty.

H. H. Cummings.

28. John H. Miles.

H N Haferbecker.

28. W. P. Puller.

18 A. A. Stroschein.

28. Am

Bioux Falls-Sioux Empire Fair Assn.

#### TENNESSEE

Alamo-American Legion Fair. Oct. 1st week. P. B. Fewell.

Ashland City-Cheatham Co. Fair Assn. Sept. 29-Oct. 1. Brantley Smith.

Athens-McMinn & Meigs Twin-County Fair. Sept. 26-Oct. 1. H. L. Moses.

Bolivar-Hardeman Co. Fair. Sept. 19-24. R. P. Shackelford.

Bolivar-Hardeman Co. Colored Fair. Week of Oct. 3. W. B. Hunt.

Carthage-Carthage Agrl. Assn. Aug. 10-13. Stanton Hunter

Chattanooga-Chattanooga-Hamilton Co. Interstate Fair. Sept. 19-24. Mrs. Maude M. Atwood.

Clarksville-Montgomery Co. Fair Assn. Sept. 7-10. Mrs. Louise B. Booth.

Clarksville-Montgomery Co. Negro Fair. Aug. 18-20. Pope G. Garrett Sr.

Columbia - Mid-State Fair. Week of Oct. 3

George L. Buchnau. Cookeville-Putnam Co. Fair. Sept. 8-10. W. J. Huddleston.

Crossville-Cumberland Co. Fair Assn. Sept. 1-3. Lester Hill Jr.

Dyersburg-Dyer Co. Fair Assn. Sept. 19-24. J. H. Parker.

Erwin-Unicoi Co. Fair Assn. Sept. 21-24. Hassel Evans.

Payetteville-Lincoln Co. Fair. Sept. 12-17. E. C. Templeton.

Franklin-Williamson Co. Fair. Sept. 6-10. Malcolm Wakefield.

Gainesboro-Jackson Co. Agrl. Fair. Sept. 15-17. Johnnie Brown.

Gallatin-Sumner Co. Fair. Aug. 17-20. R. M. Reese Jr.

Gallatin-Sumner Co. Colored Fair. Aug. 25-

27 Edw V. Anthony. Greeneville-Ottway Fair Assn. Sept. 19-24.

George Justis. Greeneville-Greene Co. Agrl. Pair. Aug. 31-

Bept. 3. James N. Hardin.

Harriman-Roane Co. Fair. Sept. 5-10. W. B Stout.

Buntingdon-Carroll Co. Fair. Sept. 26-Oct. 1. J. F. Walters.

Jackson-West Tennessee District Fair. Sept 12-17. A. U Taylor.

Jackson-Madison Co. Colored Fair. Sept. 19-

24. J. E. McNeely. Jamestown-Fentress Co. Fair Assn. Sept. 8 10. P G. Crooks.

Jonesboro-Washington Co. Fair Assn. Sept. 7-10. Mrs. Paul A. Dillow.

Enoxville-Tennessee Valley Fair. Sept. 12-17. Pat W. Kerr.

Lawrenceburg - Lawrence Co.-Tenn. Valley Pair. Sept. 26-Oct. 1. Dr. E. R. Braly.

Lebanon-Wilson Co Fair. Bept. 14-17. A. W.

McCartney. Lexington-Henderson Co. Colored Fair. Sept.

11-17. Prof. C. C. Bond. Madisonville-Monroe Co. Fair. Sept. 5-10.

Clyde N. Taylor.

Manchester-Coffee-Co. Fair Assn. Sept. 22-34. David W. Shields Jr. McMinnville-Warren Co. Fair. Aug. 25-27.

H. S. Wilson.

Memphis-Mid-South Fair and Livestock Show. Sept. 22-Oct. 1. Lewis B. Herring Jr.

1.00

14

C O. Miller Jr. Paris-Lamar District Fair Assn. Aug. 29-Sept. 3 Nathan Bell Jr.

Pecos-Pecos Rodeo & Fair Assn. Sept. 29-Oct. 1. Alton Hughes.

Richardson - Richardson Community Fair. Aug. 24-27. Mrs. Neely Huffhines.

Pittsburg-Northeast Texas Fair Assn. Sept. 28-Oct. 2. O. A. (Al) Hall.

Rosenberg-Fort Bend Co. Fair Assn. Oct. 6-9. George H. Lee.

Shamrock-State Line Free Fair, Sept. 22-24. Guy Hill. Temple-Central Texas Fair. Sept. 20-24. Earl

T. Pate.

fexarkana-Four-States Pair. Oct. 3-9. L. E Gillilano. fyler-East Texas Fair Assn. Sept. 12-17

C. R Heaton Waco-Waco Centennial Expo. Oct. 24-30. W.

S. Hammond.

Waller-Waller Co. Fair, Sept. 22-24, S. E. Mayo.

Wharton Wharton Co. Fair. Sept. 27-Oct. 1. H Charles Koehl Jr.

#### UTAH

Coalville-Summit Co. Fair. Aug. 25-27. Ralph Rees.

Deseret-Millard Co. Fair & Rodeo. Aug. 19-

20. Cecil Warner. Heber-Wasatch Co. Fair. Aug. 12-13. Mrs. A. C. Moulton.

Kaysville-Davis Co. Fair. Aug. 26-27. Archie Clayton, Farmington, Utah.

Logan-Cache Co. Fair & Rodeo. Aug. 26-28 M R. Hovey.

Manti-Sanpete Co. Fair. Sept. 1-3. Archie M. Mellor.

Morgan-Morgan Co. Fair. Sept. 1-3. James T. Palmer.

Murray-Salt Lake Co. Fair. Aug. 24-27. Mac Bello, 2636 S. 20th St., Salt Lake City.

Nephi-Juab Co. Fair Assn. Sept. 8-10. J. E. Worthington.

Ogden-Ogden Livestock Show. Nov. 12-16. E. J. Fjeldsted.

Parowan-Iron Co. Fair. Sept. 1-3. H. L. Adams.

Richfield-Sevier Co. Fair. Aug. 25-27. Ernest R. Anderson.

Salt Lake City-Utah State Fair. Sept. 16-24 J. A. Theobald.

Tooele-Tooele Co. Fair. Sept. 9-10. Oren Probert.

Tremonton-Box Elder Co. Fair Assn. Sept. 1-3. Robt. Stewart.

#### VERMONT

Barton-Orleans Co. Fair Assn. Aug. 18-20.

Louise A. Gallup, Orleans, Vt. Essex Junction-Champlain Valley Expo. Aug.

29-Sept. 4. H. K. Drury. Hartland-Hartland Fair. Aug. 24-26. M. P. Rogers, Woodstock, Vt. Lyndonville-Caledonia Co. Fair Assn. Aug.

25-27 A. E. Donahue. Rutland-Rutland Fair. Sept. 5-10. Arthur B. Porter.

Funbridge-Union Agrl. Soc. Sept. 20-22. Edw.

R. Flint.

#### VIRGINIA

The second se

Amherst-Amherst Co. Fair Assn. Oct. 17-22. W. M. Gannaway. Bland-Bland Co. Fair Assn. Sept. 2-10. T. E.

Mallory.

Bidlake

Lynden-North Wash. Dist. Fair. Aug. 18-20. A. L Lawyer.

Monroe-Evergreen State Fair, Sept. 8-11. B. T Moore, Everett, Wash.

Mount Vernon-Skagit Co. & 4-H Fair. Aug. 31-Sept. 3. Mrs. Julia Tewalt.

Port Angeles-Clallam Co. Fair. Aug. 26-28. Ed R. Hagerty.

Port Townsend-Jefferson Co. 4-H Club Fair. Aug. 18-20. Mrs. George Huntingford, Chimacum.

Puyallup-Western Washington Fair Assn. Sept. 17-25. J. H. McMurray.

Skamokawa-Wahkiakum Co. Fair Assn. Sept. 8-10. H. O. Weyrich, Cathlamet, Wash, Stevenson-Skaminia Co. Fair. Sept. 1-3.

Gorden Wells, Carson, Wash. Walla Walla-Southeastern Washington Fair.

Sept 2-5 Leslie L. Stewart.

Waterville- North Central Washington Fair. Sept 16-18. G. Merton Dick. Yakima-Central Washington Fair Assn. Sept.

28-Oct. 2 J. Hugh King. Yakima--Washington 4-H Club Pair. Sept. 28-Oct. 2. Chas. T. Meenach, Pullman.

#### WEST VIRGINIA

Charleston-West Virginia Agrl. and Indust. Fair. Sept. 3-11. T. H. McGovran.

Daybrook-Clay District Fair. Sept. 15-17. Mrs. Scott Bunner, R. 2, Fairview, W. Va.

Gassaway-Lions Club Community Pair. Aug.

15-20. Carl I. Skidmore. Glenville- Gilmer Co. Fair. Aug. 10-13. Nellie

Lee Taggart. Grafton-Taylor Co. Fair Assn. Sept. 1-3.

J. A. Keller. Helvetia-Helvetia Community Pair Assn. Sept. 15-17. Mrs. James McNeal.

Huntington -KYOWVA Fair Corp. Aug. 14-20.

Lewisburg-Ronceverte-State Fair of W. Va. Aug 22-27. C. T. Sydenstricker.

Marlinton-Pocahontas Co. Fair. Aug. 15-

Parsons-Tucker Co. Fair. Late in Sept. E. L.

Philippi-Barbour Co. Street Fair Assn. Sept.

Sutton -Braxton Co. Fair Assn. Aug. 29-Sept.

Washington-Beaufort Co. Fair Assn. Week of

Webster Springs-Webster Co. Fair Assn. Sept.

WISCONSIN

Antigo-Langlade Co. 4-H Fair, Aug. 5-7. Ira

Athens-Athens Agrl. Assn. Aug. 29-Sept. 1.

Baraboo-Sauk Co, Agrl. Soc. Aug. 29-Sept. 1. George W. Davies, North Freedom, Wis. Beaver Dam-Dodge Co. Pair Assn. Sept. 8-

Black River Falls-Jackson Co. Agrl. Boc. Aug. 27-30. Douglas J. Curran. Bloomington-Blakes Prairie Agrl. Soc. Sept.

Cedarburg-Ozaukee Co. Free Fair. Aug. 11-14.

Carl J. Blume, Thiensville, Wis. Chilton-Calumet Co. Agrl. Assn. Sept. 3-5.

Chippewa Falls-Northern Wis. Dist. Fair. Aug. 2-7. A. L. Putnam.

Orandon-Forest Co. Agri. Boc. Aug. 18-21.

Lester Grandine, Argonne, Wis.

James T Hetzer.

20. Fred C. Allen.

3. Earle Morrison.

R. Neuenschwander.

11. Forrest Knaup.

Herbert F. Harder.

15-18. Robert O. Brodt.

21-24. Mary K. Barnes.

Oct. 17. H. P. Webster.

5-10. Betty Hartmann.

Moon

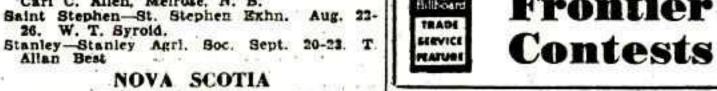
V. Goodell.



### The Billboard

#### FAIRS-EXPOSITIONS 71

Fitzallen. Vermilion-Vermilion Exhn. July 28-30. S. Carl	Quebec City-Quebec Expo. Sept. 2-11. Emery Boucher. Richmond-Richmond Co. Agrl. Soc. Aug. 18- 20. Antoinette Linahen.		ion Haven't Put
BRITISH COLUMBIA	Roberval-Roberval Fair. Aug. 24-28. Paul A	ou icuis or mice	
Abbotsford-Central Fraser Valley Fair. Aug.	Paquin. Saint Francois-du-Lac-Yamaska Co. Agri.	The Dreate on	C
17-18. L. J. Kettle.	Soc. Aug. 15-17. Alex. Trudeau	I I NE Dreaks on	Gerald Snellens
Alberni-Alberni Dist. Fair Assn. Aug. 25-27. C. S. Buzzard, Port Alberni, B. C.	Saint Pascal-Kamouraska Agrl. Soc. Aug 26-29. Alphonse Raumond.	Provinsional interview californian provinsion	
Armstrong-Interior Provincial Exhn. Sept.	Shawville-Shawville Fair. Sept. 21-24. R. W.		- the second
12-15. Mat. Hassen. Chilliwack-Chilliwack Agrl. Assn. Sept. 7-9	Hodgins. Sherbrooke—Sherbrooke Fair. Aug. 27-Sept.	(Continued from page 51)	fee, Chesterfield, Camels and Old
Ian T. Hepburn.	2. Marguerite St. Pierre. Trois-Rivieres-Trois-Rivieres Expo. Aug	years this experience came in handy	
Cloverdale-Cloverdale Agrl. Assn. Sept. 16-17. T. W. Currie, R. R. 3, New Westminster.	19-28 H. Paul Martin.	when it was necessary to count the	이 이것이다. 이것 같아요. 이 것이 있지? 이 것이 않는 것이 같아요. 나는 것이 있지? 것이 같아요. 이것이 많아요. 아무나 가지 않는 것이 같아요. 이것이 가지 않는 것이 같아요. 이것이 있다. 이것이 있다. 것이 같아요. 이것이 있다. 것이 같아요. 이것이 않아요. 이것이 있다.
combs-Arrowsmith Agri. Assn. Sept. 9-10.	Valleyfield-Valleyfield Fair, Aug. 11-14, B. A Keys	number of loads of shavings or cin-	
A. J. Mason, Hilliers, B. C. Courtenay-Comox Agrl. Assn., Sept. 3-5. P.	Victoriaville-Arthabaska Agrl. Soc. Aug	ders and to apportion their cost among agents who were themselves	
N. Knight.	11-14. J. Vincent Lanouette.	capable of keeping up with an adding	
Duncan-Cowichan Agri, Soc. Sept. 8-10. W. R. Barker.	SASKATCHEWAN	machine.	dollars.
Gibson's Landing-Gibson's Agrl. Soc. Aug.	Assinibola-Assinibola Agrl. Fair. July 4-5. Walter McMorine.	It goes against the grain of Gerald	102 BENERAL BESS
19-20. Mrs. M. LeFeuvre. Haney-Maple Ridge Agri. Assn. Sept. 8-9.	Carnduff-Carnduff Agrl. Soc. July 27-28. C.	to be idle. He never takes a full-	110 JOD 100 Dig
J. B. Pattern.	8. Preston. Craik—Craik Agrl. Soc. July 26-27. A. J.	fledged vacation. For relaxation he	Gerald's personality and forward-
Ladysmith-Ladysmith Agri. Assn. Sept. 21-	Barnett.	is likely to take on additional chores.	ness opens all doors to him. He has the persistence of a machine and has
22. Rev. C. McDiarmid. Langley Prairie-Langley Agrl. Assn. Sept.	Estevan-Estevan Agrl. Soc. July 4-5. Mrs Ethel Dean.	While still a candy butcher, and when	never been known to regard any sit-
13-14. Leone Anderson.	Gravelbourg-Gravelbourg Agrl. Soc. July 6-7.	there was more need for additional	uation as impossible. He has been
Lillooet-Lillooet Fair Assn. Sept. 15-16. Mrs. M. Baley.	Mrs. M. L. Dorais. Humboldt-Humboldt Agrl. Soc. July 12-13.	revenue, Gerald became a peanut	known to look at a lot on which a
Mission-Mission Agri. Assn. Aug. 19-20. Len	J. Mildenberger.	vender on Southern railroads for about nine winters.	good croquet contest might be staged
Turner. Nanaimo-Nanaimo Agri. Boc. Sept. 15-17.	Lloydminster-Lloydminster Agri. Exhn. July 25-27. George K. Ross.	Gerald was trained in his promo-	and proclaim that he can squeeze the
Lois Morgan. Prince George-Prince George Agrl. Assn. Sept.	Meadow Lake-Meadow Lake Agri. Soc. July	tional adeptness by Bert Cole, who he	40-car World of Mirth in its environs.
3 and 5. J. Corner.	27-28. O. B. Young. Melfort-Melfort Agrl. Soc. July 21-23. J. C. C.	credits with being the best of all the	Allowed to go anead, he will succeed,
Quesnel—Cariboo Agri. Soc. Sept. 9-10. K. J. Smith.	Clarke.	many banner men who have worked	artho expansion of the lot will most
Salmon Arm-Salmon Arm Agrl. Assn. Sept.	Melville-Melville Agrl. Soc. July 8-9. Hector Loveridge.	this land-even including himself.	likely include removal of several back fences, chicken coops, fruit trees
22-23. Mrs. J. P. Doc. Vancouver-Pacific Natl. Exhn. Aug. 24-Sept. 5.	Moose Jaw-Moose Jaw Ethn. July 6-9. Mrs.	Cole used to sell a bank and an auto-	and a section of sidewall
V. Ben Williams.	V. Hyland. Nipawin-Nipawin Agrl. Soc. Aug. 8-9. Mrs.	mobile ad each day at \$112.50 for each	Other occupational passions affect-
MANITOBA	G. Carter, Codette, Sask.	banner. Gerald was allowed to han-	
Brandon-Provincial Exhn. of Man. July 4-8	North Battleford-North Battleford Agrl. Soc. Aug. 8-10. N. W. Symonds.	dle the candy stand banners and this experience eventually led to his ped-	Negative the state of the second state of the second state
S. C. McLennan. Carman-Dufferin Agri. Boc. July 14-16. J. P.	Prince Albert-Prince Albert Agri Soc. Aug	dling banners for Hagenbeck-Wallace,	mendation is to "hit it like the
Harrison. Portage la Prairie-Portage Indust. Exhn. July	11-13. Gordon M Cook.	Sells-Floto, John Robinson, Al G.	Ringling show," and in this he suc-
11-13. Keith Stewart.	Regina-Regina Exhn. Aug. 1-6. T. H. McLeod.	Barnes and the Sparks circuses,	ceeds, even to use of multiple tack
NEW BRUNSWICK	Saskatoon-Saskatoon Indust. Exhn. July 25- 30. S. N. MacEachern.	which once formed the American Cir-	banners. His salesmanship puts him
Bathurst-Gloucester Co. Exhn. Sept. 13-16.	Shaunavon-Shaunavon Agrl. Soc. July 29-30.	cus Corporation. He sold a Coca-	across in many newspaper offices and
Chatham-Chatham Exhn. Sept. 5-10. C. K.	A. H. Swain.	Cola banner each day on the Hagen-	are all largely concerned with him as
McKnight.	Swift Current-Frontier Days Agri. Fair & Rodeo. July 1-2. M. E. Dodds.	beck show for \$112.50.	a personality. This, Bergen claims,
Gageetown-Queens Co. Fair, Assn. Sept. 14-15. Fred Hyatt, Cambridge, N. B.	Weyburn-Weyburn Agrl. Soc. July 1-2. Roy-	No Bed of Roses	is no good since he is a free attraction.
Keswick-Keswick Fair Assn. Sept. 14-15. J.	den Schultz. Yorkton-Yorkton Exhn July 18-20. An-	Linderman hired Gerald as a con-	Manutad in 1024
Walter Inch., R. R. 1, Fredericton, N. B. Loch Lomond-Loch Lomond Pair. Sept. 13-	toinette Draftenza.	tracting agent. "Naturally, I didn't	Gerald was married in 1936. His
14. W. S. Waters, R. R. 1, St. John, N. B.	1	know anything about the carnival	wife, Florence, who toured with him
Port Elgin-Port Elgin Exhn. Sept. 21-22. Carl C. Allen, Melrose, N. B.	Frontion	business, but I picked it up fast," Gerald says. The lean years necessi-	for several years, now resides at the
Balat Stanhan Ot Stanhan Wehn Aug 99.		Geraid says, the lean years necessi-	



1

Truro-Central N. S. Exhn. Aug. 30-Sept. 2 A. B. Banks.

26. W. T. Syrold.

Allan Best

ONTARIO

Texarkana-Four States Fair Rodeo. June

ARKANSAS

22-25. L. E. Gilliland.

Beachburg-North Renfrew Agrl. Soc. Sept. 8-10. Mrs. Mabel Kenny. Elmvale-Elmvale Fair. Sept. 19-21. Alice

M. Smith. Fort William-Canadian Lakehead Exhn. Aug

8-13. Wilfred Walker.

Lansdowne-Lansdowne Agri Soc. Aug. 25-27 L. W Moxley.

Lindsay-Lindsay Central Exhn. Sept. 20-24 B. L. McLean. London-Western Pair. Sept. 12-17. W. D

Jackson Ottawa-Central Can. Exhn. Aug. 22-27. H H

McElroy. Owen Sound-Owen Sound Agri. Soc. Sept. 29-

Oct. 1. Charles F. Cum.ning.

Ridgetown-Ridgetown Dist. Agrl. Soc. Aug 23-25 R. W. Green.

Simcoe-Norfolk Co. Agrl Boc. Oct. 4-8 Harold I. Pond.

Tillsonburg-Tillsonburg & Dereham Pair. Sept 20-22. Jack M. Climie.

Toronto-Canadian Nati. Exhn. Aug. 26-Sept 10. Elwood A. Hughes.

Woodstock-Woodstock Agrl. Soc Sept 20-22 J F. Nephew.

#### PRINCE EDWARD ISLAND

Charlottetown-Prince Edward Island Pro-vincial Exhn. Aug. 15-19. G. H. Buntain.

#### OUEBEC

Ayers Cliff-Stanstead Co. Agri. Soc Aug. 25-27. M. B. Corey.

Chapeau-Chapeau Agri. Soc. Sept. 19-21 Irvine P Cahili.

Granby-Granby Hort, Boc. Sept. 8-11. Loran G Ball.

Lachute-Lachute Pair. June 15-18. Alex Bothwell.

Ormstown-Ormstown Ezhn, June 7-11. Carlyle Dickson.



ville Country Fair, September 17-18, sponsored by Terryville (Conn.) Lions Club. Write: J. FRANCIS RYAN, Chairman 8 Oek St., Terryville, Conn.

1.10

#### CALIFORNIA

Eureka-Redwood Empire Rodeo. June 24-26 Ralph Barnes.

Livermore-Livermore Rodeo. June 11-12. John E. Jensen.

Lodi-DAV Chapter 59 Rodeo. June 1-4. Ellwood Allen.

Salinas-California Rodeo. June 16-19. Santa Maria-Elks Rodeo & Race Meet. June 4-5. H. L. Tilley.

Tracy-Frontier Days Celebration. June 3-5. J. S. McNeill, Chamber of Commerce.

#### COLORADO

Canon City-Royal Gorge Roundup. June 11-12. William Wilson.

#### IDAHO

Buhl-Buhl Rodeo. June 16-18. Filer-Sheriff's Posse Rodeo. June 23-25. Rigby-Pioneer Rodeo. June 15-16.

#### KANSAS

Garden City-Garden City Rodeo. June 10-12. John Collins.

Strong City-Flint Hills Rodeo. June 3-5. Mel Provost.

#### NEBRASKA

Alliance-Alliance Rodeo. June 24-26. H. E. Wingstad.

NEVADA Elko-Sliver State Stampede, June 24-26 Douglas Trail.

#### NEW MEXICO Carlshad-Elks' Rodco. June 3-5. Skipper Rigdon.

Clovis-Clovis Rodeo. June 1-4. Joe Jennings.

#### OKLAHOMA

Comanche-Rodeo. June 15-17. L. J. Fitzgerald, Chamber of Commerce. Pauls Valley-Roundup Club Rodeo. June 23-25. Ralph Stufflebean.

#### OREGON

Sisters-Sisters Rodeo, June 35-26. Lewis Luckenoffl.

#### TEXAS

Gatesville-Firemen's Rodeo. June 8-11. Elland Lovejoy. Gladewater-Roundup. June 14-17. William

T. Randolph.

Lubbock-Boys' Club Rodeo. June 8-11. Harry Von Horn.

Tyler-Tyler Rodeo. June 7-11. Thomas A Burns.

#### UTAH

Lehi-Lehi Roundup. June 29-July 2. J. F. Gurney. Pleasant Grove-Strawberry Days Rodeo. June

1-4. Elwood Allen

#### WYOMING

Greybuli-Days of '49 Rodeo. June 11-12 Larry Probst

### CANADA

Lethbridge, Alta .- Rodeo, June 27-38. C. E. Parry. Maple Creek, Sask .- Roundup, June 28-29.

R. C. Horley.

Gerald benefited considerably from the show's ultimate prosperity. He was always considered a valuable adjunct, even the his continued association in an executive capacity was often maintained only by the distance between the town in which he was in and the show he had left behind. His altercations with Linderman, which began in a serious vein, developed into a Weber and Fields routine. The principals eventually came to enjoy the squabbles almost as much as show personnel and, as if by appointment, they squared off every Monday morning.

tated manifold duties to eke out a

buck. Winter quarters activities of

all, including top-bracket personnel,

included pushing wheelbarrows and

salvaging used nails which were

straightened by hand so that build-

ing operations could continue.

#### Bergen Sparring Partner

Since Linderman's passing Bergen has filled the challenger's corner, but the aged warrior is as much an individualist today as he ever was and remains unconquered. The heat of battle, with prankster L. Harvey (Doc) Cann, traffic manager-concessionaire-showman, kindling the necessary fire, can easily be heard above the Monday set-ups.

Gerald's particular forte is the peddling of national advertising, and he is unexcelled in the field. This season World of Mirth will carry ads in the form of lighted boards and neon displays for Coca-Cola, International Harvester, Philip Morris, Swift & Company, Freuhauf Trailers; Pepsi-Cola, White House tea and cof- chairman.

fair designer, in Raleigh, N. C., George A. Hamid, Dr. J. S. Dorton, Frank Bergen, Bucky Allen, Jack Kochman and Sam Nunis were relaxing after a bountiful meal. In a matter of minutes the conversation turned, as it inevitably will, to Gerald.

family farm outside of Allentown, Pa.,

where they raise dogs, chickens, tur-

country who is acquainted with Ger-

ald has a story to tell about him. Last

winter at the home of R. J. Pearse.

Every fair and showman in the

keys and goats.

Dr. Dorton, manager of North Carolina State Fair and operator of the Charlotte and Shelby, N. C., annuals, recalled the time Gerald "borrowed" a water wagon belonging to the State highway department. Somehow it got loaded on the show train. In the next town it was equipped with four new rubber tires and painted and lettered with the show title and slogan. It had been transformed from a dusty, creaking piece of equipment into a thing of beauty and Gerald was proud of it to the extent that he used to ride the high seat to operate the levers while sporting his cane, fawn colored gloves and cigars. Gerald was completely happy until Dorton visited the show at a later date and spotted the missing vehicle.

Gerald has lived a full life and enjoyed every minute of it. If he had it to do over again he would make no other choice. But, he says, "I might use different methods."

MOUNT HOREB, Wis., May 21 .--Libby, McNeil & Libby; Shell Oil The Mount Horeb Fall Frolic resumes Company, Valspar, Valentine and this year, September 8-10, after a Chevrolet. In the past he has sold five-year lapse. Ben Mavis is general

# ALABAMA STATE FAIR **BIRMINGHAM, WEEK OF OCTOBER 4TH**

Space Available for Legitimate Merchandise and

**Catering Concessions** 

Novelties, Scales, Age, Candy Apples, Cotton Candy, Ice Cream Have Been Sold Exclusive.

## J. C. McCAFFERY

SUITE 2200, 203 NORTH WABASH AVE.

CHICAGO 1, III.



## CARNIVALS

Communications to 155 N. Clark St., Chicago 1, Ill.

# 2 Mass. Spots **Give Strates Potent Takes**

## Weather Only Problem

SPRINGFIELD, Mass., May 21.-James E. Strates Shows opened here Monday (16) to good business despite chilly weather which cleared the lot fairly early. Crowd spent well, however.

The previous week at North Adams also was handicapped by cold nights, which held Monday (9) and Tuesday (10) attendance down. Warm weather Wednesday (11) saw business pick up at a good matinee and it continued good the rest of the week. Friday (13) had one of the best matinees of the season thus far, and a big night attendance prevailed Saturday (14), which put the shows well into the black for the week,

### **Big Dough for Eagle**

Coming into the heavy dough at North Adams was Nate Eagle's Hollywood Midget Movie Stars Revue, which did capacity business the final four days. Show's front has been redecorated and new lighting effects have been added. Old panels have been replaced by life-size pictures of the entertainers. Line-up of the midget revue includes Harry Klima, emsee; Don Williams, tap dancer; Frank Cucksey, singer; Neda Krebs, ballerina; Mary Lew Kirkendal, impressionist; Marie Wood, song stylist; Ann Sholter, singer and dancer, Dottie Wenzel, featured star; Muriel Malone Eagle, pianist, and Lew Hamilton, manager.

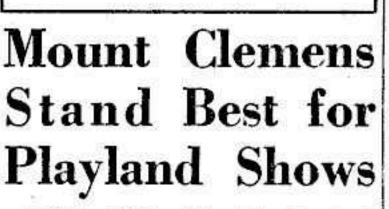
Doc Hartwick has enlarged his menagerie collection by adding sev-

# **Saturation Point?**

CHESTER, Pa., May 21 .---Looks as the this burg might harbor a fair percentage of carnival fans, as no fewer than four well-known carny orgsand Larry Sunbrock's rodeohave played this vicinity in the past six weeks.

The carnival invasion started April 9, when the Penn Premier Shows premiered on the Fourth and Clayton Street lot at Trainer, followed the next week by the Exposition at Home Shows, on the streets at Eddystone.

Two weeks later the John H. Marks Shows set up on the Fourth and Clayton lot for a week's stand and the following week trekked across town to Eddystone for another session. The week of May 16 found the World of Mirth Shows bidding for patronage in the Eddystone section of town. Adding spice and variety, Larry Sunbrock's rodeo also whooped it up here for two days.



ALMA, Mich., May 21.-Playland Shows, operated by Jack Gallagher, after three weeks in the Detroit region, moved in here Monday (16) for a week's stand. Show closed Sunday night (15) in Flat Rock, Mich.

Best week to date was Mount Clemens, Gallagher said, where the show played under American Legion auspices. Opener, April 28, at Port Huron, for the AFL Papermakers' Union, and last week's Flat Rock stand for the Elks, were hit by weather.



JOHNSTOWN, Pa., May 21.-This city, third to harbor Johnny J. Jones Exposition, was tops, according to a midweek report, and was expected to prove the best of the still dates thus far by week's end. The date is running true to form since the town has always given the org high-bracket grosses.

On the other hand, Altoona, last week's stand, produced mostly cold weather and high winds, which spelled out light business. It might have been worse without a punchy publicity-ad campaign, which included 48 spots on the two network stations (WFBG-NBC and WJSW-MBS), plenty of free time, including a 15-minute program on WFBG featuring performers from Jerry Jackson's Minstrels, and 13 stories and photo layouts in the Altoona Tribune and Altoona Mirror. Jay Leipzig, press-radio rep, is on the advance, along with Peasy Hoffman, special agent.

Pat Purcell, of Skating Vanities. caught the show in Altoona and then left with his wife, Agnes, for New York, where he visited with Leonard Traube, whose company is handling JJJ national exploitation and tie-ups. General agent Ralph Lockett was headed for up-State New York to complete contracts. Manager Morris Lipsky caught the Ringling show in Washington Wednesday (18).



# **Batter Up!**

MACON, Ga., May 21 .- W. E. (Bill) Franks, veteran carnival operator who retired two years ago to his farm in Wilcox County near here, is back in action. This time as a baseball owner. Franks purchased the Rochelle, Ga., ball club, a semi-pro team.

The new owner has inserted a bit of show business into the club in the form of a feminine first baseman.

# Wallace Bros. **Memphis Gross** Surpasses '48

ANNA, Ill., May 21.-Wallace Bros. Shows, managed by Ernie Farrow, moved in here this week from Memphis, after closing a highly successful stand at Beale Street Park, Sunday (8), highlighting the Cotton Carnival's Negro program. Memphis attendance topped last year, with spending also free, to give the org a gross surpassing that of '48.

Personnel line-up follows:

Ernie Farrow, co-owner-manager; Dorothy Farrow, co-owner; Jack Oliver, general agent; Glenn Edwards, special agent; Glenn Osborne, legal adjuster; Margaret Miller, secretary; Earl Ricken, electrician: James Reed, ride superintendent: L. S. Miller, mailman.

Bill Boswell, Merry-Go-Round; James Reed, Perris Wheels: Austin Miller Spitfire; Kenneth Smith and James Dixon, kiddle auto and airplane; George Tipton, Chairplane; Ralph Wilkerson, Pretzel.

Thomas Cuttsinger is operating five shows, and Mandy Green has the New Orleans Minstrel unit.

Concessionaires: C. H. Krug, . Lewis Dayberry, Leonard Neil, Leonard Higgs, Forest Poole; John Rice, corn game; Al Hermann, Guy Peterson, Earl Ricken, Gene Cain, Wil-liam Garvis, cookhouse and popcorn; B. C. Cunningham, Earl Livingston, M. C. Kephart, Bum Start Fails Kenneth Wetzel, Russell Andres, Otis Howell; Pat O'Brien, shooting gallery, and L. S. Miller. pitch-til-you-win.

eral more birds, animals and serpents, including two penguins and cobras. Added attractions are proving a draw.

Ivan Fehnova, formerly with Mike Todd, has joined to assume his duties as producer and costumer of Jack Norman's Broadway to Hollywood Revue. Wayne Kingsley is superintendent of the new Caterpillar Diesel light plants. Prof. W. E. Alexander has joined with his Flea Circus and will open upon completion of a new platform wagon.

# Wagon Kills Sleeping **C&W Worker on Lot**

PHILADELPHIA, May 21. - William Sample, 45, of El Paso, Tex., an employee of the Cetlin & Wilson Shows, was crushed to death early Monday (16) at the show grounds near G. Street and Erie Avenue here where the shows were setting up for a week's stand. A show wagon passed over him while he lay asleep.

The tractor hauling the show wagon was driven by Lloyd Pulver, 19, of Miami. Pulver was arrested on a charge of involuntary manslaughter and held in \$1,500 bail for an inquest.

The shows were on the front pages of local newspapers again Wednesday (18), when Frank Trevor Keasler, head of a local advertising agency bearing his name, who disappeared last month after leaving a death note on a Longport, N. J., beach, was found selling tickets on the Animal Show. Apparently a victim of amnesia, Keasler was located by investigators of an insurance company.

## **Cox WOM Press Agent**

CHESTER, Pa., May 21 .- Richmond Cox joined the World of Mirth Shows last week in Wilmington, Del., to take over the long-vacant publicity department. Cox was last in government service in Washington. Before that he served in the army and with The Spartanburg (S. C.) Herald-Journal.

Show added a new Octopus and John Bruckert joined Funhouse. here with his Five-in-One.

Staff: John Gallagher, owner-manager: Bessie Gallagher, secretary-treasurer; Jimmie Gallagher, business manager; Edward H. Parker, advertising; Al Davis, scenic artist; Al Parker, electrician; Bill Kilman, mechanic; Andrew Eren, porter, and Franklin Smith, assistant.

Rides: Ferris Wheel, David Ward, manager; W. J. Thomas, assistant. Caterpillar, Donald Shady, manager; John Clifton, assistant. Octopus, James Alexon, proprietor; Swing-a-Roo, Clarence Aldrich; Dipsy Doodle, Tim Ayotte; Kiddie Rides, Bill and Helen Kilman; Jackie Schreiber, assistant; Margaret Kavanaugh, head cashier; Lucille Mallett and Mary Alexander, cashiers. Tim Ayotte has the Funhouse.

Concessionaires: Jimmie Gallagher, 4, Don and Rose Campbell and Lloyd Cave, assistants; Eddie McCune, 4; Joe Murphy, 2, Jim Scott and Speedy Merrill, assistants: Louis Stone. razzle board, Stash Rubin and Terry Gorman. assistants; Joe Miller, 3, Mary, Lily, Chi-Chi and John Miller, assistants; Mr. and Mrs. Jack Winters, 2, Bill Hamilton, Jimmie Wisswa; Florence and Bob Venner, bingo, Harry Davis and Joe Kling, assistants; Buster and Mary Kelly, pan game; Mike and Clara Balog, popcorn, Russell Pullbush, assistant.



MONROE, Mich., May 21 .- John F. Reid's Happyland Shows opened a two-week stand here Monday (16) after two weeks at Royal Oak, Detroit suburb, under VFW auspices. Royal Oak biz was reported on a par with last year.

Morris Lanning, brother of the late George Lanning, killed last week while performing on the high pole at Battle Creek, Mich., will join Reid's org at Port Huron, Mich., Decoration Day. Morris also does a high pole act.

Shows go to Battle Creek from here, then to Benton Harbor and Kalamazoo before returning to Ypsilanti July 4.

# To Lick Hopeful Buck Tabs Big Allen-Smith Org

KINGSTON, N. Y., May 21.- A few months ago, in the face of then prevalent recession talk, a new org, the Allen-Smith Shows, was formed with high hopes. As it went into its fourth week on the road here Monday night (16) hopes were no less high, despite battling frigid weather that put the blast on its three initial stanzas. because given clear skies and people-and the org has had a taste or two-a new babe in the alfresco field will wind up a winner.

Irving Smith and his partner, Frank Allen, have put together the nucleus of a winning unit. Smith has the economic situation tabbed in a business-like way and together with his partner has kept the nut of the show trimmed in anticipation of some possible stringent times. Some surefire dates which hinge only on the weather, proven to the partners in their treks with orgs, are in the offing

#### Nice Appearance

With the fresh appearance that goes with newness, the org carries kiddle Whip, Merry-Go-Round, Ferris Wheel and Octopus. A gal show, sporting an attractive front that would enable it to keep pace in a bigger league, is to be supplemented here by an animal show and a walkthru. The rides could be doubled but would mean little to the office at this time, Smith said. About 20 concessions, some six of which are center joints, provide adequate flash

behind an attractive new marquee. Show's mobile units, all of meent vintage, sparkle in fresh paint. A plush office in a semi assures committees and politicos of a warm and friendly reception. Phil Cunningham. secretary-treasurer, presides over the nerve-center.

For the past two years Smith was (See Allen-Smith Start on page 81).

# **Biz in Menands**

MENANDS, N. Y., May 21 .- With a record matinee on closing Saturday (21) and a heavy night play thruout the week, the O. C. Buck Expositions garnered a big take here.

Roxie Lee's Hour of Charm unit is clicking solidly. The 35-minute performance includes three line routines, five specialties, a vocalist and a featured dancer. A new Hammond organ was added by Owner Buck this week. It is played by Paul Rickard. Paul Wimar is emsee.

Unit personnel includes Sally Beldock, Ida Mae Coy Barbara Hanish, Patricia Henkel, Candy Richard, Roxie Lee, Paul Richard, Paul Wimar, Harry Monk and Francis Lennon.

The Lee Posing Show, Fantasies, is also chalking good biz. Personnel includes Hy Pollock, talker; Joyce Winter and Julia Woods, models, and Edward Clevenshire, ticket seller.

Visitors included Steve Decker, Ross Ma ning, Arthur Campfield, Carl Riekert, Bill (Pogie) O'Brien, Bill Kennedy, Leo and Bill Doran, and Maurice Relyea. James Quinn returned after a trip thru New England.

# Down River Org Plays Romeo, Mich., **Blossom Festival**

DETROIT, May 21.-Down River Amusement Company ends a return engagement in River Rouge tonight. Shows opened there April 1. The Teeter Sisters, high act, are featured. Org, which played Roseville and

Milan in between the two River Rouge stands, next plays the Romeo, Mich., Blossom Festival. O'her spots (See Down River Roster on page 81)



### The Billboard

#### CARNIVALS 73

# Skippered by Vet Mel Dodson, Imperial Impresses; Lighting, **All Depts. Show Improvements**

#### By Herb Dotten

TERRE HAUTE, Ind., May 23 .- Dodson's Imperial Shows, marking its third week out here, is a far cry from preceding editions under different titles, the Imperial Exposition, managed by Martin Arthur last year, and Max Goodman's Wonder Shows of America in 1947. On every count, the Dodson org is vastly improved. A reported \$68,000 expenditure was made on it during the winter, and this, coupled with new attractions booked on, gives it substantially more money-earning potential and customer-appeal. The change in lighting is outstanding. Vari-colored fluorescent lights,

lavishly used, predominate. The four giant light towers and the 16 smaller side towers, in combination with the twin Ferris Wheels, carry a powerful wallop.

Show fronts this year pack far greater strength than last year. So does the entertainment. Chief among the back-end additions are the Illusion Show and Side Show, owned by Ray Cramer, and the Pandora, gal show unit, and Harlem Showboat, both managed by Charlie Teichner.

#### **Ride Line-Up Bolstered**

Added strength also has been given the ride line-up. Harry Ward, brother of John R. Ward, owner of the shows bearing his name, has booked a Caterpillar, auto and airplane kiddie rides, and S. W. Porth has placed his Tilt-a-Whirl. All other rides are office-owned and in top shape.

Two of the office-owned rides, pony cart and boat ride, are new. Six kiddie devices are carried, and four of these are bunched effectively, with the other two, a miniature Roller Coaster and Miniature Train, spotted in the back-end.

Major rides embrace a Skooter, Twin Ferris Wheels, Rocket, Merry-Go-Round, Loop-o-Plane and Fly-o-Plane, in addition to Ward's Caterpillar and Porth's Tilt.

**Carries** Own Band

Warren, trainmaster; Chick Franklin, press agent; Ed Bruer, special agent; Henry Mc-Caulley, Diesel electrician; Robert Briggs, electrician; Pinky McCormick, band leader; Harry Lee Johnson, scenic artist; William Plach, in charge of front gate; Mae McCaulley and Nancy Hollowell, front gate tickets; Eddie Newcomer, billposter, and James Donohue, mailman and The Billboard sales agent.

Clyde Hendricks, mechanic; Joseph Henderson, Thomas Parker, Linden Pegg and Michael Vernerable, tower crew; Kenneth Blevin, R. K. Grant, C. S. Dubile, Ed Kleinan, John Dodd, H. C. Miller, J. A. McCurwerk, Charles Clayton and O. C. Boggs, band members; Curley McCain, A. P. Priestly, Rubin Blue, Junior Plakk, Getchie Gable and Iceman Jones, train crew.

#### Rides

Octopus, Bill Cole, foreman; Daniel J. Thompson, assistant; Agnes Servic, tickets. Caterpillar, Jerry Boss, foreman; Mrs. Harry Ward, tickets. Tilt-a-Whirl, Luther Moore, foreman; J. H. Alvarez, assistant; Mrs. William Pink, ticket seller; B. A. Conn, ticket taker. Fly-o-Plane, Red Benton, foreman; Slim Servis, assistant; Martha Guild, tickets. Merry-Go-Round, Jess Richards, foreman; P. M. Davis, second man; Ross Thomas, assistant; Ann M. Guild, tickets. Kiddle auto and airplane, Harry Ward, owner; Raymond Kennedy, foreman; Dave Brooks, tickets. Kiddle Boats, Jack Hollowell, foreman-tickets; pony carts, Joe Miley, foreman.

Skooter, Steve Norwood, foreman; Hayden Madlock, assistant; James E. Johnson, Mrs. Carrie McCormick, tickets. Pony ride, Mr. and Mrs. Pony (Bud) Guild, owner-operators; Mrs. Mom Guild. Loop-o-Planc, John D. Wallace, foreman; Ray Eanes, assistant; Mrs. W. B. Sutcliffe, tickets. Ferris Wheels, J. B. Hodges, foreman; Jess King, assistant; Evelyn McCain, tickets. Rocket, Miniature Roller Coaster and Miniature Train crews not listed.

#### Shows

# MARKS SHOWS

# WANT

## WANT

**CONCESSIONS: Legitimate Merchandise Concessions of All Kinds.** RIDES: Spitfire, Tilt-A-Whirl or Any Other Ride Not Conflicting. RIDE HELP: Can Always Use Sober, Reliable Help On All Rides.

WANT

# S-L-I-M K-E-L-L-Y W-A-N-T-S

CAN PLACE FOR SIDE SHOW: SWORD SWALLOWER, MAGICIAN WITH PIGEON TRICK, GOOD ENTERTAINER WHO CAN LECTURE. ALOA CHIEF, WRITE. MONKEY TRAINER AND TALKER FOR WELL FRAMED MONKEY SHOW. WE HAVE GOOD STOCK.

GEEK SHOW TALKER TO TAKE CHARGE; GOOD P. C. PROPOSITION.

All Replies to MARKS SHOWS, Connellsville, Pa., This Week.



SHOWS: Will book Illusion, Fat Show, Wild Life, Unborn or any other Shows with own equipment.

All replies to JOHNNY J. DENTON, Harlan, Ky.



Sixty-two-year-old Mel Dodson, org's manager, who this winter acquired a half interest in the shows with J. C. McCaffery as his partner, has surrounded himself with some of the time-tested personnel which had been associated with him before he sold the World's Fair Shows to John R. Ward in 1945. Already the staff is working effectively.

In his return to the biz, Dodson has reintroduced some of the features long characteristic of his operation. Notable amon these is a band, used now at the entrance and in show ballies. Unit consists of 10 members but Dodson plans to increase it to 15. He also plans to build a band wagon for parades and said that it will remain on thru the fair season.

#### Show Train Rebuilt

Much of the winter outlay was spent on the rolling stock and in rebuilding the show train, which again comprises 25 cars, all office-owned. Last year some of the units were company flats. Thirteen wagons were discarded and as many new all-steel ones were built in quarters. An attractive paint job was given all wagons, with the effect heightened by large-sized paintings of various animals.

Railroad equipment is in top shape. Seven flats were acquired this winter from the John R. Ward Shows and one Puliman car was purchased from the Ringling-Barnum circus. These acquisitions, together with intensive repairs to carry-over units, have put the show train in its best condition in recent years.

First two stands of the season, the opener at the Birmingham Fat Show and last week at Nashville, failed to turn up a money-winner. Here, the org was greeted by warm, clear weather and fair business Monday and Tuesday (18-19).

Personnel line-up follows:

#### Staff

Mel G. Dodson, co-owner and manager; J. C. McCaffery, co-owner and general agent; Harold G. Inglish, secretary; Dave Picard, con-cession manager; Jack Pugal, concession secretary; Art Rliey, lot superintendent; Whitey

Pandora, Charles Teichner, owner; Mitzl as Pandora; Gloria Nagel, Marilyn Morea, Lillian Adler, Vivian Granese; Paul Morokoff, manager-producer; Mickey McKee, boss canvasman; Robert Welsh, p.-a. systems; Merle Allen, lighting

Harlem Showboat, Charles Teichner, owner; Butter Beans and Susie, featured; Annette Bailey, Dixie Gibsob, Tosca Bublin, Mr. and Mrs. Jigsaw Jackson, Emmalynne Mason, Neomi Thomas, Ethel Jackson, Bettye Scales. Sandy Burnes, Mary Scott, Flash Ford and Stella Ford; Edwin Simpson, Pete Jones, Whiskey Sheffield, Frank Stevenson, Earl Thomas and Sax Kari, band.

Side Show, Ray Cramer, manager; Charles LeRoy, magician-emsee; Shackles, handcuffs; Slim Jim Curtis, skeleton dude; Happy Jenny, fat girl; Ralph Johnstone, human art gallery; PoDo, fire-eater; Lady Clove, rubber-skin girl; Sealina, seal girl; Paul Dale, pop-cye; Johnnie Carpenter, torture act; Tam-Tam, leopard man; William Parnell, alligator boy; Captain Jack Berry and wife, impalement; Madam Kiki, mentalist; Billy (Mona) Hayes, annex attraction; Henny Valentine and Clifton King. front; Robert Smith and Frankie Sales, ticket sellers.

Illusion, Ray Cramer, manager; Mrs. Ray Cramer, assistant manager; Charles Hermes, magician-emsee; Andrew Scott, assistant to magician; Kay Hermes, Shirley Albright, Dixie Lee Williams, Helen Webb, Shirley Anderson. Mitzi Reiman and Otho Subrey, broom-boy superman, cast; William Salisbury, front; James Julian and Chester Morris, ticket sellers.

Unborn, Albert E. Schmid; Motordrome, Captain and Mrs. Rits, riders; George Riley, ticket seller: Betty Barton, ticket taker: Reptile, Zeke Shumway, owner; Luther Porter, inside; Roy McBrown, ticket seller; Hollywood (motion pictures), Roy Vall, projectionist; Jean Walsh and Vassie Mae Maddox, bally girls; Earl Walsh, tickets.

#### Shows

Hitler's Car, Louise Flint, manager; George L. Jackson, inside; J. C. Mason, tickets; Wild Animal, Mr. and Mrs. Zeke Shumway, owners: Funhouse, J. C. McPeek, ticket seller; Penny Arcade, Mr. and Mrs. Clint Nogle; Ed Caldwell and John Werner, assistants; Monkey, T. W. Freeman, owner-manager; Mrs. T. W. Freeman, ticket seller; Eddie Feutz, inside, and Shorty McBroom, canvasman; Laugh in the Dark, Kitty Pugal, owner-manager; Joe Thurman, foreman.

#### Concessions

Morris Friedenheim, new look dolls; Lucille Dodson Landrum and Hazel Brown, cat rack; Walter Langway, toy wheel; V. L. Miller, air guns; Bill and Marvin Bell, pistol range; Johnnie Hill, grocery wheel; Pred Shelton, balloon darts; Bill Plummer and Bob Bowman, buckets; Benny Nusall, darts; Curley Lilly and Bob Hendrixson, pan joint; Billy Garber, with Gladys Sarone, agent, pitchtill-you-win; Eddie and Mom Reynolds, with Mr. and Mrs. C. B. Thompson, Bob Parker's Diggers; J. S. Eanes, owner, and Frank Fillinger, bumper joint; Blanche Inglish and Bill Binnie, glass pitch.

Johnny Wuetherick, fishpond, with Janet (See Imperial Roster on page 80)

"America's Most Progressive Carnival"

This show will play the Greatest Event in Illinois on July Fourth. Watch Billboard for Special Announcement—Our Fairs start last week in July.

### WANT NOW-AND FOR BALANCE OF SEASON

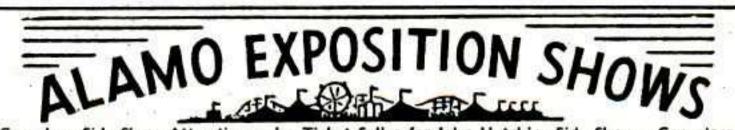
Mechanical Show or any good Grind Show-Joe Teska and Red Miller, we have dates where you can make money. Want A-1 Talker for Snake Show, we have good inside man. CAN PLACE THE FOLLOWING CONCESSIONS: Basket Ball, Balloon Darts, Photos, Novelties, Coke Bottles, French Fries, Penny Arcade, Derby Winner, Glass Pitch, High Striker, Jewelry, Scales and other HANKY PANKS. Can also place LONG AND SHORT RANGE GALLERIES. We are in VACATIONLAND territory. GOOD CONCESSION AGENTS can get placed here. HELP—FOREMEN FOR TWIN WHEELS, Screwball and Rollo-Plane. SOBER, RELIABLE SECOND MEN on all RIDES—must be able to drive SEMI TRUCKS. Harry Clark can place Musicians, Comedians and youthful, good-looking Brown-Skin Chorus Girls for Minstrel Show; 35-passenger bus for transportation and salaries out of office. All replies to MICHIGAN CITY, INDIANA, this week; then as per route.



### NEON, KY., MAY 30-JUNE 4 IN BALL PARK This Is The Best Date In Ky.

Shows: Animal or Wildlife, Motordrome, Geek, Fun or Glass House or any Show not conflicting. Rides: Train of any major ride not conflicting. Need Tilt Foreman. Can use several sober Rider Men that drive. Concessions: Book all Concessions. Good opening for Diggers and Mug Joint. Mr. Price with Diggers, answer. Sell ex on two Mitt Camps. All replies to

**BILL PAGE**, Cumberland, Ky.



Can place Side Show Attractions, also Ticket Seller for John Hutchins Side Show. Can place Frozen Custard for the season. Can place Assistant Truck Mechanic. Can place Grind Shows that don't conflict. Can place Pony Ride. We hold contracts for 15 Fairs and Celebrations, commencing Canon City, Colorado Rodeo,

June 6 to 11. Will sell Ex. on Novelties. All answers to

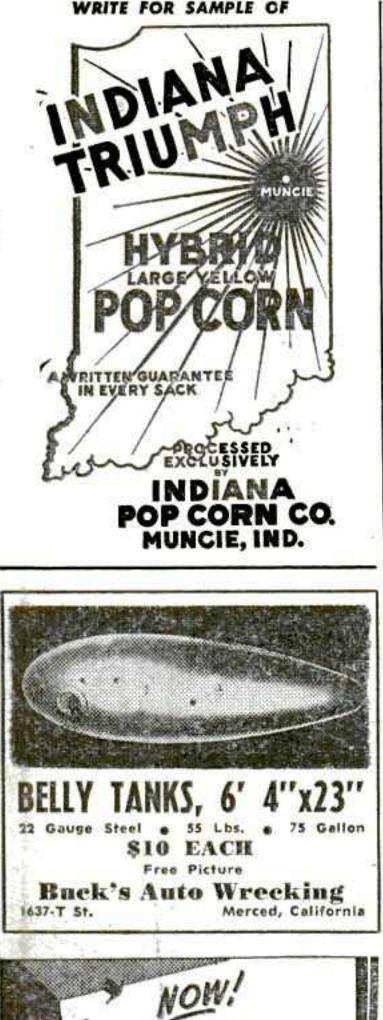
JACK RUBACK, Mgr.

LAMAR, COLORADO.

# OMAR'S PALACE AMUSEMENTS WILL BOOK

Tilt or Octopus and non-conflicting Rides. Photos, Concessions of all kinds. Shows with or without equipment. Want Monkey Show and Funhouse especially. Want Agents for Ball Games, Hanky Panks, Roll Downs. Want Ride Help. Kelly and Deacon Jones, contact. WYMORE, NEBRASKA.





# **MIDWAY CONFAB**

ment Company concessionaire, is in Yellow Jacket Park show lot in Phil-Ziegler Clinic Hospital, Detroit. . . . Bill Rolph, Royal Empire Shows, man and some of the latter's agents suffered a badly cut hand recently. While waiting for it to heal he is acting as cashier on the org's Ferris Wheel.

Leona Halligan, auditor for Ray Marsh Brydon's Side Show at Riverview Park, Chicago, returned from Indianapolis where she attended the funeral of her mother, Mrs. Cora Flannery, 64, who died in Indianapolis Sunday (15).

Charles G. Cox, with Clyde Beatty Circus last season, is managing A. J. Budd's Side Show on the West Coast Shows. . . . Carl Smith has the Side Show on Pacific Coast Shows. . . Peggy Ewell and Amber West opened with the George Clyde Smith Shows in Lilly, Pa., recently. . . . Marie La-Doux has joined A. J. Budd's Side Show on Crafts Shows as emsee and fat girl. Her daughter is with her. . . . J. R. (Steve) Stephens and Bill Meyers, outdoor photographers, visited the W. G. Wade Shows at Pontiac, Mich., and Happyland Shows at Pontiac, Mich., and report that both orgs were doing good business. Other shows which they have visited recently include Playland United, Royal Empire, Cote Wolverine and Roscoe T. Wade.

On Saturday afternoon when an operator says to a manager, "Hold the line a moment," the manager automatically obeys, and that's how he finds out where he is

Daisy Butler, Downriver Amuse- son Shows when that org played the adelphia. With Clark were Hagelincluding Tony Tumolo, Mrs. M. Marion, Joe Lehr, James E. Crouthers and Ed Born. Hagelman has added a big tom ball game to his line of concessions on the Krause org. . . . Joseph Lehr nens from Philadelphia that Joey Gallagher, who had the grab stand for Max Gruberg last year, is working in George Ingram's grab store on Simon Krause Shows this season.

> Most of the younger generation never heard of Horatio Alger, which suggests that he might be rewritten, with the hero a poor but honest ride boy who found a poke in a ride seat and started his own show.

> Cowboy and Mary King are in Presbyterian Hospital, Denver, where the former is undergoing treatment for a serious stomach ailment. Mary will undergo an operation there. . . . Mr. and Mrs. L. R. McNeece, bingo and digger owneroperators on the Heart of Texas Shows, were among recent visitors on United Exposition Shows. The McNeeces were with United Exposition last season. . . . Ira S. Buesking is the mailman and The Billboard sales agent on Magic Empire Shows. Altho he lost both legs in a train accident when he was 24 years old, he takes down and puts up the kiddie ride and sells tickets at night. . . . Tim and Jeannett Waters, of Turner Bros.' Shows, enjoyed visits from numerous ville, Ill., their home town, recently.

Mrs. Gayler Henderson, recently



Belle Mead, N. J.



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## The Billboard

#### CHENIVALS 75

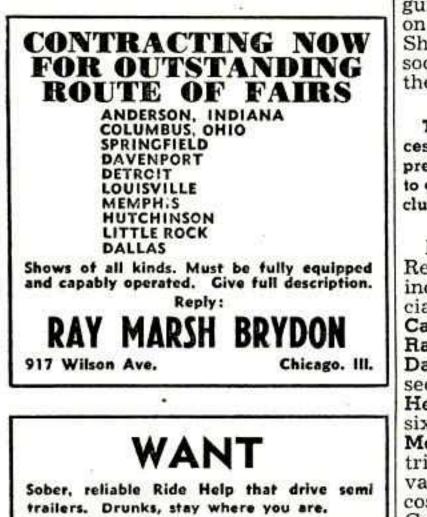


an Excel, the only low priced big popper on the market. 100# Premium Hulless Pop Corn, 1 case Popsit Plus Seasoning, 1000 10¢ size Glassine Printed Bags, 1 case Special Salt. The complete deal only \$110.90. Write us now for complete circular. Act quick, get ready for spring.

INDIANA POP CORN CO. MUNCIE, IND.

(20 years in business)

\*\*\*\*\*\*\*\*\*\*\*\*\*\*



Jack Gallagher reported a profitable week at Mount Clemens, Mich. . . Charles Lee's United Shows are playing Detroit lots. . . . Frankie Hamilton and Irving Borker have concessions on Majestic Greater Shows. . . . Stanford Baker has his new Dark ride on the W. G. Wade Shows. . . . Ora A. (Pop) Baker reports business only fair. . . . Royal Empire Shows, operated by Joe Bennett and Sammy Stone, are playing around Detroit.

Line-up of the Side Show on Foley & Burk Shows includes Dolores Cornardo, fat girl; Lawrence La Londe, talker; Bob Morton, tickets; Fritz LaArgo, ticket taker; Jesus Gonzalles, seal boy; Arlene Frances, illusions; Dodie Surtees, emsee; Slitzie, pinhead; Jerry Fitzgerald, torture box, and Joe Victor, midget fire-eater. Helen Barry is in the annex. . . . Daisy Butler, well-known in outdoor show circles, is in a Detroit hospital suffering with lobar pneumonia. . . Ruth LaArgo, penguin girl on A. J. Budd's Side Show on Crafts Shows, will join the Side Show on Douglas Greater Shows soon. Zandou will replace Ruth as the attraction on Crafts Shows.

Time has already begun the healing process by which can be repaired the damaged prestige of a would-be big shot who failed to get a table close to a dias at a showmen's club banquet.

Personnel of Nat Mercy's "Vanity Revue" on the World of Mirth Shows includes eight Dottie Lane girls, specialty dancers Iris Gayle and Phylis Carrol; Elaine Adair, fan dancer; Ravel and Diane, dance team; Patti Daye, vocalist; Tommy Keating, emsee; Bunny Baer, feature strip, and Herbie Burke, comic. Herb Gayle's six-piece combo provides the music. Mercy is talker, Joe Leison, electrician, and Kenny Kay, boss canvasman. Show was produced and costumed by Dottie Lane. . . . Merry-Go-Round line-up on Royal Ameri-

can Shows includes Margaret Eng-

berg, Blackie Michet and Shorty Joe.

... Snap Wyat Studios, specializing

in carnival and circus banners, have

shifted headquarters to Highway 541, one mile south of the 22d Street

Causeway, Tampa. Previously the

firm operated on Franklin Street. . . . Homer Scott's Georgia Amusement Company played a second week in

Gordon, Ga., to fair biz. . . . J. C.

Smith, manager of the Macon, Ga.,

municipal swimming pool, will

book kiddie rides at pool entrance.

list, has recovered and is playing

the Varga Club, Newport, Ky. . . .

Elmer F. Cote, of the shows bearing his name, had his Merry-Go-Round

at the carnival, sponsored by the University of Detroit, on the Michigan State Fair grounds May 14-15.

Charles H. Stapleton, of the House

of Stapleton, furnished the conces-

Houston Notes: Eddie Davis and

Roxy Fiber have a watermelon stand

on South Main Street. . . . Promoters O. D. and Ray Lavely are repairing

their midget race track at Playland Park Stadium. . . . Frank Dubick,

in the Veterans Hospital, Batavia,

N. Y., reports his operation was suc-

cessful and that he'll open a booking

office here May 30. . . . C. W. Bass and Bully McNeil opened the Club

Shalimar on Harrisburg Boulevard.

... Bozo St. Clair and Jack Coyle, comedy act, are at the Ringside

Club. Coyle has recovered from in-

juries sustained in a recent train

accident. . . . Red Ford returned

from Oklahoma City. . . . Ginger

sions operated by the sponsor.

Vernon Hoff, recently on the sick



PERSONNEL-Secretary, Al Champagne; Advance Man Fred Perkins; Stenographer, Irene Champagne; Lot Supervisor, Frenchy Doucette. Oneonta, N. Y., this week; then as per route.

# JIMMIE CHANOS SHOWS

WANT

Legitimate Concessions of all kind. Hi Striker, Pitch-Till-Win, Custard or Ice Cream, Ball Games, Fish Pond, Dart Games or any other legitimate concession. Want Monkey Show, good proposition for Ten-in-One or Side Show or any other Show with own outfit for only committee money. This Show has ten office-owned Rides and no gate. Have six fairs. Also want Penny Arcade and Girls fcr good Girl Show.

All Replies To JIMMY CHANOS

Winchester, Ind., c/o JIMMIE CHANOS SHOWS.



BIG DECORATION WEEK CELEBRATION, FROSTBURG, MD., MAY 30TH TO JUNE 4TH. WANTED: Can place any major Ride not conflicting, low percentage. CONCESSIONS: Can place Hanky Panks of all kinds. This show is routed thru Pennsylvania playing proven money

**Concessions: Novelties, either Percentage or** flat privilege, Glass Pitch, other Hanky Pank Concessions open. All replies



Madisonville, Kentucky now; Owensboro, Kentucky next week.



Cet In Touch With Your Mother. Mrs. Dillon Stone Park, Ill.

1735 N. 37th Ave.



\$75.00 Bingo Top, 20x20, 4 way scollop. \$15.00 Mounted Moose Head, large antiers. \$50.00 Pair Genuine Elephant Ears, very large. \$35.00 Concession Top with side wall, 9x14 ft. 15c Ea. Pennant Flags on streamers, 12x18; others. WEIL'S CURIOSITY SHOP

20 So. 2nd St.

14

Lynn is in Houston Osteopathic Hos-Philadelphia 6, Pa. | pital.

# BILL HAMES SHOWS, INC.

#### WANTS

WANTS

Foremen for Looper, Caterpillar, Pretzel, Little Dipper. Can also use Help on about 15 Rides. Must be sober. Want Man to operate Wagon Fun House. Want organized Minstrel Show. Can place Shows of merit with own outfits. Can place a few legitimate Concessions. Would like to hear from Help of all kinds for Rides and Train Show. We play the cream of Texas Celebrations and Fairs. Address:

BILL HAMES SHOWS, INC., P. O. BOX 1377, FT. WORTH, TEXAS.

spots until Labor Day then South. RIDE HELP: Can place Second Men who can drive; good treatment, top wages. Address all communications and wires to:

L. C. HECK, Gen. Mgr.

THOMAS, WEST VIRGINIA, THIS WEEK. P. S.: Charlie Johnson can place high class girls for Parislan Follies, top wages.

## S. B. WEINTROUB WANT WANT

#### AGENTS FOR THE FOLLOWING STORES

Pan Game, Pea Pool and all Dice Games, Spindles, Bowling Alley, Watch-La, Heart Shape Hoop-La. Also Truck Drivers and General Help, come on, will place you. Sapulpa, Okla., in City Park all this week. Care CRESCENT AMUSEMENT CO.

## VINCE McCABE WANTS

CAPABLE MAN FOR GROCERY STORE, STOCK WHEEL AGENT, MUST BE EXPERIENCED. COUNTERMAN FOR BINGO. ADDRESS: c/o SUNSET AMUSEMENT COMPANY

Shenandoah, Iowa., this week; Ft. Dodge, Ia., next week.

### WANT

WANT

## TAYLOR BROS.' OUTDOOR AMUSEMENT

For VFW mammoth district convention at McCool, Md., May 30th Experienced Ride Help, Shows of merit, Girl Show. Wonderful territory. Few more legitimate Concessions, Pitch-Till-Win, Dart Balloons.

Martinsburg, W. Va., May 23 to 28. Phone: Martinsburg 1936-R.

## MOTOR STATE SHOWS

Can place legitimate concessions. Have open week in June and one in July in Michigan. Secretaries, get in touch. Want Tilt Foreman and Foreman for Little Beautys; semi drivers. Ed Schultz wants P. C. Dealers.

**JOE FREDERICK, Mgr.** 

2263 Newton, Detroit 11, Michigan,

# PLAYTIME SHOWS

#2 UNIT

Want for Memorial Week in Quincy Stadium, with Wakefield and Cloucester to follow. Grind Stores and Stock Wheels, one more Kiddle Ride and any worth-while Show. BOX 206, QUINCY, MASS.





## EVANS' UMBRELLA WHEEL

Another sensational Evans Wheel-another great winner for this and many seasons to come! It has the flash and appealing action that gets you plenty of protection for a rainy day! This laydown wheel offers 8 propositions in addition to 16 numbers. Play on odd or even, high or low, red or black, etc. Beautiful red, white and blue trim with new characters and numbers in gold. Includes 36"x50" layout.

Write for Information Immediately!





# FROM THE LOTS

### Hammond

**Drago Amusement** 

HOUSTON, May 21.—Business here only fair, Owner Bob Hammond and Ralph Wagner, manager, report. Org will play Houston area until June 30 when fairs and celebrations start.

Rides are all office-owned with the exception of the Spitfire and little train, owned and operated by Joe and Pauline Rider, who also have the popcorn concession.

Hammond purchased a new Cadillac. Delivery is expected soon on three new Chevrolet tractors and a new kiddie ride.

Mr. and Mrs. Ralph Wagner are the parents of a son, born April 29.

Irish McWilliams, recently discharged from McKenney Hospital, following surgery, operates the cork gallery for the office. Eddie Clark, who suffered a heart attack, is recuperating. He and Swede Taylor operate the rolldown.

Concessionaires include Mr. and Mrs. J. B. Failey Jr. and John T. Driscoll, eats; J. B. Bailey Sr., floss and snow cones; C. B. Archer, slum; Eddie Gillaspy and Rocky Bauman, coke bottles; Earl Brown, tattoo; Lonnie Carr. clothespins; Grady Ford, slum; Mrs. Grady Ford, glass pitch; H. G. Chase, spinner; Dorothy Veillon, cat rack; Bessie Kuhns, bingo manager, and Ralph Nettles, caller.

Sam Baxter and Bobbie Harrington are in charge of the maintenance and electrical departments.

Joe King and Ray Maynard operate the Knife Palace. They have it booked with the Tobe McFarland Shows for the Bre ham, Tex., Maifest. Ride line-up includes Merry-Go-Round, Johnny Campbell, Clarence Johnson and Mrs. Bobbie Harrington, ticket seller; Ferris Wheel, Slim Stanbury and Opal Johnson, ticket seller; Tilt-a-Whirl, Gregory and Steve Kosilla.

#### PERU, Ind., May 21.—Org opened here May 14, weather and biz being fair. Rides were repaired and decorated in quarters. Owner Paul Drago bought a new Roll-a-Whirl, also a new 75-kv. transformer.

With the shows are Chick Wagner, six cats, pitch-till-you-win, cat rack, basket ball, milk bottles (he also is concession manager and lot man); Case Corbin, cookhouse, ice cream, snowballs; Mom and Pop Dyer, photos; Rosie June Pratt, penny pitch; Mr. and Mrs. Wayne Eades, popcorn, carmel corn taffy; Mr. and Mrs. Frank Williams, bingo and high striker; Mr. and Mrs. Walter Pickett, cork shooting gallery, fish pond, balloon dart, slum blower; Mr. and Mrs. E. Short, rat game, glass pitch; Roy Chamness, long ronge lead gallery; C. W. Hayes, diggers; Mr. and Mrs. Russell Rihl, milk bottles, pea pool, add-em-up dart, scales, pan game; Mr. and Mrs. Henry Riley, pitch-tillyou-win; Mr. and Mrs. Clarence Stratton, balloon dart.

Clarence Hornbeck and son, Jimmy, with trick mules; Bill Pratt, Ferris Wheel; Clarence Stratton, Octopus; Clifton Bunkley, Merry-Go-Round; John Clark, Chairplane; Rosie Pratt, Roll-a-Whirl, also The Billboard sales agent; Bill Pratt, electrician; Eddie Gaston, Lester Brown, Dick Williams and Red Albert, ride help.

## **Hill's Greater**

AMARILLO, Tex., May 21.-Last half of week here was lost to rain. New fluorescent lights on rides and front gate installed.

Staff includes H. P. and C. O. Hill, owners; N. L. Dixon, legal adjuster; Clyde L. Runnells, lot and ride superintendent, and Freddie the Clown publicity. Joining recently were Mickey McDonald, 24-hour man; Red Hughs, Tilt foreman; Mrs. Red Hughs, Wheel tickets; Mr. and Mrs. Tom Wells, diggers; Bill Cowan, bingo, replacing Joe Williams; Mr. and Mrs. Bill Dusin, dogs and horses, and Louise Dixon. Octopus and Kiddie Buggy ride deliveries are expected shortly. Five-cent kiddie matinees Saturdays are a big hit. William D. Dixon, 2, and Sherly Cook, 3, celebrated birthdays. Visitors: Mrs. Leroy Barnes, daughter of Mr. and Mrs. Clyde Runnells, and her two children; Mr. and Mrs. Raymond Atkinson, Dick Dudley and Jimmy Dupree.





Have openings for a few legitimate Grind Stores on several of our units.

GOODING AMUSEMENT COMPANY 1300 Norton Avenue Columbus, Ohio



For week, July 4th. Sponsored by **Disabled C Veterans** 

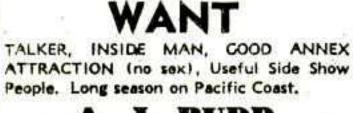
Write

MATTHEW COX Box 2018, Windham, Ohio.

## WANTED

Foremen for Tilt-a-Whirl and Ferris Wheel on our Illinois unit. No drunks or chasers. Good wages to those who qualify.

PECK AMUSEMENT CO. Watseks, Illinois, May 25-29; Lockport, Illinois, May 30-june 6.



A. J. BUDD 1815 Powell St. San Francisco 11, Calif.

## Johnny T. Tinsley

ATLANTA, May 21.-After five weeks of rain and cold the show caught its first good weather here to score one of the best weeks since it started playing lots here several years ago. Org preemed in Greenville, S. C., and garnered good biz whenever weather permitted. Shows and rides were ahead of last year and concessions reported excellent biz. Rain washed out the entire week at Elberton, Ga. Two weeks on different lots in Augusta, Ga., were only fair because of rain and cold.

Rides and show fronts are all lighted with fluorescent, as are the six light towers. Show is carrying a Funhouse, big snake, Motordrome, Monkey Show, Iron Lung and Side Show and about 38 concessions. Sid Alcidos' Sky Rockets are the free act. Staff includes Johnny Tinsley, owner; Mrs. Mayo Tinsley, secretarytreasurer: Tommy Thompson, manager; Gordon Crandall, ride superintendent; Bob Brockway, chief electrician; W. R. Hicks, concession manager and Red Hutchinson, night watchman, mail and The Billboard sales agent .- WILLIAM R. HICKS.

## Blue Grass

BEDFORD, Ind., May 21.-Org closed a week's stand here Saturday (14) to okay biz. Highlight was a kiddies' matinee Saturday. Two previous dates, Vincennes, Ind., and Owensboro, Ky., the latter the org's bow, also were okay.

C. C. Groscurth, owner, celebrated his birthday in Russellville, Ky.

Red Lester, popcorn, underwent an appendix operation. Howard Easto went to Detroit to visit his hospitalized son.

The "Ladies' Free Monday Nights" and the Saturday bicycle giveaways are getting results:

Visitors: L. H. Kibby, William Lambert, Herb Shive, Frank Owens, Bob Heth, Mr. and Mrs. Blackie Ogelsby and Mayor Beth of Vincennes .--- ED--GAR C. MAY.

## Virginia Greater

RUNNEMEDE, N. J., May 21.-Business here was only fair as the result of rain on opening Monday (9) followed by cold for the remainder of the week. A good kid's matinee on Saturday (14) was followed by rain that night to nix what otherwise might have been very good biz. The sponsoring VFW committee offered a television set and two radios as prizes. Org had a good location, on the main highway to Atlantic City. Mr. and Mrs. Taylor Trout joined here with pitch-till-you-win. Visitors included Mr. and Mrs. Joseph Friedman, Hammonton, N. J., and Mr. and Mrs. MacAllister and family from Philadelphia. Two new tractors and trailers were delivered here.-H. W. (HAP) ARNOLD.

## **Peerless Celebration**

PEARISBURG, Va., May 21.-Org moved here from St. Paul, Va., where a two-week stand proved okay. Opener in Sparta, N. C., was hit by rain.

Karl Alzora has added a Girl Show and an Illusion Show.

Following dates in Virginia and West Virginia, org moves to Pennsylvania.-MRS. JOHNSON.





#### CARNIVALS 77

# FOR SALE

7 CARS FOR TILT-A-WHIRL, **Equipped With Brakes** 

**1 24-SEAT SMITH & SMITH CHAIRPLANE** 1 12-CAR KIDDIE AUTO RIDE **1 5 HP. LIKE NEW LOOP-O-PLANE MOTOR** 

For information-call, write, wire

# JOHNNIE DOOLAN

3526 S. Halsted St. Chicago 9, Ill.

Phone: FRontier 6-5320



Ferris Wheel and Merry-Go-Round for 9 days in July after the 6th. To be operated in connection with locally sponsored Carnival. Sponsored by

AMERICAN LEGION POST NO. 147 Write W. J. BALL, Chairman

Kenbridge, Virginia Phone 2871 days-3346 nights



## **Jones Greater**

HUNTINGTON, W. Va., May 21 .--Since opening April 18 the show has played Ironton, O.; Wheelwright, Ky., and Prestonburg, Ky. Business was not up to standard due to rain and cold weather.

Personnel: Pete Jones, owner and manager; F. T. Griffith, general agent; Frances Griffith, secretary and treasurer; Carl Maxwell, billposter and 24-hour man; C. F. Tidball, lot man; Carl Turney, electrician; Harry Zimmerman, sound car; Ernest Evans, ride and transportation superintendent; Mrs. B. J. Millard, front gate ticket seller; Thelma Evans, The Billboard and mail agent.

Concessions: I. Fireside, cookhouse; Herman List, Joe Reynolds, H. G. Steuiber, Mrs. Herman List, popcorn; Ruby Zimmerman, floss and candy apples; B. J. Millard, shooting gallery; Mrs. Carl Maxwell, novelties; Mrs. Ely, palmistry; Harold Beaudry, bingo manager; Mr. Pilant, diggers; Kentucky Colonel Krim, concession manager.

Rides: Jack Gore, Ferris Wheel foreman; Pop Casto, Merry-Go-Round foreman; Romie Burgess, Caterpillar foreman; Harry Zimmerman, Rolloplane foreman; Jack Hancock, Chairplane foreman; Carl Turney, miniature train; Fred Jones, pony cart owner; Hal Wagner, Octopus foreman.

Shows: Side Show, Carl Atkins; Side Show manager, James (Hoppy) Monlello; inside lecturer, Mrs. James Monlello. Follies of 1949: Dottie Phoenix, producer and dancer; Animal Show, John Willander; Snake Show, Mrs. John Willander; free act, dogs and donkeys, Mr. and Mrs. John Willander; high dive act, Capt. Speedy Phoenix.-THELMA EVANS.

## W. G. Wade

ANN ARBOR, Mich., May 21 .--Five-day day stand between Ypsilanti Man and wife or impersonator and front and Ann Arbor proved a red one Shuttle buses operated between the towns. Jack Korie, Side Show, and Don Kaskie, Burlesk Revue, were on Stations WPAG and WUOM, every day. Whitey Nolte joined with his Uncle Josh's Farm. Malcolm Lewis, Frank Woznick and Scotty Nolan also joined. John (Sheik) Hennessey has a new Frazer. Org purchased five new Ford trucks and three semi-trailers. Sanford Baker refurbished the Black Out Taxi ride, and Lloyd Burge finished the cresting and neon on his Scooter ride. Dan (Pops) Jessup visited his home.-WALTER A. SCHAFER.



PORT HURON, MICHIGAN, MAY 30 TO JUNE 4

Then Battle Creek, Benton Harbor, Kalamazoo, followed by the BIGGEST JULY 4TH SPOT IN THE MIDWEST, YPSILANTI, MICH.

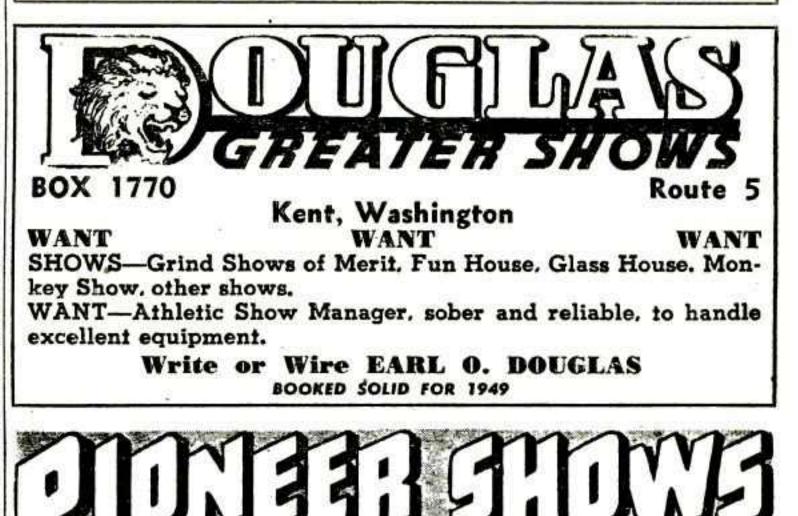
## WILL BOOK ATTRACTIVE PENNY ARCADE

Want several more shows. Monkey, Wax Show, Motordrome, Fat Show, Mechanical Show, or other worth while attractions,

Need one more major ride: Tilt-a-Whirl, Fly-o-Plane, Spitfire, Scooter, Looper, C-Cruise, Moon Rocket.

Girls for Girl Show, Feature Freak for Side Show.

HAPPYLAND SHOWS, MONROE, MICHIGAN, THIS WEEK.





TOWANDA, PENN., MAY 30-JUNE 4.

Route Top Celebrations, Fairs, Firemen's Conventions, Old Home Weeks. Can place Concessions—Scales, Age, Novelties, Photos, Strikes, Six Cat, legitimate Stores, Penny Arcade. Shows-Monkey, Wild Life, Crime, Midget or any worth-while attraction, Fun and Glass House. Also Working Acts for 5-in-1. Show carries 9 Rides. For Sale-Smith & Smith Chairplane. Will buy Spitfire and Fun House. Can

man to handle Snake Show. P. C. or salary. Wire. Also talker for side shows, ticket sellers that make second openings,

WANT

Address: DICK BEST c/o Johnny J. Jones Shows Bradford, Pa., this week; then per route.



Bingo, Fish Pond, Darts, Ball Game, Age, Weight, High Striker and small Cookhouse. Agents for Concessions, also Ride Help. Good proposition for Shows with own outfit. Will book or buy Merry-Go-Round or Chairplane.

J. E. KAUS SHOWS Warsaw, North Carolina, May 23-28

#### CARNIVAI WANTED For Annual V.F.W. Celebration at Wheat-

land, Ind., the 7th, 8th and 9th of July, 1949. Located on Highways #50 and #550 between Vincennes, Washington and Bicknell. Giving away 1949 custom built Ford and having large display of fireworks on last night. Contact

CHAS. C. WEAVER Wheatland, Ind.



One or two Flat Rides to book for 15 weeks of Celebrations New York, Pennsylvania. Real proposition to man with 3 or 4 Concessions,

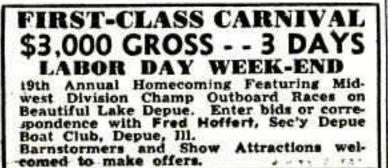
**ALLIED PREMIUM** Binghamton, N. Y. 7 Martha St.

# WANT TO BOOK OR LEASE

Ferris Wheel or Chairplane, also 2 Kiddie Rides, or what have you for 12 weeks' work around Springfield.

**JOHN DAHNER** 

257 Dwight St. Ext. Springfield, Mass.



## International

TORONTO, Kan., May 21.—Playing the Pioneer Days Celebration here, sponsored by the American Legion, org had good night business but day biz was light. Dick Bays, concessionaire, joined.

In Chanute, Kan. (2-7), show had excellent weather the first five days and shows, rides and concessions scored. Final day was lost to rain. Joining in Chanute were Mr. and Mrs. Pat Patterson, coke bottles; Gene Ellsworth, lead gallery and snow cones, and Mr. and Mrs. Ballard, popcorn, ice cream and photos.

Visitors in Chanute included W. T. McCulley, Grabbo Henderson and M. Evans.-CHARLIE GRIGGS.

## **Douglas Greater**

ROSEBURG, Ore., May 21.-Funeral services were held in Springfield, Ore., for Leon Freethy, Merry-Go-Round foreman, who died en route to Springfield. Body was taken to the PCSA Cemetery in Los Angeles for burial. Survivors include his mother, Mrs. James Law, Long Beach, Calif.

Visitors here included Arthur Hockwald, Phil Cunningham, Jack O'Day, Jimmy Oakman and Mr. and Mrs. Carlyle .- HELEN HENN.

place Diggers and Rotaries. Slim Fein wants Pea Pool Agent. Ange Desire wants Razzle Agent, Answer: **MICKEY PERCELL** 

Jersey Shore, Penn., May 23-28

# **PRUDENT'S AMUSEMENT SHOWS**

Want Ride Foremen for Merry-Go-Round, Ferris Wheel, Tilt-a-Whirl and Caterpillar, wages \$65 a week. For Sale-One Marquee, size 18'x30', \$100; one Marquee, 16'x16', \$50; (four) Evans Automatic Roll Downs, like new, \$50 each; used Power Units for Rides, \$125 each; (one) Smith & Smith Chairplane, real bargain, \$1,000; (two) 20 kw. Light Plants, \$300 each; Photo Gallery on Trailer, all in fine shape, Ilex 3.5 lens, 21/2"x21/2" picture, wired for D.C. and A.C., \$350; will book on show. Want to buy Big Six Wheels. Address all to

M. A. PRUDENT, Patchogue, N. Y.

PHONE 315

## J. & B. SHOWS FREE GATE FREE GATE

Can place Long or Short Range Callery, Age and Weight, Balloon Darts, Rotaries, Coke Bottles, French Fries or any concession not conflicting with what we have. We book one of a kind only. Can place Fun House Have 10 weeks booked around Washington, D. C.

Have for sale, cheap, Short Range Gallery, 1/2-ton Panel Truck to haul it with. All replies to

## **HAYES & FLYNN**

This week, Hillside, Md.; next week, Capitol Heights, Md. No gypsies.

# MODERNISTIC SHOWS WANT

Hanky Panks, Photo Gallery, Long Range and Short Range, Fish Pond. Agents for Ball Games, Pill Pool Dealer, Foreman for Wheel. Ride Help who drive. SHOWS-Monkey, Fun House, Mechanical or any Grind Show. No gate. No grift. Free act. Free Diving Circus. Want Diving Girl. Automobiles and refrigerators as grand prizes. Firemen's parades every week. Want to hear from P. T. Newcomer.

FIREMEN'S FAIR, EXMORE, VA., JUNE 2-11.

## **\*** RIDES WANTED **\*** SHRINE 50th CELEBRATION, ELMIRA, N. Y.

On the Streets June 13 to 18th, Downtown

Opening with Mammoth Parade of all Temple Uniform Bodies, Bands, etc.

JOE WALSH, Langwell Hotel, Elmira, N. Y.



CARNIVALS 78



## FOR SALE The Complete Carnival Now In Operation

3 Major rides in A-1 condition, 3 trailers, 1 truck, 1 tractors to haui same. All in perfect shape. Very good tires, 2 light poles, 11 concessions, complete with frames and new canvas. 1 Big Six wheel, 1 popcorn machine, 1 Wurlitzer band organ, 1 p. s. system with 14 certified signed contracts. All red spots. Mostly Catholic churches. Played year after year. Will stay with buyer balance of season on salary basis. Very good reason for selling. Must be cash. \$17,000.

Bex 268, The Biliboard, Chicago, III. 155 North Clark



Rides and Concessions (legit), August 31-Sept. 1, 2, 3rd.

ANNUAL BLACK HHLLS EXPOSITION

2.

Day and night - Free Acts. Draw from 150,000 population. Reply to E. C. Murray, 428 St. Jos St., Black Hills, South Dakota.

inside Lecturer who does an act. Magician, Pincushien; Tex King, answer. Tettoo Men, Musical Act, Ticket Sellers. Have not missed a pay day yet.

JAKE "SEALO" AUGHTMON

The Billboard

## May 28, 1949

# FROM THE LOTS

## **Jack's Greater**

HENDERSON, N. C., May 21.-Jack's Greater Shows are playing here after a rainy week in High Point, N. C., where it poured Monday (9), Tuesday (10) and Wednesday (11). Competition from a local ball game, a donkey ball game and big doings in near-by Winston-Salem hurt business Thursday (12) but Friday (13) and Saturday (14) proved satisfactory to all.

Al Greene joined as mechanic. Dutch Whiteside is handling bingo while awaiting a replacement for Jack Jones. Red O'Steen, his wife and cookhouse crew are always on the ball. Slim Young has left the show. Pat Taylor, managing director of Station WHPE, co-operated with free time each evening at High Point, and with his wife, Alice, played host to the writer and his wife at a steak dinner. W. C. York, of Asheboro, was a visitor.

Squawkers' Club dinner and floorshow, Thursday (12) night, was a big success due to Dutch Whiteside and his assistants, who provided a buffet lunch and put on the floorshow at which the following entertained: Maxie Sharpe, Bubby Fisher, Frank Harrison, and Dutch Whiteside, comedy acts; Ruby Miller, Joe Corey and Harry Wilson, songs; and Betty and Johnny Nichols, jitterbug dance. Little Babe Scott sang Little Red Wagon and Pee Wee acted as emsee and did a couple of numbers. Scottie's Harlem Broadcasters furnished the music and his chorus line did specialties.-HARRY E. WILSON.

## **Heart of Texas**

Willis & Myers

with a beat-the-dealer.

during Willis's absence.

America.

105 N. GraHot Ave.

55th St. & La Grange Rd.

BIG SPRING, Tex., May 21.-Org hit a red one here, Owner Harry Lawrence Carr

## Bee's Old Reliable

DANVILLE, Ky., May 21. - The stand at Corbin, Ky., ended May 7, closed strong with all rides, shows and concessions reporting good business after a slow start. Org then moved to Jackson, Ky., and everyone reported good business for the week. The Saturday matinee was one of the biggest of season. Org had a late tear-down at Jackson, Ky., and as a result lost Monday night at Danville. Business has picked up each night. Mack Mackey reports that his Girl and Monkey shows are doing good business, and Chief Congo, who joined this week reports good business. Elmer Reid joined with concessions. Org is getting ready for its first fair, June 20 at Springfield. Ky.-RAYMOND C. HULS.

## Dupree & Keeler

CIMARRON, N. M., May 21.-Org moved in here for a 10-day stand after blowing Wagon Mount because of bad lot. Previously, a week's stand in Mora gave with good biz.

Carl J. Folk Celebration Shows Siebrand Bros., Utah Exposition and Hill's Greater are in this area. The writer visited J. L. (Tex) Chambers, concessionaire on Hill's Greater.

Ann Laughlin, formerly with the Folk org, joined here with her penny pitch. Mr. and Mrs. E. G. Berman left. D. R. (Jack) Ramer went to Cortez, Colo., for his father's funeral. Fred Menkie added a glass pitch and slum spindle.

Co-Manager Jimmie Dupree returned from a booking trip.-WAYNE E. MARCY.



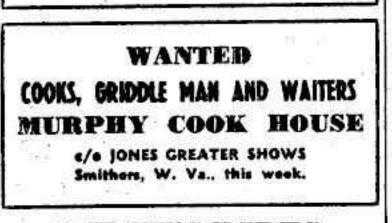
GIRLS

JAHALA MILLER needs Doncers for Girl Show. Rose and Bill, Babe and Gene, girls who have worked for me before, wire.

JAHALA MILLER c/o WADE SHOWS Richmond, Ind., this week; then per roule.



Prell's Breedway Shews, Clarksburg, W. Ya.



## WHITE'S RIĐES

Want for 12 weeks, working five days a week in heart of coal fields. Hanky Panks of all kinds, Popcorn Agents for p. c. swinger and other concessions. Can place one major ride, kiddle rides. Can place one more show. Contact:

**GUY WHITE or FRED ALMONY** 

Week of May 23rd, Briceville, Tenn.; May 30th thru June 4th, Caryville, Tenn.; June 6th thru 11th, Began, Tenn.

WANTED

AGENT or PROMOTER to work with me on promotions. Must have car. No boozers.

ELMER BROWN 390 Arcade Bldg. St. Louis 1, Mo. P.S.: Give permanent address.

**Big Fireworks Spectacle** At Liberty for the 4th

#### MAGICAL THE

Attracts immense crowds. Also other dates open. ELMER BROWN 190 Arcade Bidg. St. Louis, Missouri

## CARNIVAL WANTED

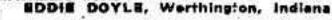
For 3rd Annual 4th of July Celebration. Bigger and better this year. FIREWORKS-FREE PRIZES - OTHER ADDED ATTRAC-TIONS. Contact

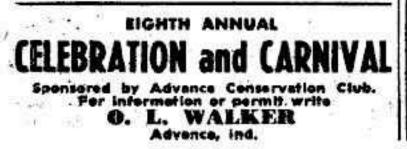
**ORVILLE J. BANKSTON** 

Q.M., V.F.W., Perma, Missouri

## A BARGAIN **COMPLETE MUSEUM**

FOR SALE - Stuffed Animals, Birds, Fish and big collection of fireworks and other Museum articles. Must be sold to settle an estate. For particulars write





Craig saying that it had the largest attendance since its debut in Brownwood, Tex. Weather was ideal. Zora Blair's Girl Show got top money in the back end. Kiddies' Saturday mat was helped by bicycle giveaway. Tuffy Reeves has taken over the Athletic Show. Dr. Dupe Preys has joined with his Frankenstine Show. Mr. and Mrs. F. L. Fogle have joined with a sit-down grab joint. Mr. and Mrs. Mac Hodges took delivery on a new Columbia house trailer. Randy, daughter of Mr. and Mrs. Barney Allen, has been ill. Ben Allen, Louis Stein and Mr. and Mrs. Jimmie Allen visited recently. Sonny Stafford visited his father, H. L. Stafford .--L. R. McNEECE.

MACON, Ga., May 21. - Eddie

Adams joined with his cookhouse.

J. R. Weed booked coke bottles, age

PAWTUCKET, R. I., May 21 .-Weather put a damper on biz here. Saturday matinee was good; it rained at night and biz was off. Louie Sage joined in Danielson after recuperating from an operation. Business agent Reed McDonald entertained friends here. Owner Lawrence Carr has framed a Girl Revue. Don's candy floss has a swell set-up. He carries his own light generator and stand is chrome. Danielson, Conn., opened to good attendance. Lot there was too small, therefore shows were left down.—TEDDY RAYMOND.

## Capell Bros.

PAWHUSKA, Okla., May 21.-Last three Saturdays were lost to rain. Perry Cowan and Roy Allan, concessionaires, joined. Tommy Carson is the new legal adjuster. Billie Capell added four light towers.

Choc Preskitt, clawed by a lion reand scales. Charles Friedman joined cently, is okay. Charles Siegrist, flying act, is the free attraction.

Manager C. M. Willis spends three Visitors: Carl Bohnn and family, days each week on the road. Co- Ed Davis and Charley Bailey, Jelly Owner W. H. Myers handles the office | Vanderford, Ted Riley and Joe Starr. -H. N. CAPELL.

Mt. Clemens, Michigan.

La Grange, Illinois

## All Kinds, Wanted at Once For summer months; anyone having Ferris

Wheel and other Rides call at once. Phone: 6333. Exposition Park Hotel, Aurora, Ill., Mr. Fox or Mr. Gordon.



## TRUCK AND TRAHER FOR SALE

Trailer opens up three ways, approximately 10 feet by 8, suitable for Grab or Frozen Custard. No reasonable offer will be refused. For information write

### GUS AVROS



Wachington, D. C.

# ADVANCE AGENT

With car for Donkey Ball Game. Wire or write, state salary.

> I. W. BODEN Rt. #6, Paris, Tenn.

## WANTED

Bingo, Fish, String, Striker, Age, Side Shows. Celebrations solid June, July. Contact at Westport, Wash., for Celebration June 1-2-3-4.

PACIFIC BLUE DIAMOND SHOWS

## WANTED GOOD LONG RANGE LEAD GALLERY

Per permanent location. Need all equipment except sidewalls. Give ell detalls first letter.

> BOX D-187 The Billbeard, Cincinnati, Ohie.

> > Copyrighted material

٩.

Adding 2 more units. Foreman needed for all rides.



**RIDES**-CONCESSIONS

FOR ONE OF THE OUTSTANDING CELEBRATIONS TO BE HELD IN MICHIGAN

AMVETS BATH CITY FIESTA

JULY 1-2-3-4

Old Fairgrounds Race Track, Mt. Clemens, Mich.

Fireworks every nite; stage free attractions; queen contest; boat races, etc.

Ray Stecker, General Director, member Michigan Showmen's Ass'n., Showmen's League of

AMVET BATH CITY FIESTA

HELP WANTED

MILLER AMUSEMENT ENTERPRISES

La Grange 5044

## **Carnival** Shows, Inc.

INWOOD, L. I., N. Y., May 21— This org, Phil Isser general manager, who also has the I. T. Shows, started season here with a good opening. Show has six rides, Octopus topping them opening night. Twenty-three concessions are on the midway. Al Crane is assistant manager; Big Al, lot superintendent; Leo Jenkins, in charge of electrical effects and light plants; Morris Brown in charge of concessions and Louis Scherer, the office. Org will end the season at the Mineola Fair.—MORRIS BROWN.

MOTORDROME MONKEY SHOW Wanted for **GREELEY SPUD RODEO** (WEST'S TOP 4TH) CHEVENNE FRONTIER DAYS DADDY OF 'EM ALL) COLORADO STATE FAIR (COLORADO'S BIGGIE) SKI-HI STAMPEDE (NO PUNKINS HERE) Plus seven other outstanding fairs and celebrations! WRITE OR WIRE TODAY! FORSYTHE & DOWIS RIDES, INC. **801 North Sixth Street** Sterling, Colorado

# JOLLYTIME SHOWS

For Big Celebration at Olyphant and Clark Summit, Pa. Ball Games and Hanky Panks of all kinds. Wild Life, 10-in-1, any Pit Show with own transportation. All celebrations and fairs until Sept. 15, then south till Nov. 15. Earl Miller, Vincent Ryan, Jimmie Street, Harvey Arnold, contact

> RALPH ELLIOTT OLYPHANT, 23-30, INCLUSIVE.

W. R. PRICE, Owner & Manager

## Hale's Shows of Tomorrow

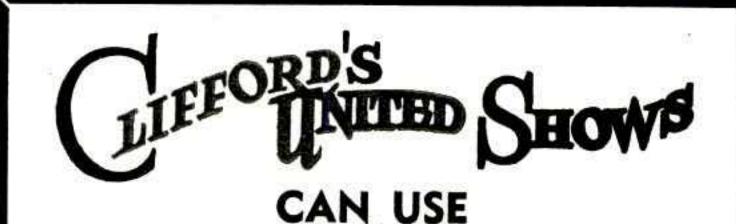
MILAN, Mo., May 21.-Org moved here May 15 from Kirksville, Mo. Had a Saturday kids matinee, a bicycle being given away. Jimmy Gordon, ride superintendent, has been with the shows five years. Mr. and Mrs. Ted Bruington have a new trailer for karmel korn, buttered corn and ice cream with fluorescent fixtures. Mr. and Mrs. Ted Corey have bought a new cookhouse. Mrs. Fern Hale, owner, recently had a birthday and received cards and gifts. Rides and trucks have been repainted. Mr. and Mrs. Tubby Hale have taken delivery on a new 27-foot Owasso house trailer. Mrs. L. K. Carter has left for Ireland to visit her mother and family.-GORDON BRUINGTON.

## **Garden State**

SLATINGTON, Pa., May 21.—Stay in Alpha, N. J., proved okay despite cold weather. Week-end spending was above par. Shows and rides did well, with Kay Ollis's Nanette Show topping. Org opened here Monday. Tilta-Whirl and Monkey Drome trucks collided but did not prevent same from operating. Floyd Sheaks flew to his home in St. Marys, O., after setting up. Weather here was cold and spending slow. Seen on midway were John Sodl, Coplay, and Frank Dhiel. R. H. Miner Jr. has a new Hudson convertible and Mr. and Mrs. R. H. Miner have received a new trailer. Mr. and Mrs. Caccia also received a trailer.—HIP ROBERTS.

## **Crystal Exposition**

FRANKLIN, N. C., May 21.-Auspices of Lion's Club, business was fair here. The first two days were lost to rain and cold weather. Tilt-a-Whirl topped the rides. Eddie Betts, Funhouse operator, had the best week of the season. He has worked up a clown act on the front. He distributes free matinee tickets in town during the week. Jimmie Cunningham joined with an Illusion Show and Bill Bunts has added a glass pitch to his concessions. Art Carvers' family joined him this week to remain during the summer school vacation. A surprise birthday party was given Nina Scott by Vaughn Johns .- LUCILE BUNTS.



Hanky Panks, Long Range, Fish or Duck Pond, Mug Gallery.

All P.C. Concessions taken. No Grift, Girl or Athletic Shows.

Privilege is right; spots are good.

Fallon, Nevada - - May 25-30 Reno, Nevada - - June 1-5 Susanville, Calif. - June 7-12 Eureka Fair - - - June 22-26 Fort Bragg - - - - June 29-July 4th



## Want Concessions

Age. Scale and Photo. Hanky Panks of all kinds. This show will carry Legitimate Hanky Panks only on West Virginia tour. Need Ball Games.

RIDES—Can place Caterpillar, Whip, Spit Fire, Train, any Flat Ride.

SHOWS-Crime Show, Monkey Show, Motor Dromé, Fun House.

Musician and Girls for Minstrel Show. Also Acts for Karl Tyler, Side Show. Contact:

> RUSS OWENS, Manager Shinnston, West Virginia



RAY MARSH BRYDON 917 Wilson Ave. Chicago, III.



Foreman and Second Men for Octopus. Must Drive Semi. No Drunks or Chasers. If you Don't Know the Ridg, Don't Answer.

> LOUIS CUTLER C/O CARNIVAL Macon, Missouri, This Week



Two Kiddle Rides. Shows: Pit, Snake, Big House, Midget or what have you? Can use Few Hanky Panks. Good Route, Small Jumps. Have Norway, Maine, Firemen's Celebration. Come on.

M. S. CARL Skowhegan, Me., May 23-28

DIESEL ELECTRICIAN WANTED DON FRANKLIN SHOWS MINERAL WELLS, TEXAS.





Eli 5 Wheel, 32 foot Merry-Go-Round, Smith & Smith Airplane Ride, Front Arch, Office Trucks and Trailers. Fifteen Thousand Cash. 1503 No. 5th St. Temple, Tex.

## Meeker

TACOMA, Wash., May 21.—Playing here for the first time, org registered a red one. VFW, sponsors, city officials and merchants co-operated all the way. Press Agent Harry Golub did a bang-up job.

Show personnel includes Ralph Meeker, owner-manager; Mrs Meeker, secretary; George French, general agent; F. F. Bartley, assistant manager; Wolfe Peterson, ride superintendent, and John Rouseeau, boss canvasman. Concessionaires are Art Anderson, Charles Handwerk, Jack and Sam Shaeffer, Howard Bishop, Jack Hobday, Saul Breetwor, David R. Lightfoot and Earl Myers. cookhouse and floss.

## All American Midway

ARKADELPHIA, Ark., May 21.— This proved one of the best spots of the season. Previous stands were hit by bad weather.

Barbara Barton is on the front gate. Elmer Showalter has everything freshly painted.

Visitors: Mrs. J. D. Heath, mother of Owner Herman Reynolds, and Charlie Ragland, Lufkin Trailer Company.—JOE FAYE REYNOLDS.

## Pickard No. 2

FAIR OAKS, Calif., May 21.—Org ends a three-day stand here Sunday night (22). Since season's opener April 15, this unit, operated by L. Roberts, with D. B. Himebauch as general agent, has had good weather and business. Pickles Pickard is off the road this season.

Oroville, Calif., proved a winner, all departments getting money.

Harris mentionen and the second secon

# CARNIVAL SHOWS, INC.

### WANT THE FOLLOWING SHOWS

A good 10-in-1, also Posing Show with or without top; have nice top for reliable Manager who can furnish the talent. Long season all through Long Island, N. Y. All virgin territory. Wire or call:

## PHIL ISSER, Gen. Mgr.

1539 East 29th St., Brooklyn, N. Y., Tel. No. Cloverdale 8-1061.



SPRINGFIELD, OHIO (Downtown Location) MAY 30-JUNE 4. CAN PLACE CONCESSIONS OF ALL KINDS WANT-SNAKE, MONKEY, MOTORDROME AND PLATFORM SHOWS.

W. G. WADE SHOWS Richmond, Ind., all this week; Lima, O., follows Springfield.

# **HELLER'S ACME SHOWS**

WANT CANDY FLOSS, GUESS YOUR AGE AND WEIGHT, COCA-COLA BOTTLES, BUMPERS. WANT WHIP, SPITFIRE AND MERRY-GO-ROUND FORE-MAN. SHOWS-WHAT HAVE YOU. FOR SALE-TWO 75 KW. TRANSFORMERS ON REO TRUCK, KIDDIE AUTO RIDE AND KIDDIE ROCKET, PRICED TO SELL.

ALL ADDRESS THIS WEEK, DOVER, NEW JERSEY.

# HERMAN LIST WANTS AGENTS

For Hanky Panks, One Pan Game Dealer and other useful Concession People. No drunks, please. Care Jones Greater Shows, Smithers, W. Va., this week: Buckhannon,

W. Va., next week.

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CARNIVALS

80

# FREELAND, PA., MAY 30-JUNE 4

**Outstanding Memorial Celebration Week** 

**CONCESSIONS-Bowling Alley, Blower, Jewelry, Photos, Arcade and** Hanky Panks of all kinds. Outstanding route for Penny Arcade. SHOWS-Motordrome, Snake, Illusion, Iron Lung, Mechanical City, Monkey Show. RIDES-Can place one Flat Ride. HELP-Roll-o-Plane Foreman and Wife who can work. Can also place one or two experienced Ride Men who can drive semis. All replies Hamburg, Pa., this week: Freeland, Pa., May 30-June 4.

# GIGANTIC 50TH V. F. W. POST #326 ANNIVERSARY ON

## DECORATION DAY-CELEBRATION COMBINED

First Carnival in 15 years, Sterling, Illinois. Great Sutton Shows on the midway. Can place Fish Pond, Hoop-La, Penny Pitch, Mitt Camp with Two Camps, Coke Joint, Wonder Bar, French Fry. Have excellent proposition for Frozen Custard. Leo Allen wants Bingo Caller who can call jackpots. Top salary for good man. Eddie Patterson wants Hanky Pank Agents. Can use Octopus or Merry-Go-Round Foreman. Always can place good Ride Help. Don't forget, it's Sterling, Ill., week May 30. First show in 15 years. Contact





Weather Break **Aids Cavalcade** In Terre Haute

TERRE HAUTE, Ind., May 21 .-Cavalcade of Amusements, harassed by bad weather and off-business in its first four stands, received its first perfect weather and good patronage here this week. Customers responded strongly Monday thru Wednesday (16-19), the first three days of a sixday stand.

Previous stands at Mobile, Montgomery, Tuscaloosa and Sheffield, all in Alabama, had been hit by rain, and some of the lots posed plenty of grief. Two of the engagements, as a result, were losers, the others were rated fair.

Personnel line-up includes:

#### Staff

Al Wagner, general manager; Joe S. Scholibo, manager; Louie Berger, general agent; Arthur Atherton, treasurer; Mrs. Ward Nath, secretary; Richard G. Healy, press agent; T. M. Allen, special agent; P. J. McLane, superintendent; Frank Seigar, trainmaster; Eddic Marconi, scenic artist builder.

Electrical department, Ward Nath, foreman; Alvin Cone, M. F. Curtis, Ray Rollings, E. H. Levings; train crew, Harden Bly, Roosevelt Cooley, Walter Crutchfield, Jimmy Garner, Jesse Jones, J. H. Posey, E. M. Read, Edward Thompson, Charles Jackson; paint and shop, Roscoe Carter, foreman; Jack Drake, Jimmy Johnson, Charles Kyger, R. C. McDowell, Anthony Paparella; neon, H. R. Schaffer, V. S. Hays; towers, J. D. Mitchell, foreman; Edward Dempsey, Billy Fisher, Justus Houlk; gates, Ethel Garland, Mrs. Violet Lewis, Mrs. Neta Logan, Mrs. Peggy Sawyer.

#### Rides

Caterpillar, Paul Reynolds, foreman; J. H. Robertson; Ferris Wheel, John Logan, foreman; Floyd Posey Richard Warren; Fly-o-Plane, Fred Nash, foreman; Donald Beck, Ray Graves; Hi-Ball, Cliff Hodge, foreman; Lonny Adkins; Looper, Mike Chomack, foreman; Bernard Murray; Merry-Go-Round, W. J. Griffith, foreman; Henry Harris, Lawrence Stanbaugh; Miniature Train, Harry Henderson, foreman; John Sellers.

Octopus, Bill Stanley, foreman; Grover Davis, Claude Van Winkle; Moon Rocket, N. E. Fowler, foreman; Malcolm Price; Rolloplane, Edward Wheat, foreman; C-Cruise, W. F. Norton, foreman; Ira Byrd; Skooter, W. P. Anderson, foreman; Tom Alexander, J. B. Irby; Tilt-a-Whirl, Joe Garland, foreman; Tom Dodson; kiddle boat, Roland Owen; kiddle autos and Merry-Go-Round, Sailor Gardner, foreman; Dave Kirkpatrick.

Show, B. D. Russell, trainer-manager: Mrs. B. D. Russell, tickets.

#### Concessionaires

O. J. (Whitey) Weiss, manager; Archie Wagner, assistant manager; Edgar T. Neville, con-cession secretary; Tom Sharkey, builder; Thomas Jenkins, watchman; Mickey Plumbo, Smiley Walter, basketball; Billie Hunter, pea pool; Russell Caughey, manager; Whitey Har-per, Terry Wallace, Donald J. Toysen, Wayne Richmond, pin store; Harry Wingfield, manager; Don O'Donnell, James Carlson, radio wheel.

Stan Lanche, John Porter, French dolls; Joe M. Miller, Larry Reek, Clark Roth, Stanley Plas, Eastman kodaks; Jack Horbert, manager; Ralph Reynolds, Coot Jones, Willie Bolt, blower; Willie and Hy Stein, six cats; Dean Harris, Edna Williams, balloon darts; Mary Sanders, photos; Mr. and Mrs. J. W. Ackley, scales and age; Mike Farino, manager, Bill Bloom, Bob Schults and Turk Turovh, rolldowns; Moni Davis, manager, Mom Reynolds Woodward, palmistry.

Earl Galpin, manager, Woodrow Jones, Babe Alvarez, George Quintero, bowling alley; Kay Horbert, Ann Feerer, pan game; Ralph Anderson, ham and bacon; Bobby Burton, manager; Henry Willis, Rocky Sanders, Huck Washburn, skillos; James W. Ivey, toy wheel; Whitey Runge, manager, Tom Feer, Harold Yennie, block store; Mrs. Lois Reynolds, James Donahue, ball game No. 1; Doc Reynolds, Jean Jor-dan, ball game No. 2; Leona Plas, manager, Nola Burton, Ben Tomblin, mouse game; Herman Pluda, manager, Al Gruber, Abe Miller, Zeno Carter, nail store; Mr. and Mrs. Frank Koske, lead gallery; Guy West, manager, Johnny Campbell, caller, J. Foltz, W. Jordon, R. Ashford, R. W. Cappers, countermen, bingo; Martha Wagner, Over 7; Ralph Ross, manager, Jack Lang, Ernest Roark, Bob Parker's derby race; Herman Roehrs, George Cason, Jack Nell's diggers.

Cookhouse, Mrs. Al (Hattie) Wagner, owner; Jack Baillie, manager; Ben Bush and J. C. Willbanks, cooks; popcorn, Mrs. Wagner, owner, Frank Griffizn, manager; ice cream, E. H. Denham, manager, Frank Studyvin; floss, Mary Ann Bush.

## IMPERIAL ROSTER

#### (Continued from page 73)

Wuetherick; ball game, with Norskie and Zeke Zinns; cigarette gallery, with Fred Phillips, and balloon darts, with Elsie Kleinow; Dave Picard, owner, C. A. Hester and Dick Jarman, agents, color joint; Al Basinger, mouse game; Mr. and Mrs. George Verry, French fries and waffles; Mrs. Al Basinger, with Irene Dietz, assistant, popcorn; Al Basinger, with James Barefield, Jack LeBlanck, James Kelly and Nick Schneider, scales and age; Al Basinger, with Jack Painter and James Frye, floss.

Mrs. Vivian McGrean, with Mrs. Edith Sullivan and M.s. Blanche Lemesh, readers, mitt camp; Isaac Stern, novelties; Mr. and Mrs. Harry Lee Johnson, jewelry; Phil Marder and Moe Schwartz, candy concessions in Pandora and Harlem Showboat; Ben Weiss, owner; Virgil Childers and Emanuel Britton, Darrel Jackumin, Cletus Childers and Frank Britton, counter men, and Bob Merideth and Louis E. Schatten, callers, bingo; Marcelyn Cutler and Mavis Osborn, pitch-till-you-win. Mr. and Mrs. Andy Hardy, Dave Pickard's wheel; Jardy and Nan Clarke, bear store; Al Williamson, cat rack; Dave Shapero, L. Osborn and J. Chilton, pin store; John Saladin, Charles Steiner, John Argos and Eddie Sanchez, Ed Gamble's alley; Bert McGrean, Mendel Leamish, Artie Sullivan and Mike Ruff, Ed Gamble's add-a-ball; Cecil Brown, Harry Roberts and Clarence Jellen, Ed Gamble's blower; Sally Barefield, ball game; Steve Porth, pea pool; Louise Porth and Harry Rankin, pitch-till-you-win; Mr. and Mrs. Louis Jackson, rotaries; Andy Kasis, with Dan Avery, agent, long range gallery and basketball game; Nora Winters, Biggie and Agnes Moran, chocolate dips; Jimmie Winters, owner, Thelma Merideth, Bill Spencer, frozen custard,

#### WAN

Second Man for Two Abreast Merry-Go-Round. Good Talker for Side Show. Agents for Coke Bottles Will Book a Few Hanky Panks. Carry Only One of a Kind. Can Use Pony Ride. Jess Logston Wants Fast, Clean Griddle Man. Scott Lamb Can Place Sober Agents. Drunks and Habits Won't Last Through a Night. E. C. McWilliams Wants One More Attractive Girl

for Girl Revue. Top Pay. SPECIAL AGENT WITH CAR WHO CAN STAY SOBER AND GET THE PAPER UP. HANDLE DETAIL WORK. TWO SPOTS A WEEK.

Will Book Monkey Show, Wild Life and Big Snake. All Wire: LARRY NOLAN, Norton, Kansas, May 26-28; Wakeeney, Kan., May 30-June 2. Sparky Speedenburg, Have Proposition For You, Wire Me.

NOTE: WE DO NOT CARRY ANY MITT CAMPS--NOW OR EVER



Is playing Madison, Ind., Annual Spring Festival

Also Paoli, Ind., V. F. W. Street Celebration. Join now for the big ones. Can place: Diggers, Photo, Novelties, Jewelry, Short Range, Ice Cream, Snow Cone, Cat Rack, Clothes Pin Pitch, Hoop-La, Cork Gallery, Add-'Em-Up Dart, Balloon Dart, Watch-la, Bumper, Heart Pitch, Cigarette Pitch or Bowling Alley. Shows: Mechnical, Illusion or Glass House. Rides: Have seven office owned. Help: Second Man on wheel

All replies: JOHN PORTEMONT, Huntingburg, Indiana

# FIDLER'S UNITED SHOWS

WANT RIDE HELP AT ONCE

Foremen for Brand New Merry-Go-Round, 36 Ft. Allan Herschell. Also Foremen for Tilt and Caterpillar. Top Salaries and Best of Treatment. This is a 15 Ride Show-We Can Always Use Good Ride Help Who Drive for All Types of Rides. Come On In, We Will Place You.

SIDE SHOW MANAGER

We Have Complete Equipment and Offer You Excellent Proposition If You Have Inside. Showmen With Own Outfits and Transportation, Low Percentage, Come On.

CONCESSIONS-WANT LEGITIMATE STOCK CONCESSIONS OF ALL KINDS Especially Want Photo and Penny Arcade

SLIM TOMLIN, CONTACT ME AT ONCE, IMPORTANT

ADDRESS: Belvidere, Ill., This Week; Joliet, Ill., to Follow.

## PRIDE OF THE ROCKIES SHOWS WANT RIDES: Will Book or Lease Octopus, Loop-O-Plane, Tilt-A-Whirl. Big Mixup. Kiddle Rides

Other Than Kiddle Auto.

SHOWS: Mechanical Show, Animal Show, Funnouse, Small Percentage. CONCESSIONS: Fishpond, Slum Spindle, String Game, Cotton Candy, Snow Cone, Hoop-La, Country Store, Basketball, Diggers, Cork Gun, High Striker. Low Privilege. Jerry Reid Can Use Agents for Hanky Panks, Man and Wife to Take Care of Bingo

Fair Committees in Colorado, Kansas Nebraska, Attention: Due to Change of Itinerary We Have Several Dates Open. We Carry No Racket. Sharon Springs, Kansas, this week; then wire 385 Clarkson Street, Denver, Colorado, for route.

## **BEE'S OLD RELIABLE SHOWS, INC.**

Want To Join Now and for Balance of Season. Fairs Starting June 20.

CONCESSIONS—Custard, novelties, jeweiry, short and long range galleries, penny pitches, cotton candy, hanky panks of all kinds, diggers (Bob Millor, contact), mouse game, and want a few grind stores that will work for quarter and half. NONE on show now, Neomia Butler, contact Red McFarlin. Elmer Reid wants agent for airplane outfit. RIDES-Good proposition for any rides not conflicting.

ROUTE-Frankfort, Ky., this week; Campbellsville, Ky., next week.

#### Shows

Broadway Revue, Georgia Sothern, producer and featured stripper; Billy Pitzer, talker; Freddie Vincent, comic; Jerry Sothern, emsee; Francis Jones, chorus; Fay Kay, fan dancer: Betty Bradford, snake dancer; Donna Kennedy, oriental dancer; Barbara Lynne, strip-tease; Mary Cuebas and Babe Rivera, rumba dancers; Bobby Baxter, Joan Dunne, Dorothy Betz, Christine Collier and Leah Wakefield, chorus; Bill Evans, Joe Tave, Eddie Duncan, Jake Blake, Bill Thomas and Gus Schultz, band.

Wine, Women and Song, Georgia Sothern, producer; Eddie Keck, talker; Lu Barnes, Katherine McKnight, Rosemary Davis and Wanda Deitrich, specialty dancers; Dorothy Swanson, Jeanette Rowe, Diane Page and Marian Briggs, chorus.

Little Harlem Revue, Charles A. Taylor, producer; Vivian Taylor, manager; Frip Murdock, assistant manager-character dancer; Willie Outland, Lawrence Williams, comedians; Clarence Samuels, Rita Ricketts, Annie Mae Carter, Al Richardson, singers; Jerome Williams and Leona Jones; Oscard Dennard, Wilburn Green, Jerry Gunzallors, Chris Smith, Robert Summerville, Reuben Lindsey, Johnny Lewis, band; Vera Masterson, dancer; Celestine Brown, Clarissa Outland, Melvina Smith, Frankie York, Mattie Patterson, Louise Clark. Marjorie Mays, chorus.

Mickey Mansion's Side Show-Lee Eardman, talker; Earl Lyons and Robert Ford, tickets; Florence Gray, electric act-midget; Tex and Betty Yates, knife throwers; Freda Yates, iron tongue; Ted Yates, tattoo artist; Peggy Lyons, headless girl; Bruce Evans, sheep-headed boy; Jabone, fire-cater; Scottle McNeal, emseeventriloquist; Albert, rubber skin boy; Lady Cassandra, mentalist; Dermont J. Downey, manager; Serpentina, serpent girl, Bill Gregory, manager, and Allie Timmens, nurse; Eileen. annex attraction.

Mrs. Ike Rose's Midget Revue, Mrs. Ike Rose, manager; Estralita Howard, Kurt Zoriebler, Onder Odetta, Tony Vendola, Jacqueline Hall, Werner Zoriebler, Joseph and Mrs. Frieda Grabowski, Adele Nowak; Jack Petrie, planist; Pete Berryman, talker; E. J. Lewis, boss canvasman; G. R. Lewis, front man; W. E. (Bill) Lewis, electrician.

Motordrome, Everett Fillingham, owner-manager; Grace Fillingham, assistant manager; Buddy Gentry, Bobby Haines and Bill La Tour, riders; Bill Sles and Joseph Bouchet, tickets; Reptile Show, Joe O'Hara, manager; Al Boyd, inside; Wild Life, Harry McCarthy, manager; Bill Hatch and Mrs. Bess McCarthy; Penny Arcade, Louise A. and Estelle T. Bell, ownersoperators; Charles E. Moore; Funhouse, Bill Burruss, foreman; Tom Bush, manager; Glass House, Ray Jordan, Ann Bush; Unborn, Mickey Mansion, owner; Jimmy Allen, manager; Joe Aslup, assistant; Lu Denudine, inside; Gangbuster, Charles W. Stanley, owner; C. H. Lay, manager; Al Case, inside; Monkey

Cookhouse, Kandra Hudson, owner; Connie and Cecil Hudson, managers; John T. (Red) Moore, griddle man; Marshall Hart, head walter; Robert Pyne, cook; Douglas Landrum, Carthel Flory and Ida Mae Moore, walters; grab joint, Curtis Landrum.



Will pay top salary for girls, on show that treats you right. Must be sober and have clean looking wardrobe. Also get percentage of feature.

WRITE - WIRE

**REVUE MANAGER** 

# COUNTY FAIR SHOWS

Week of May 23, Torrington, Wyo.; week of 30, Gordon, Neb.

P. S.: Girls in vicinity come right on and go to work.

## FOR SALE

1 Marks-Fuller Positive Photo Machine, Wood Cabinet: 2 Quartermat Direct Positive Photo Machines, Steel Cabinets. For Quick Sale, \$100 Each, Cash, Complete, F. O. B., St. Louis.

HARRY GREENBERG

2217 Thurman



# **Endy Bros.'** Roster

ANNISTON, Ala., May 21.—Per-sonnel of Endy Bros.' Shows, playing here this week, follows:

#### Staff

David B. Endy, president-general manager; Robert R. Kline, general representative; Louis Stretch) Rice, manager; Vernon Korhn, secretary; Dr. James Bozeman, physician; Glenn Ireton, public relations; Joe Rowan, special agent; J. B. Schleiffer, billposter; Jim Zaoriskie, master electrician and Diesel engineer, with assistants Jimmy Zabriskie Jr. and Dave Francis, neon builder; John Dempsey, general superintendent; Harry Batten, scenic artist, with assistants Curley Abbott, Lucky Parsons and Leon Levitt; E. A. (Red) Clifford Kelly trainmaster; I. H. Nunn, assistant; Charles (Chuck) Connors, boss canvasman; George (Poke) Arthur, shop foreman and master builder; B. A. Stephenson Sr. and Jr., carpenters; Tommy Phipps, tractor and motors supervisor; Dan Martin, machinist and blacksmith; Irvin (Sherlock) Painter, Caterpillar foreman. Frank Peternell, welder; Dorothy Dempsey and Mary Batten, front-gate ticket sellers; Jack Hornsby, mailman and The Billboard, and Red Osterman, front-gate and neon assistant.

#### Shows

George Vogstad's Illusions-Mike Buhnia, taiker; James B. McClure, assistant; Dave Campbell, lecturer; Alice Maiden, bally assistant and escapes; Rhoda Cann and Viola Perdue, illusionists; Ted Scott, magician, and Fred Schleicker and Fred Smith, tickets.

George Vogstad's Wildlife-J. C. (Blackie) Smith and Tiny Tone, trainers; Mrs. T. Scott. cashier.

Speedy Babbs' Motordrome-Lucky Evans and Boots Ryan, riders; Samuel Grafton, talker; Bill Walters and Adam Short, tickets.

Al Mercy's "Scandals of '49"-Virginia and Al Mercy, managers-talkers; Chester Struthers, grind and tickets; Robert Camp, tickets; Frank Randall, electrician; Elliott Forbes, canvasman; Tom Jones, trumpet; Mitch Trotta, emsee and vocalist; George Brockhahn, drums; Roland Kirschner, piano; Roy Camp, sax; Snookie Lee, prima donna; Dotty Randall, soubret; Lib Campbell, strips; Penny Rogers, Sandy Richardson, Chris Struthers, Edith Camp, Maxine Camp, line girls. Two-Headed Baby-Katherine and Raymond Walsh, ownermanagers.

Bronze Revue-Fathead Williams, manager; Eddie Dyer, talker; Toots Wilson, grinder; Flip Ryan and Margaret Anderson, tickets; Spark Jones, stage manager-comic; Joe Anderson, ork leader and alto; Pop Davis, second alto; Middle C. Turner, piano; Frank Paink-ner, tenor; Roscoe Fitzpatrick and Thurman (Flatop) Yates, trumpets; Murray Young, bass viol; Earl (Hambone) Cochrane, percussion; Christine Williams, choregrapher; Lulu-Belle Turner, contortionist; Fred (Broadway) Walker and Clarence (Hot Poppa) Turner, comics; Louise Robinson, line captain; Clarissa David, Mildred Grant, Mary Avery, Margaret Jones. Dolly Dander, Flossie-Lee Sanderson and Fletcher Ryan, electrician and canvasman.

shall, Spitfire; Pete Loftus, Hey-Dey, and Paul de Kreko, ponies.

Concessions

H. W. Jones, bingo, with Joe Cenname, man-ager: Mario de Magglio, assistant; Lucio Grieff, stock attendant; William Stephenson, Redman Morris, Stephen Parello and George Campbell, clerks; Jack Bennis and Tom Copperstone, candy butchers; frozen custard, Edwin Yeasted, manager; Frank Osterman, assistant.

Midway dining room and grabs, Dot and Curley Shoemaker, owner; Dot Shoemaker, chef; Harry Mote, second cook; Carl Strain, short orders; Curtis M. Parker, griddle; J. Ross Ferguson, Ralph Finnegan, Ethel and Bob Connors, Mary Bozeman, waiters; Anna Klein, cashier; Jessie Thomas, dishwasher; Tex Briggs, Grab No. 1; Stokes Adderton, Grab No. 2.

Joe Lux agents-George Piercy, Seymour Sclar, Leonard Lampell, Jackie Owens, Neal Carr, Cappy Nuskind, Murray Friedlander, Dutch Rosenberg, Bosco Sandler, Pie Wein-berg, Dixie Malanga, Sam Shaw, Ritchie Worth, Harold Lilly, Frank Pulvino, Milton Rehard, Teddy McKinney, Joe Shaw, Ann Rice, Harry Paugh, Johnnie Cole and Lucille Malanga. Margaret Lux's two mitt camps-Read-

ers, Roxe Silla, Peggy Heiman, Rachel Lilly. Hazel and Jim Zabriskie's popcorn and candy-Herbert L. Swift and Joe Pupus, attendants; age and scale-Phil and Joe Gor-don; photos-Pat and W. F. McMinn; pitchtil-win, balloon darts and slum spindle, Effie and Jim Thompson; pitch-til-you-win and duckpond, Ina and Con Weiss; waterponds, Neva and Clyde Warbritton, Al Herzon and Alvis Small; pitch-til-you-win, George Whited; bottle joint, Lydia Zacchini; cat joints, Lily Strepetow and W. R. Duncan; novelties, Abe Eisenberg; long range and photos, Dave Francis; Bob Parker's derby races, Edward Refecdie and Harry Fradkin; Parker's diggers, Harry Cohn; French fries, Kay and Joe Mar-chiano, and custard, Edwin Yeasted and Frank Osterman.

## ALLEN-SMITH START

(Continued from page 72)

general representative of Earl Muldoon's Granite State Shows. Allen, who also has been associated with Granite State, has been in the biz for 20 years making routes with big and little ones.

#### **Money** Plentiful

Smith and Allen, along with most other reporting unit owners, say that money is to be had when fair weather lures folks to the lot. In all the org has had a week of click biz and there is no complaint about the sum of this. The lush free spending formerly resulting from the overtime pay accruing to the masses no longer exists, they say, and this, too, jibes with the obervations of other ops.



## With the One and Only Emanuel Zacchini Shot **Over Two Ferris Wheels**

WANT FOR BINGHAMTON, N. Y., with Syracuse, Herkimer, Newburg and Poughkeepsie to follow SHOWS-Want Motordrome. This is real Drome territory. Will book at live and let live percentage. Can place Glass House, Monkey Show. CONCESSIONS-Can place Age, Scale, Photos, Palmistry, Jewelry, any and all Hanky Panks, Ball Games, Penny Pitches. You know these spots. All wires answered.

The Great Jarvis wants People for Illusion Show. Mack and Blackie and all that have worked for him, wire.

## All address RALPH DECKER

Oswego, N. Y., this week; then per route. P. S.-Want to hear from A-1 Show Builder.

## \*\*\*WILL BOOK OR BUY\*\*\*

Ferris Wheel, Tilt, Caterpillar, Kiddie Rides such as Kiddie Auto, Kiddie Airplane, Kiddie Boat Ride.

Can use Photo, Hi-Striker, String Game.

Beautiful spot for PONY RIDE. Can use CONCESSION AGENTS and RIDE HELP.

Marvelous opportunity for CASH and MERCHANDISE BINGO-YEAR-**ROUND PROPOSITION.** Contact immediately

## **ISLAND AMUSEMENT PARK**

Sunbury, Pa. Phone 2063. Official opening, Saturday, MAY 28.

# HARRY CRAIG SHOWS WANT

Organized Minstrel Show with Band, Side Show Manager who can put something in it. Will book Wild Life, Monkey, Animal, Fun House and Mickey Mouse. Want Athletic Show Manager. RIDES-Will book Octopus, Roll-o-Plane and Hi-Ball. HELP-Foremen and Second Men on Rides, must drive. Working Men in all departments. Barney Allen wants Pin Store and Count Store Agents. Pop Stafford wants Skillo Agents. Lee Walker wants Grind Store and Bowling Alley Agents. Louis Stein wants Help for Wheels. Will book Ball Games, String Joint, Rat Game and Mitt Camp. Address:

Capt. Fred Munn's Trained Animal Circus-Fred Munn, talker; Howard Munn, ringmaster; Charlie Lightsey, trainer; Tom Watson and Mildred Lacey, tickets.

"Flame"-Rita Cortes featured, with Pearl Nunes, Hawailan specialty; Charlimar, snake dancer; Kay Cassusy, jungle-jingles; Kitty Atkins, Sue Allen, Rosalie Alexander, Dotty Marlow, Bettle Davis, Candy Lane and Dolores Shannahan, chorus girls; Dick Kearns, talker; Red Dozier and Al Rawlings, tickets; George Gold, drums; Edward Simons, plano; Tommy Tompkins, sax; Whitey Gilmour, vocalist; Bob Whiting, electrician, and Snaggs Litchmore, canvasman.

Walter Wanous's Unborn Show-Mildred Manes, talker and lecturer; Charles De Seve, grinder, and Al Mannox and Rita Cashin. tickets.

George Paucsek's Fun House-Alice Monterey and Montgomery Fladdlehoock, tickets; Maurice Rider, mechanic. Raymond Korhn's Glass House-W. F. Korhn and William R. Duncan, tickets, and Emory Applebaum, mechanic. Raymond Korhn's Sportland-Mallory Uppin-head, Muriel Annice and Russell Runce, cashiers. (Wimpy) Schnepel's Arcade-Eddie Small and Eric Adams, cashiers.

Best and Wanous's Side Show-Walter Wanous, manager; James A. Davis, talker; Mildred James, grinder; Bernice Majors, bally girl; Walter Miller Jr. and Maggie Kelly, tickets; Ray Stevens, magician and lecturer; Sam Marlow, strong man; La Goldie, sword swallower; Tex Willis, human ostrich; Madam Shirley Willis, mentalist; Bommerang Bill, lariat; Bertha (Buckeye) Belle, ventriloquist; Cowboy Johnny (Charlie McCarthy's country cousin) and Jo-An, annex attraction. Best and Wanous's Zobra and Her Jungle Beasts-Alan Forsythe, talker; Sam Walker, grinder; Marge Williams and Ike Wilkins, tickets; Ann-Marie (Zobra) Bates.

#### Rides

Foremen: Herman (Specs) Smith, Merry-Go-Round: Burnell (Red) Carroll. Ferris Wheels; Murphy Carroll, Rolloplane; D. H. Mull, Rocket; Edward Bayes, Fly-o-plane; Ike Allen, Looper; Frank Rupp's kiddle rides (boats, carts, train, airplane); Mario Zacchini, Tilt-a-Whirl; Harry Sadler, Tunnel of Love; Howard Moore, Little Dipper; Bob Conrad, Pony Carts; (Wimpy) Schnepel, Baby Whip; Eddie Johnston, Scooter; A. J. Haddy, Caterpillar; Mario Zacchini, Rockoplane; Pete Mar-

"Clean as a Whistle" Want Shows. What have you? Capable Foreman for No. 5 Eli; Second Men, capable and sober, drive semi. Have complete Five-in-One, want Manager and Acts. Tex Spencer wants Wrestlers, Photos, High Striker, Watch-La, Hoop-La, Scales, other Hanky Panks open. Cape Girardeau, Mo., now; Flat River next. Contact DYER'S GREATER SHOW:

The org, which inters in Providence, jumped into upstate New York for its opening. In a week's time it will be routed into New England, familiar stamping ground for most of the principals.

Free act is Miss Luxem, aerialist with a thrill-packed sway pole routine and slide for life sans gimmicks, who formerly worked as Miss Bernice. Act is booked thru the Al Martin Agency of Boston. A new rigging is uniquely lighted by varied colored spots placed at the base of each section from the ground up.

## **DOWN RIVER ROSTER**

(Continued from page 72) include Dearborn, Tecumseh, Monroe and Ecorse. Fair dates include Milan, North Branch, Croswell and Fowlerville.

New this year are King Amusement Company's Horse and Buggy ride, owned by Betty Postelwaitte, and a Diesel plant.

#### Rides

Ferris Wheel, Gerald Huckaba, manager; Merry-Go-Round, Milton Luna, manager: Gene Luna, assistant. Rolloplane, Carl Hammond, manager; Miniature Train, Julius Bougenoy; pony ride, Leo Antrim; Dipsy Doodle and Kiddie Autos, Johnny and Marie Anderson, owners. Tilt-a-Whirl, Elmer F. Cote, owner; Joe Gonzales, foreman; Lou Kelly, Luther Hall and Jimmie Britt, helpers.

#### Concessionaires

Bill Postelwaitte, bingo, Betty Postelwaitte, manager. Ed De Parios, long-range gallery, Clarence Weiner, assistant; Lester Young, guess-your-age; Bud Paul, scales; Mrs. George Schinberg, 3; Boots Schinberg, milk bottles; Mrs. Nellie Schinberg, cat rack; Junior Compton, hi-striker; Howard Hardesty, 4; Charles Conner and Bernard Potochney, huckley buck; H. Hardesty, balloon darts; Mrs. Lulu Har-desty, pitch-till-you-win; Byron Kannappel, clothespins; Daisy Butler, 5; Roy Brewer, stock pan; Leo Hayes and Robert Paul, bail games; Joe Walk, dart store; Wilby Thacker, ball game; William Peshong, cookhouse, Betty Peshong, Roy Knox, Betty Murphy, Lorraine Peshong, staff; R. V. Margodt, 6; Catharine Russell, popcorn; Mrs. Lee Margodt, candy apples and carmel corn; Betty Murray, candy floss; Jim Stead, cork guns; Walt Fisher, penny pitch; Harry Bartlett, duck pond; Maybelle Bartlett, glass pitch; Al and Katherine Sargent, novelties; R. V. Margodt and Dean Murray, pan joint.

MONAHANS, TEXAS, THIS WEEK; ODESSA, TEXAS, NEXT WEEK.

# AMERICAN MIDWAY SHOWS

## CAN PLACE

Hanky Pank Concessions, \$16.50 per week. No exclusives. Want Agents for office Count and Pin Stores. Man and Wife for Bingo. Will book Rides not conflicting. Address Waco, Texas, this week; then Soldiers' pay day, Killeen, Texas.

# TIVOLI EXPOSITION SHOWS WANT For Rock Falls, Ill., Decoration Day Week and Big Spots to WANT

CONCESSIONS: Can Place Legitimate Concessions that work for Stock, String Game, Custard, Jewelry, Clothes Pin, Bumper and Airplane. SHOWS: Mechical, Monkey, Motor Drome, Big Snake and Fat Show. Have 20x80 Foot Top with Front and Transportation for party who has something to put in it. Also 22x40 Top.

Can Place Funhouse. RIDE HELP: Foreman for Little Beauty Merry-Go-Round; Must Drive Semi. RIDES: Will Book Dark Ride, Good Proposition. This Show has played Six Winning Weeks and each week is getting better; Join Now While We Have a few Openings. Pekin, Ill., This Week; Rock Falls, Ill., May 30-June 4th H. V. PETERSEN, GEN. MGR. B. J. COLLINS, GEN. AGENT

## LONE STAR SHOWS

Greensburg, Ind., May 23-28. Want Ride Help on all Rides. Those with me before, come on. Can Place Hanky Panks of all kinds. No Flats or Gypsies. Long Season South into Florida. Helen Golden Can Place Good Annex Attraction for Reliable Side Show. Also Good P.C. Dealer. Elwood, Ind., week May 30 to June 4; Shelbyville, Ind., June 6-11. Address all mail and wires to:

#### MYRTLE McSPADDEN

P. S.: Joe Baxter no longer connected with us. Not responsible for any of his debts. Fair committees holding our contracts, please contact at once.

## PAGE BROS.' SHOWS

#### WANT

Cookhouse. Must be first class. Also Diggers, Slum Joints of all kinds. Want Clown to take over office-owned Fun House. Good proposition. Address:

Dawson Springs, Ky., this week; Russellville, Ky., next week.

P.S.: Paul Pittman wants Agents.

## PEERLESS CELEBRATION AMUSEMENTS WANT

Advance Agent. Freddie Boswell, Scottie, Joe Lee, Contact At Once. Want One Major Ride—Octopus, Rollopiane or Tilt. Good Ride Help, Drivers Only. Concessions not conflict-ing, Some Percentage Open. Use Custard, French Fries, Guess Weight or Age. Want Side Show Acts and Shows With Own Transportation, Girls for Girl Show. All Wire or

Address WM. J. MESPELT, Ronceverte, W. Va.



CARNIVALS 82

The Billboard

May 28, 1949



Somerville, New Jersey, this week; Washington, New Jersey next week: Big Decoration Day Celebration. Want at once: Ball Games, Age and Scales, Basket Ball Game, Huckley Buck, All Hanky Panks open. Want at once: 10-in-1, we have top and semi trailer for same; Wild Life. Dick Killinger wants Girls for Girl Show, wagon front. Also want Minstrel Show People and Band. will consider organized troupe. Want A-1 Truck Mechanic, must be sober. All mail and wires to

WM. C. (BILL) MURRAY

# **HILL'S GREATER SHOWS**

WANTS FOR THE BICGEST SPOT IN THE WEST, CHEYENNE, WYO., MAY 30 TO JUNE 4. WITH \$6,000,000.00 SOLDIERS AND RAILROAD PAY DAY, AND 14 FAIRS AND CELEBRATIONS TO FOLLOW, STARTING LAST WEEK IN JUNE.

SHOWS-Fun House, Animal Side Show and Mechanical.

RIDES-Will book Octopus, Caterpillar Dark Ride or Whip, with own transportation. Attractive proposition.

CONCESSIONS—All Game Concessions, Fish Pond, Coke Bottle, Hoop-La or any legitimate Concessions on which the "Ex" has not been sold.

### All replies to C. O. HILL or H. P. HILL, as per route

LARAMIE, WYOMING, this week; then CHEYENNE, WYOMING.

# **ROYAL EXPOSITION SHOWS**

### WANT

Ferris Wheel Foreman, also Second Men for Chairplane and Merry-Go-Round. If you are sober and appreciate good treatment and drive semis, you can get a long season's work here. Also want two or three Hanky Pank Agents who are capable and not afraid to work. Can use Kiddle Auto and Choo Choo Train, also Funhouse. This show plays Shawnee Lake, W. Va., July 2-9. Ask anyone that knows about this spot. Our Fairs begin August 8 and run straight through to Armistice week. Then Florida for the winter. All address:

This week, Madisonville, Tenn.; then Oak Ridge, Tenn.

## **ROYAL EXPOSITION SHOWS**

## CRESCENT AMUSEMENT WANTS CONCESSIONS

Popcorn and Snow Ball, Short Range (Tipton wire), Diggers, Hanky Panks. Place Six Cats for stock. Jimmie Williams wants Ball Game workers, Huckley Buck. Sam Weintroube wants Hanky Pank Agents and P. C. dealers. For sale-Modern Cookhouse 16x24 complete. all new 4 weeks ago, with or without transportation Can be booked on show.

# **CLUB ACTIVITIES**

Showmen's League of America 400 S. State St., Chicago

CHICAGO, May 21. - President Bob Parker, in town on business, visited Hennies Bros.' Shows in Hammond, Ind., with Mike Wright, Ed for the summer, the smaller rooms Kornrumpf, Ned Torti and Secretary | and office of the club are open year-Joe Streibich. Jack Hawthorne, formerly with Cole Bros.' Circus, back in Chicago. Ralph Wibberley joined King Bros.' Circus.

from the hospital. Thomas F. Stevens, Ray Balzer and Harry Julius still on the sick list.

Ned Torti will provide flags for Showmen's Rest Decoration Day. Charles H. Hall will place them. Walter F. Driver is arranging for an Al Sopenar Post Poppy Day.

Fitzie Brown and Herb Shive, Lawrence Shows, and Bill Naylor, Hennies Bros. press agent, visited. Waller Hale making Chicago his headquarters.

Bernie Mendelson and Andy Markham played golf Sunday (15) with the Mike Wright gang at Delavan, Wis.

Visitors: Harry Simonds, Charles H. Hall, Charles Levine, Oliver Barnes, Max Brantman, Floyd King and Jack Kaplan. Bill Hetlich returned from Cincinnati.

Tickets for the Buick award are being sent out.

#### Ladies' Auxiliary

The past presidents held their annual spring dinner Monday (9) in for whom we have mail: Frank P. Nan Rankine's home. Guests were Mrs. A. L. Filograsso, Mrs. Ralph Glick, Viola Parker, Mrs. Leona Harris Ellis and Mrs. M. Richard Horan. Past presidents included Mrs. Henry Belden, Mrs. Margaret Hock, Evelyn Hock, Mrs. Blanche Latto, Mrs. L. M. | vine, Peter McGuire, Francis Mur-Brumleve, Mrs. Sam Gluskin, Mrs. phy, James O'Brien, William A. Rob-

## National Showmen's Association 1564 Broadway, New York

NEW YORK, May 21.-Tho there are no more meetings until fall and the main assembly rooms are closed round and members are welcome.

Gerald Snellens, general repre-sentative of the World of Mirth Shows, who fell and hurt his knee, Bob Miller and Rudy Singer home is at the Delaware Hospital in Wilmington. Casper Sargent, who underwent an operation recently, has been discharged from the hospital and is recuperating at home. Still on the sick list are Jack Philipson, Nathan Weinberg, Mack Harris, John O'Rear, Irving Udowitz, True Perkins and James Cox. Sincere sympathy to Saul Seligson, whose mother died recently.

> Letters received from Ben Braunstein, Frank Rappaport, Edward Cohen, Abe Rapps and Calvin Berry, Among those who have returned from wintering in Miami are Max Hummel, William Lish and Harry Foreman. Lish expects to go to Canada for a brief stay. Charles (Doc) and Mrs. Morris, who have been residing in the South for several years, will make their home in New Jersey. Arthur Merrill stopped off from the O. C. Buck Shows for a visit to the club.

> We would like to have the addresses for the following members, Bittle, Albert A. Boneberg, Martin Brynes, Joe Corey, Coley Deese, J. Feerer, Michael Gallo, Jack Goldie, Sidney Groner, Harry Jackson Hyman, Marion E. Johnston, Harry Kleban, James A. LaMont, Max Le-

Address L. C. McHENRY, Mgr. Sapulpa, Okla., thir week. P. S.: Want Lot Man; Geo., Come Back.

# **DICK'S GREATER SHOWS**

### WANT

## WANT

RIDES: Set of Kiddie Rides, Rolloplane, SHOWS: WILD LIFE, MOTORDROME, FUNHOUSE. CONCESSIONS: Penny Pitch. Photos. Pitch Till You Win, Duckpond, Penny Arcade.

R. E. GILSDORF—This Week, Ambridge, Pa.

## LAKE COUNTY INDUSTRIAL EXPOSITION Crown Point (Indiana) Fair Grounds, May 25-30

Can Place Flashy Photo Scales and Age, American Camp and a Few More Legitimate Stock Concessions for Here and Rest of Season Route on Request ( SHOWS-Can Place Any With Own Outfits. Have One Complete 20x40 Outfit for Grind Show. Can Place You at Crown Point as Late as May 30th; this Will Be the Big Day. Now Booking for Northern Indiana's Biggest 4th of July Celebration at Warsaw Fairgrounds. Also Manitou Jubilee at Rochester Week of June 13th.

#### BAKER UNITED SHOWS CROWN POINT. INDIANA

# WANT CONCESSIONS

Working for stock only. No flats, no gypsies. Want Diggers. No "X" on Hanky Panks. Can use 3 good Shows. Have tops for same. Bingo, Cookhouse, Carmel Corn, Candy Floss, Ice Cream, Root Beer already sold for season. Twenty weeks' street and county fairs. Attica, Ind., American Legion Annual Spring Festival, week May 23; Valparaiso Fraternal Order of Police, week May 30; Albany, then Roanoke and the big Rensselaer, Ind., 4th of July Celebration. THOMAS SHOWS

CLIFF FLOWERS, Owner

PETE J. SMITH, Mgr.

# WANTED-C. A. STEPHENS SHOWS

Concessions that work for stock, Popcorn, Peanut. SHOWS-Danny McNamee wants five Show Acts, Operator with Girls and Wardrobe for Girl Show. RIDES-Can place Swing Foreman and Second Man. Coeburn, Va., this week.

## WALLACE & MURRAY SHOWS WANT FOR PARKERSBURG, W. VA., MAY 30-JUNE 4

Rolloplane and Octopus. Very liberal proposition. Fun House, Monkey Show or Motordrome. Want Cook House for balance of season. (Betty Langford, get in touch with me.) Will book Diggers, Custard, Jeweiry or any other Slum Concessions except Water Joints and Ball Games. Can use experienced Chairplane Foreman, top salary. Melvin Bennett, can place you starting at Parkersburg; please advise Fred Zschille wants Grind Store Agents. Address: LOGAN, OHIO, THIS WEEK; THEN PARKERSBURG, W. VA. Louise Rollo, Mrs. William Carsky erts, Clifton Sessions, Henry Silvers, and Mrs. George Yeldham.

Mrs. Ellis won a bottle of cologne M. Stover, William Stroud, Arthur donated by Mrs. Joe Streibich. Other raffle winners were Mrs. Ralph Glick, Viola Parker and Mrs. Louise Rollo.

Final meeting was held Thursday (5) in Hotel Sherman. On the rostrum were Mrs. Robert H. Miller. president; Mrs A. L. Filograsso, first Harry Krasnow, Ralph Goldstone, vice-president; Viola Parker, treasurer, and Mrs. M. Richard Horan. secretary. Mrs. Blanche Latto gave Tom Quincy, Harry Miller, Sam the invocation.

Mary Lillian Creson was elected to membership.

the bazaar, announced part of the Burt, Al Janpol, Siro Aurilio, Harry proceeds from that affair would be Levine and Irving Pearlstone. given to the Cancer Fund.

Mrs Viola Fairly, membership chairman, announced the \$2 initiation fee will be waived during drive Park Sunday (15). Secretary Phil Mag 1 to September 1.

Mrs. Henry Belden, past president, was hostess at the social. Lucille Hirsch won the bronze horse donated Shows. Lazarus Fink leaving for by Ida Chase and Myrtle Hutt Beard Other winners were Mrs. Elsie Miller, Mrs. L. M. Brumleve and Bessie Mossman. Mrs Frances Shean, now making Chicago her home, attended.

## **Ohio United Showman's** Association

136 Tuscarawas St., W., Canton, O.

CANTON, O., May 21.-Charles Ward presided at the Monday (9) meeting. Club's sponsorship of the Hoppy Attractions, May 2-7, proved successful. Club was host to 157 kiddies from the Fairmount Children's Home Saturday (7). Transportation, refreshments and free games and rides were provided.

A party was held in honor of Leonard Powelson, Elmer Snedecker and Virgil Scott.

New members are Mr. and Mrs. Charles Martin, Mr. and Mrs. Jack Daniels and Elmer Snedecker.

Dave Betz is recuperating in his home from a heart attack.

James Snyder, P. G. Stack, James Wichert, W. H. Wilson, Harold Daly and Eddie Davis.

Recent visitors were James Hurd. Charles Keljikian, Jack Agree, Morris Batalsky. Sidney Herbert, Arthur Campfield, Jack Lichter, Morris Glass, Ben Merson, Ben Herman, Sam Torres, Lee Lewis, George Regan, Jack Alfred, John McCormick, Weisser, John Lane, Joseph Agule, Samuel Rosenthal, Jack Allen, Jack Stern, Sam Levy, Louis Candee, Mrs. A. L. Filograsso, chairman of Louis Rosshandler, Louis Elias, Al

Chaplain Fred C. Murray represented the NSA at the I Am an American Day celebration in Central Isser in from his I. T. Shows to visit the clubrooms. James Hurd joining Ed Young on the Royal Crown Seaside Park, Virginia Beach, Va., for the summer. Morris (Skee) Batalsky in to visit the club.

Letters received from William E. Crouch, Ned Torti and Bill Powell, who is at present in Europe. Our sympathy to Henry Kaufman whose father died recently.





### The Billboard

#### CARNIVALS 83

## Caravans, Inc. P. O. Box 1902, Chicago

CHICAGO, May 21.-Final meeting was held Tuesday (17), with President Pat Seery presiding. Also on the rostrum were Pearl McGlynn, first vice-president pro tem; Mae Oakes, second vice-president; Claire Sopenar, treasurer, and Irene Coffey, financial secretary. Bessie Mossman read the invocation.

Josephine Glickman, corresponding secretary, read a letter from Hattie Hoyt, with the Johnny J. Jones Exposition. Also with the JJJ org are Boots Paddock and Daisy Davis.

Sympathy is extended Bill and Phoebe Carsky on the death of Bill's father. Edna Stinson died in Independence, Mo. Edna Stenson reports her sister, Evelyn Blakely, injured in a car accident, is improving. Her address is 533 Rigsby, San Antonio. Chet Genter is in American Hospital.

Claire Sopenar is chairman of the Poppy Day sales.

Ann Doolan is expected here by June 1. Ernie and Lillian Lawrence caught the Ayres & Kathryn Davies Circus in Winfield, Ill., and returned with pictures of Corky and Johnny Frazier, clowns, and Betty Tilton.

New members are Betty Asheron, Hannah Bohme, Anne Brahm, Agnes Conado, Leona Cooper, Louise De-Neb, Blanche Evans, Helen Hoffmeyer, Mrs. S. Mark, Marie Quirk, Edna Sanders, Esther Schiller, Gladys Thompson and Pearl Washburn.

Final social will be Tuesday (24) in Hotel Sherman. Pat Seery is chairman, assisted by Bobbie Cherniak, Kathryn Robertson and Ruth Clinton.

## **Pacific Coast** Showmen's Association 1235 S. Hope St., Los Angeles 16

#### Ladies' Auxiliary

President Mary Taylor presided at the Monday (16) meeting. Also on the rostrum were Opal Manly, first vice-president, Edith Hargrave, secretary, and Peggy Forstall, treasurer. Vivian Gorman, Eloise Syester and Marge Latiker are ill.

## International Showmen's Association

415A Chestnut St., St. Louis

ST. LOUIS, May 21.-Personnel of Hennies Bros., John Francis, Great Sutton and Johnny Bale shows, all playing the St. Louis vicinity, were club guests at a party Thursday (5). Mr. and Mrs. Euby Cobb, Mr. and Mrs. Leo Lang, Mr. and Mrs. George Regan, Mrs. Leva Vellios, Ralph Hoffman, J. P. Murphy and Dave Kieffer were hosts.

Minnie McQuillan, songs and piano, entertained.

Lunch committee included George and Estella Regan and Gertrude Lang, with Robert (Jo-Jo) Mackey and Meyer Katz, waiters, and Dave Keiffer and Leo Lang, bartenders.

Guests included Mr. and Mrs. Harry Hennies, Mr. and Mrs. Noble C. Fairly, Bob Sugar, Mr. and Mrs. Alton Pierson, Mr. and Mrs. Mickey Billin, Muscles Dundee, Morris Cranzberg. John Van Bertloo, Mr. and Mrs. Dave Prevost, John Roth, Mr. and Mrs. Charles Chaney, Tony Korwaski, Mr. and Mrs. Ed Mablin, Stormy Dale, William (Bill) Snyder, John Sweeney, Mr. and Mrs. Charles Goss, Mr. and Mrs. Dwight Bazinet, Mr. and Mrs. Lou Sheesley, James Ferron, Deuise Darnell, William (Swayback) Bedian, Margaret Pugh, Don (Doc) Donnelly, Mrs. Lee Belmont.

Alice and Lorraine Belmont, Bob Purvis, Ed Rasor, W E. Taylor, Gene Lurtz, Ray Foster, Thomas Cowan, Mr. and Mrs. Gene Cummins, Mr. and Mrs. Walter Hale, Dick Murray, Edith Kelley, Bee Miller, C. C. Hutchinson, Leva Vellios, Gordon Cameron, Dutch Wilson, Lou Weiss, Frank J. Hill, Charlie Kinnamann, Lloyd Glackin, Mr. and Mrs. Ray R. Stephen, Murray Lowthee, Mildred Oliphant, Margaret Shelley, Jackie A. Curz, Harry Vliet, Mr. and Mrs. H. L. Scott, Cliff Bammel, Margaret Pugh, Mattis Bybee, Madeline Weiss.

Mrs. Rowian Russom, Marguerite Donnelly, J. Van Vertlor, Hugo Mallman, Mr. and Mrs. Keith Chapman, Mrs. Blanche Sullivan, Mr. and Mrs. Eddie Yeager, Mr. and Mrs. Fred W. Larsen, Joe Hatfield, Doc Streiper, Lou Karns, Don Dorlandoz, Princess Chio, Dottie Hamilton, Charlie Sheesley Don Powers, Rosemarie King Deuise Dorne, Chick Bayer, Claude E. Davis, Charles E. Beck, Bobbie E. Pugh, Ernst D. Orston, Robert Greenwald, David B. Endy, Frank J. Hill, Mr. and Mrs. Chick Boyer, James G. Wiley, Dick Murphy, Paul Forbes, Pat Mulrooney, Barbara Bunnell, Connie Austin, Mrs. Bert Perrot and Geraldine Davidson.

## Show Folks of America



Wire, write or phone after May 25 until June 4

SAM E. PRELL, PRELL'S BROADWAY

Stonewall Jackson Hotel, Clarksburg, W. Va., then as per route

#### **H. B. ROSEN SHOWS** WANTED WANTED WANTED

SHOWS-Organized Minstrel Show with 12 to 14 people. Side Show with something to put in it, have complete equipment. Man to operate Snake Show.

RIDES-Capable Foremen for Rolloplane. Tilt-a-Whirl and Twin Ferris Wheels. Second Men for all Rides. All must drive Semis. Place wives as Ticket Sellers or work Hanky Panks.

CONCESSIONS-All Concessions open. Will sell Ex on Custard, Photo Gallery and Glass Pitch. Will book the following Concessions: Long and Short Range Shooting Gallery, Candy Floss, Fish Pond, Bowling Alley String Game, Cigarette Shooting Gallery, High striker. All Concession in line up twenty-one dollars privilege. Place Caller and twa Counter Men for Bingo.

Want Billposter with car or truck who can and will put up paper, who can sell banners without heat, handle Second Man's work and promote special kiddies' matinees. Can place Man with Sound Truck who has Concessions. Man to handle Marquee, capable Mechanic with own tools. This show carries ten Rides and six Shows and is now heading into Virginia with one of the best Fourth of July spots and 12 bona fide Fairs to follow. This week, Wise, Va., followed by Richlands, Va. (downtown location).

Letters were read from Betty G. Coe and Madge Buckley. Mrs. Thomasson was introduced.

Mary Bacigalupi won the cake and cake dish donated by Mary Taylor. Bank award went to Marlo Le Fors. Door prizes, donated by Lille Schue and Marlo Le Fors, were won by Alta DeNeau and Charlotte Cohen.

Vivian Horton, Alta DeNeau, Stella Linton, Marie Mead and Opal Manly donated to the bazaar. Alice Jones donated a bedspread for the raffle Wednesday (25). Gladys Keenan donated a bracelet for raffle.

Ethel Krug, Marlo Le Fors, Marge Chipman, Maybelle Bennett, Florence Lusby, Trudie De Santi, Marie Mead, Maybelle Henderickson, Martha Kenyon and Maree Rhodes gave short talks.

Lunch was served by Estelle Wampler, Alta DeNeau and Rose Rosard.

WANTED

Drome Rider that can do race.

Also Ticket Seller that can make

STRATES SHOWS

Pawtucket, R. I., this week.

Want Organized Carnival

openings.

San Francisco

SAN FRANCISCO, May 21.-Past President Sammy Corenson presided, assisted by Past President Harry G. Seber, Fred Weidmann, Sammy Dolman and Council Raiford.

Letters were read from LaCarmencita Sanchez, Nellie Baker and Joan Bauer.

Tony De Fabros is in Mary's Help Hospital. Mrs. Boehm visited Mr. Kellogg and LaCarmencita Sanchez. Billie Hodges and Glenn Artz are ill.

Sammy Dolman, Fred Weidmann, Harry Seber, Nate Cohn and Jack Brooks spoke.

Lee Hahn, Mr. and Mrs. Carl Smith, Abe Ettin, Fred Hansen, Scotty Mc-Neish Orrie and Josephine Blome, Art Sinex, George Lick, Harry Glinker, Mr. and Mrs. Barnes and Morris Ginsberg were introduced.

The presidents' birthday party will be June 20.

Fred Weidmann won the pot of gold.

## **Regular Associated Troupers**

106 E. Washington, Los Angeles

LOS ANGELES, May 21.-Red Lowney and Spot Ragland are up and around again. Still on the sick list are Marge Chipman, Vivian Gorman and Elsie Suker.

Mabelle Bennett, bazaar chairman. received donations from Billie Bryant and Joe Mead.

Past President Marie Bailey wrote from Oregon. Moe Eisenman visited his wife, Lill, in Portland, Ore. Fred and Nellie Ramsey have returned from their vacation. June Gilligan wrote from Pittsburg, Calif.

Lucille King, house chairman, served refreshments.

Houston, Tex.

bers are Sam Fox, B. A. Lottman and

H. C. Patrick. Bob Hammond, Joe

Ladd, Royal United Shows, and Vin-

cent Lee, AGVA, visited.

Fred Smith in San Antonio.

HOUSTON, May 21 .- New mem-

Or Rides for Big Fourth of July Celebration (Operates on Sunday), Stay Balance of Week if Desired. Call or Write: Showman's League of Texas

A. H. HORSTMAN ROCKPORT, IND.

## TRUCK MECHANIC WANTED

With tools and transportation. Pay you what you are worth. Join on wire. PEPPERS ALL-STATE SHOWS, War, W. Va., this week.



WANTED-Ball Games, Darts, String Game, Spot the Spot, Hoop-La, Photos, Bowling Alley, Six Cats, Buckets, Huckley Buck, Stock Wheels, Basket Ball, Duck Pond, Fish Pond. WANTED-Side Show, Mechanical City, Monkey Show, Plantation Show, Pony Ride, Tilt. All replies **GEORGE CLYDE SMITH SHOWS** 

Cresson, Pa., this week; Houtzdale, Pa., next week.

# WANT — JOE STARR SHOWS —

10TH ANNUAL HOMECOMING CELEBRATION-4-DAYS, MAY 25TH THRU 28TH-4 NIGHTS, DOWNTOWN-CHELSEA, OKLA., ON STREETS

Oklahoma's Gov. Roy Turner and Party-Special Guests and Speakers

Concessions of all kinds. Good opening for Candy Floss, Custard, Diggers. Will book one more major Flat Ride. Reliable man for Eli Wheel; Orvall Scott, come on. Will book or buy small Monkey Circus; capable Agents for Skillo and Grind Stores and office-owned Hanky Panks. Other celebrations booked in Missouri and Illinois. Celebration committees in Missouri, have one week in June Open. JOE STARR, Manager; H. E. BENSON, Gen. Agent-Chelsea, Okia.

# FLOYD O. KILE SHOWS

CAN PLACE NOW FOR LONG SEASON-Photo, Pitch-To-Win, Bumper, Coke Bottles, Slum Spindle, Diggers, Blower. What have you? WANT Sound Car with Concessions for 30 weeks' work. A-1 Merry-Go-Round Foreman-top pay if you can cut it. No drunks. Playing Louisiana exclusively No gate-no grift. 7 FAIRS, 2 CELEBRATIONS. Have good proposition for Ell Wheel. Bill Harrington, wire. Rex Nottingham, contact.

FLOYD O. KILE, MORGANZA, LA., TILL MAY 29TH.

## PAGE BROS.' SHOWS WANT FOR NOW AND ALL SEASON

Mitt Camp, Scales, Jeweiry Pan or Rat Joint, Custard, Slum Joints of all kinds. Have com-plete Girl Show Equipment, want Operator with girl's and own wardrobe, must be first class. Will book Roll-o-Plane with or without transportation.

DAWSON SPRINGS, KY., NOW; RUSSELLVILLE NEXT WEEK. P.S.: Have best 4th of July in South and 12 Fairs starting in July.

## DRAGO AMUSEMENTS WANT

For North Central Exposition, June 1-4. 30,000 people each day last year. Legitimate Concessions of all kinds. Will book shows for committee money enly. WABASH, IND., THIS WEEK.

Word was received of the death of PAUL DRAGO, Owner - CHICK WAGNER, Concession Hgr.



#### CARNIVALS 84

## May 28, 1949

# WRESTLERS BOXERS

We play the best Athletic Show territory there is, and you get a chance to make it on this show. Want men who can work both inside and out, and know how to create heat. Will turn over the management to good man.

### WRITE - WIRE ARENA MANAGER

# **COUNTY FAIR SHOWS**

Week of May 23, Torrington, Wyo; week of May 30, Gordon, Neb.

P. S.: If in vicinity come right on.

## B. H. AND A. P. ALLEN WANT

For best spots in Wyoming, Colorado, Kansas and Nebraska wheat country

Skillo and Peek Store Agents. Bruce Cole wants 2 Count Store Agents. No squares. Want capable Man for head of Nail Joint, Man to take only Wheel on show. Jimmy Collins, come on. Agents for Hanky Panks, one of a kind on midway. Want Swinger Agent. Bruce Brinkley, David (Little Rab-bit) White, come on. We work every week. BOB BULLOCK, Legal Adjuster, wire or come cn.

American Funland Shows Spur, Tex., this week; then as per route.

# Star Amusement Co. WANTS

Bail Games, Stock Concessions, Side Shows of merit or educational. Tuffy Barnett needs Boxers and Wrestlers. This show will play the biggest July 4th spot in Arkansas at Portia Other top picnics and celebrations already booked. Carlisle, May 23-28; Parkin, May 30-June 4; Earl, June 6-11.



VISALIA, Calif., May 21.-Personnel of the Foley & Burk Shows, currently playing here, follows:

#### Rides

Merry-Go-Round, Edward Ewing, H. Sale, Al Folden and Ruby Wallace, tickets; Ferris Wheel, Gene Cardoza, Robert Elliz; Whip, Clarence Silva, H. W. Crayton; Octopus, Conrad Hoglund, Russ Ellis; Fly-O-Plane, C. Wallace, John Taylor; C-Cruise, Robert Myers, Belle Lampman, tickets; Rolloplane, Billy Wil-liams; Tilt-A-Whirl, Al Paucsek, Billy Wely-chko, S. Proporchuk; kiddie rides, John Morton, John Morton Jr., Robert Nobriga; Chairplane and racing autos, Bernard Summers, and pony ride, Charley Simpson, Ralph Goodlove.

#### Shows

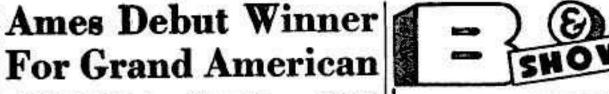
Thimble Theater, M. Lee Barnes, F. J. Lawrence; Glass House, Lee Schultz, Edward Ward. Independent, Farmer Jones Farm, Charles Simpson, Mat Alfers, Harry Sharpe. A. J. Budd Side Show: Dolores Coranado, manager and fat girl; R. L. Lawrence, front; Bob Mor-ton, tickets; Dennis Kilpatrick, punch; Schlitzie, pinhead; Jesus Gonzales, seal boy; Erline Francis, sword box, and Joe Victor, midget.

#### Concessions

Cookhouse, Charles Simpson; Blanche Alfers, cook; Louella Simpson, Dorothy Ewing, Beatrice Sale and Harry Sharpe.

Independent concessions: Horse race game, George Wiler, Jimmy Hendry; candy wheel, Thomas H. Rhodes, Larry Shore; balloon darts, Walter Welychko; bird store, Andy Camillare, owner; Joseph and Carmelia Grech; bronze store, Andy Camillare, Ed Lamon; candy apples, popcorn, floss, Jimmy Wright, W. E. Stevens; ice cream, French fries, Charlie and Marie Carte; age and weight, Dennis Pursley. Albright concessions: Cigarette flasher, Guy Collins; toy wheel, Ernest Santanni; long range, Dave McCarron, Sandy Van Valken-berg; grab, E. S. Fitzgerald, Flossie Fitzgerald, Blackie Hall; Penny Arcade, Bib Dignan, Tommy Robison, Chickle Provanzali; grocery wheel, Abe Fabricant; milk bottles, Jerry Cirincione; bronze store, Johnny Pro-vanzali; balloon game, James H. McGloughlin; ham and bacon, Ray Monroe; cat game, Sunny Taylor Cirincione, Gene Taylor; bird and goldfish, Dennis (Whiskers) Pursley; duck wheel, Joe Knight, and bingo, Mary and Teddy Texlers.

# White Star Attractions



NEWTON, Ia., May 21. - Grand American Shows, owned and operated by Mr. and Mrs. L. O. Weaver and their sons, Howard and Frank, moved in here Monday (16) for a week's engagement after completing a successful eight-day debut stand in Ames, Ia., Monday (9). Good crowds and weather prevailed at Ames, where a Saturday matinee (7) proved a winner. Org was well flashed here and plenty of neon was in evidence on all fronts. A new Rock-o-Plane is scheduled to arrive in time for shows' stand in Marshalltown next week.

Frank Weaver is lot man and chief electrician, with Bill Paine assisting him. Alice Weaver assists Mr. and Mrs. Howard Weaver in the operation of the bingo stand. Jerry Henneger is bingo caller. Maydean Weaver, who will be graduated from Iowa State University soon, will take over the office. Bob Edgington is chief mechanic,

Rides include Octopus, operated by Otto Buckholz, assisted by Lowell Wood; Merry-Go-Round, Bryan Buckholz, operator; Delbert Brown, second man; Tilt-a-Whirl, Clifton Wilson, operator; Jack Graham, second man; Ferris Wheel, owned by shows, S. E. Ruyle, operator; Ferris Wheel, C. C. Wyrick, owner-operator; Dewey Hunter, Edward Bessler and Red Dunn, assistants; Kiddie Auto, Gene Trichie; Roto Whip, Louis (Dumb Dago) Cassano; Train, Mr. and Mrs. Edward Stevens.

The Dancing Dollies Revue is operated by Jackie Coleman, assisted by Ginger Lee. Otto Buckholz is The Billboard sales agent.





## WANT

Cookhouse, Custard, French Fries and Candy Floss. Want Hanky Panks. Lou Farrel, contact. SHOWS all open. Joe Hilton, contact Joe Mooney. Perfect spot for you. Contact Lou Sams' Fun House. RIDES-Tilt, Rolloplane, Kiddie Rides, RIDE HELP-Foremen and Second Men.

Carbondale, Pa., this week

# OHIO VALLEY SHOWS

WANT Basketball, Ball Games, Stock Concessions. Want Swinger & Skillo Agents. Nig O'Connell, Joe Edwards, Tommy Engle, Tex and Kelly, contact Jack Murphy. Want Shows with or without top or transportation. Wire **ROXIE HARRIS**, Fostoria, Ohio.



Cet with the show that has the spots booked. Wire or call as per route.



That will cater to show people. BOX D-190, care Billboard, 2160 Patterson St., Cincinnati, Ohio.

## JOHN KEELER MODERNISTIC SHOWS WANTED

Hanky Panks, High Striker. Man to take charge Popcorn and Candy Apples. Agents for Ball Games. Ride Help. Portlock, near Norfolk, Va., May 23 to 28; Exmore, Va., opening June 2 to 11. Willie Miller, contact Harry Edwards. Can book a Loop-o-Plane for season.



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, May 28, 1949

Billboard

TRADE

SERVICE

PEATURE

### The Billboard

## CARNIVALS

85

## **NEW JERSEY**

Camden-Home Show. May 23-28. Harry C. Grafton, 706 Federal St. Hamburg-Firemen's Carnival. June 13-18. Leslie B. Vail.

NEW YORK

Springwater-Vol. Firemen's Carnival-Convention. June 28-July 1. Edward M. Holmes.

#### оню

Samson-Lions Club Celebration. June 27-July 4. C. W. Parker.

Coming

**Events** 

#### ARKANSAS

ALABAMA

Fayetteville-Horse Show. June 24-26. Loraine Williams. Fort Smith-Ark.-Okla. Rodeo. May 28-June 1.

A. D. Murphy.

#### CALIFORNIA

Fontana-Fontana Days. June 10-11. H. D. Andress.

Los Angeles-L. A. Nat'l Horse Show. May 31-June 5. Allen Ross, Burbank, Calif.

#### COLORADO

Glenwood Springs-Strawberry Day. June 18. C. W. McFadden.

#### CONNECTICUT

New Haven-Southern N. E. Hotel-Restaurant Show in Arena. June 1-3.

#### FLORIDA

Miami and Coral Gables-Royal Poinciana Festival. June 5-11. Mrs. Herbert O. Vance, Coral Gables.

#### IDAHO

Emmett-Cherry Festival. June 20-25. American Legion.

#### ILLINOIS

Benton-Veterans Homecoming. June 29-July 1. Jim Pritchard. Chicago-Confectionery Industries Expo. June 5-9. Arthur L. Stang. Cottage Hills-Homecoming. June 24-26. Jos. C. Law, Veterans Foreign Wars.

Du Quoin-Lions' Carnival. June 15-18. G. H Kent and D. A. Purdy.

#### INDIANA

Bloomfield-Chamber of Commerce Celebration. June 29-July 4. Charlesto-Lions Celebration. June 20-25. R. S. Cartwright. Corydon-Veterans' Home-Coming. June 2-4. Clyde Cromwell. Gary-Exhibit & Sport Show. May 26-30. George Webb, 2008 W. 12th St.

Huntingburg-Am. Legion Celebration. May 23-28.

Indianapolis-500-Mile Auto Race. May 30. Wilbur Shaw, 729 N. Capitol Ave. Jasper-Am. Legion Street Carnival. June 26-July 2. George J. Kreilein.

Chamber of Commerce.

## Bolivar-Am. Legion Home-Coming. June 8-11. George Marlow, Canton, O. Georgetown—Am. Legion Horse Show-Carni-val. June 3-5. M. W. Mignery, Jack Frost. Silverton—Firemen's Festival. June 21-25. Howard A. Newman.

Syracuse-Third Ward Men's Club of Salina Field Day. May 19-31. Robt. Williams. Washington C. H.-Am. Legion Carnival. June 6-11. Clarence Hackett.

West Unity-Am. Legion Home-Coming. June

24-25. M. C. Harker.

#### OREGON

Lebanon-Strawberry Festival. June 3-4. Ralph Reeves. Portland-Rose Festival. June 8-12. L. W.

Mallett, 290 Multnomah Hotel. Union-Livestock Show. June 9-11. Tony D.

Smith.

### PENNSYLVANIA

Cherry Tree-Vol. Fire Co. Celebration. June 20-25. Kenneth Oaks.

Collegeville-Firemen's Fair. May 25-June 4. Ray Ramsey, R. D. 1, Norristown, Pa. Coudersport-Tri-Co. Firemen's Celebration. Becond week in June. Randall P. Raup.

Devon-Horse Show & Country Fair. May 24-30. Ward Sullivan, 1218 Arch St., Phila-

delphia. Greensburg-Mil. Order Purple Heart Celebration. June 20-25. Frank Cantella.

Mount Pleasant-Golden Anniversary. June 27-July 2. Ken Crusan.

Sharpsville-Celebration. June 26-July 4. S. H. Riley.

#### SOUTH DAKOTA

Arlington-Kingbrook Nights. June 16-17. Guy Abbott.

Lake Andes-Fish Day. June 10. Jesse Adams. Pierre-Days of \$1. June 24-26. George G. Simpson.

#### TEXAS

Plainview-Plainview Rodeo. May 26-28. Yoakum-Tomato Tom-Tom. June 9-11. Don Teas.

#### UTAH

North Salt Lake City-Fat Stock Show. June 8-10. William D. Backman. Spanish Fork-Junior Livestock Show. June 10-14. Vernal-Livestock Show. June 2-4.

son.

The Unmatched Route of Outdoor Show Business

PLAYED BY

# **JACK J. PERRY SHOWS**

## THE EAST'S BIGGEST CELEBRATIONS AND CONVENTIONS

PLUS

## THE BIGGEST FOURTH OF JULY DATE IN PENNSYLVANIA

AND

### 12 BONA FIDE FAIRS

NOT PROMOTIONS

CONCESSIONS: Ball Game, Hoop-La, Penny-Pitch, Fish Pond, Balloon Darts, Long and Short Range Galleries. Other 10c concessions. Sell (x) on Hi-Striker, Photos, Novelties.

GEO. HARMS WANTS: Razzle, Alley and Wheel Agents. (Action every night). Girl Agents for Bear Hoop-La. General Concession Help and Percentage Agents. Book Six Cat and Bucket. Contact now.

SHOWS: Monkey Circus, Wild Life, Unborn, Fun House, Drome and other attractions not conflicting. Bill Holt wants talented Dancing Girls. Top salaries. Need good Canvas Man. Harry "Tex" Hunter, get in touch.

RIDES: Spitfire, Caterpillar, Hi-Ball. Ride Help, Foremen and Second Men; Semi Drivers. Good treatment and pay day every week.

Martinsburg, W. Va., now; York, Pa., next week.

JACK PERRY, Owner

HOWARD ROBBINS, Manager



WANT GMC DIESEL ELECTRICIAN, MUST DRIVE SEMI

WANT CONCESSIONS: Can Place Fish Pond or Duck Pond, Balloon Darts, Slum Blower, Bumper, Pitch-Till-You-Win, Penny Pitch, \$20.50. Will sell X on Custard and Scales. Buy 1946 or later model #5 Ell Wheel. Accept delivery after July 4th. Coup'e to work in all new Illusion Show. Organized Jig Show. Have complete set-up. Alex Tolliver, will make you a good deal. We have the best route of Fairs and Celebrations of any truck show in Texas. Mineral Wells, this week; Weatherford, Texas, Celebration next week, first Show inside city in years. All replies:

### **DON FRANKLIN, Mgr.**

## 





# **Bootstrap Promotion Builds Business for Jack Roberts At Idyllwild on West Coast**

## **Stunts With Spectator Appeal Do Trick in Small Town**

LOS MOLINOS, Calif., May 21.-What on-the-toes promoting can do heavily. He contacts organizations by for an operator is illustrated in the mail, telephone and in person. Robachievement of Jack J. Roberts' Idyllwild Roller Rink here, located in Tehama County in which the population is less than 25,000. In the past 30 months Idyllwild has drawn 75,756 patrons. In other words for the past incidentally, give the rink a chance two and a half years the average attendance at Idyllwild has exceeded the county population by more than 5,300.

Roberts is willing to try almost anything that will bring people into his rink, as long as it is in good taste and advertises the rink as a community asset. Los Molinos is a small town and, like most such communities, the inhabitants are a closely knit group in contrast to residents of large towns. The minor problems and achievements of individuals are of considerable interest to the next-door neighbor and this characteristic pays off for Roberts, who brings his promotions into the public's living room, so to speak.

#### **Draws** Spectators

This policy produces an unusually high number of spectator admissions, a calculated result. Roberts plays to spectators as much as he does to skaters. He charges spectators 25 cents admission on regular nights and 50 cents on special occasions, entertains them at intermissions and lets them participate in games.

schedule is exhibition skating because it brings to the fore the type of skating the individual patron likes and is a good advertisement for the rink. Whether a skater does acrobatics, dancing, free style, spinning or jumps, it rings the bell with the patron, says Roberts, because "every kid, from two to 20, has a load of ham in him." Roberts, however, has gone a step farther in promoting exhibition skating and it is paying dividends. He has an 8mm. camera at the rink with which he takes movies of skaters at parties and in shows. Two or three weeks later the films are shown at the rink to crowds that often exceed the turnout at the original affair. This is easy to understand, says Roberts, when you realize that practically every mother has a secret yen for her kid to snag a Hollywood film contract. Along with his standard promotions, Roberts often ties in with community events. A case in point is an air show to be held in Los Molinos May 22. When Roberts heard about the show he brought the local model builders' club and soap box racers into the to supply radio and television materink for a May 20 affair.

Roberts promotes the party field erts says the rink plays host to two parties a week, September thru June. Idyllwild supervises the affairs, offers prizes and puts on entertainments with the rink's top skaters. The shows, to sell good skating to the public instead of roller scooting, which Roberts says he hates.

In this regard, Roberts notes that many rinks have difficulty with skating that is either too fast or two slow. He believes that it is the happy medium that pays off. Roberts tries to sell good skating rather than beautiful skating.

About \$200 a year is spent by Idyllwild on newspaper advertising plus some on radio and billboard ads, but Roberts finds that the rink and its operations are the best advertisements. He believes one of the tenets of good management in conducting advertising programs is to make the promotional aspects stand out while making the box office appear secondary.

Roberts says he has found the skating show to be the best means of advertising, pointing to a huge batch of publicity his rink has received to substantiate the claim. In the past Idyllwild has been the only rink to make the sports pages of The San Francisco Examiner, 200 miles away, Prominent on Roberts' promotional and The Sacramento Bee, 150 miles

# Tall Tale

DETROIT, May 21.-Gilbert Reichert, seven-and-a-half-foot giant, formerly with roadshows and now at Edgewater Park here, will soon be the "world's tallest skater," according to Vivian Heard, manager of Edgewater Roller Rink. Special skates and boots are being made for him, and he will be given skating lessons at the rink.

# **Eastern Canadians** Set for Regionals

TORONTO, May 21.-Entries from many sections of Ontario participated in the successful Eastern Canada championships of the Roller Skating Rink Operators' Association, held April 24 and 25 in Strathcona Rollerdrome here, rink officials report. Newspapers gave the contests excellent coverage.

Winners are eligible for competition in the Eastern regional contests of the RSROA, scheduled for May 21-23 in Mercury Roller Rink, Norfolk. The Strathcona club has collected about \$400 to finance the trip to Norfolk. One of the big winners was Barney Ryan, who won four of five races to take the senior men's speed title. He also took first place in intermediate pairs with Doris Jenkins; first place in figures, and second place in free style skating.

Judging was done by Clara and William Vasser, Cleveland; Robert Quick, Detroit, and Virginia Buylinski, Buffalo. Ted Jenkins, Strathcona professional, served as emsee.

Results: Speed, 440 yards, R. Herman; 880 yards, 1 mile, 2 miles and 5 miles, Barney Ryan.

Juvenile girls, Georgina Gourlay, Hamilton; junior girls, Pat Stephenson, Hamilton; junior boys, William L. Embree, St. Louis; Dorothy Garaway. The rink has made papers Wright, Hamilton, junior pairs, Wilcloser to home 28 times the past win- liam Wright and Pat Stephenson; ter. Of aid to Roberts in getting pub- intermediate dance, Joyce Payne and licity in near-by papers is the fact Jim Henderson, Toronto; novice ladies (See Bootstrap Promotion, opp. page) (See Canadians Set on opp. page)

> mutually beneficial. The broadcasters are grateful for novel material

> supplied them, and AOW gets the

opportunity of telling the public

something about roller skating and

In a recent week the following ap-

Friday-Young and old explained

their fondness for roller skating, ap-

pearing on Les Sands's program over

DuMont's tele station, WTTG. Alex-

andria's Annie Dunbar, 75-year-old

roller enthusiast, and John Bernhard,

12-year-old competitive skater, ex-

skate at National Arena and who took part in the recent New York Skate

Queen contest sponsored by The New

York Journal American at Empire

Rollerdrome, Brooklyn, appeared on

Wednesday — Johnny Bradford's program over Station WNBW, Na-

tional Broadcasting Company TV

outlet, presented the Misses Davis

and Cawger and Dot Daisley, wife of National Arena pro Herb Daisley.

program on Station WOL interviewed Bob Terry, of National Arena, intermediate men's speed skating winner

in the 1949 AOW championships;

Alice Williams, novice dance winner

from Alexandria Arena, and Miss

Cawger, National Arena's popularity

Thursday-The Mike Hunnicutt

Tuesday—Donna Cawger, Camille Jones and Carol Jane Davis, who

changed views about the sport.

the modern roller rink.

pearances were made:

Bob Wolff's program.

contest winner.

# 16 Det. Academy **Students Snare** Sheepskin, Job

DETROIT, May 21.-A new tradition in the roller skating world was inaugurated last week by the National Academy for Roller Skating Teachers when it held the first commencement exercises for the first graduating class Wednesday (11). Said to be both the first and only school of its kind in the world, the occasion, according to Vivian Heard, director of the Academy, "introduces a new era in roller skating."

The 16 men and women in the graduating class are the first to complete the entire course as prescribed by the school, whose objective is to produce "competent and trained teachers to further the craft of skating."

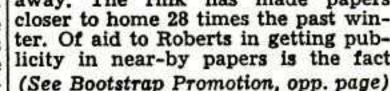
Graduation exercises were held in the home of the school, at Edgewater Park Roller Rink, and were conducted by the faculty.

Speaker of the day was the Rev. Father Koenig, pastor of Saint Mary of Redford Church and athletic director of Saint Mary High School.

Special honors were given to two members of the class-Robert Strickler, who was named valedictorian for his outstanding work during the school term, while the second honor, of salutatorian, was awarded to Duane Kisshauer.

All graduates were placed in rink jobs prior to graduation, having posts awaiting them either as professionals or as rink managers. Robert Craigin left to become manager of the Palladium, Michigan City, Ind.

Roster of the first graduating class is: Felix Arnold, Lawrence, Kan.; Robert A. Craigin, Boston; Laren J. Applequist, El Dorado, Colo.; Robert



nick, Detroit; Duane P. Kisshauer, Jamestown, N. Y.; James F. Klenner, Johnstown, Pa.; Leonard Le Blanc, Danbury, Conn.; James A. Middlebrook, Clinton, Mich.; Donald C, Robinson Jr., Cincinnati; Charles C. Scott, Detroit; Robert L. Strickler, Irwin, Pa.; Robert E. Thompson, Wellsville, N. Y.; Dolph D. Wright, Dowagiac, Mich.; Carl R. Walko, Youngstown, O., and Patrick J. Kimmey, Osceola, Mo.



## **RINK FOR SALE 40x100 TENT, PORTABLE**

Now in operation at Morganfield, Ky. Top used 6 months. Good hard maple sectional floor, 125 pr. Chicago skates, Knight Sound system. All complete \$4000.00.

Address CARROLL GREEN 615 Locust St., Evansville, Ind. Phone 4-3723.



PALL TOD STARL AND IN LOCUMPTICAS wes ampines 120 M



ELIZABETH, N. J., May 21 .- | no matter how short the notice. This, America on Wheels, the chain of according to AOW's General Manager William Schmitz, has proven roller rinks along the East Coast, has found that close co-operation with local radio and television stations pays large dividends publicity-wise. Numerous radio and TV stations in the area surrounding AOW's National Arena, Washington, and its Alexandria (Va.) Arena are constantly seeking new program material. The managers of the two arenas have become well acquainted with many of the personalities conducting variety programs for the stations, and have set working agreements with them rial any time they are in need of it.



#### PAST HIGHWAY 15

FAIRFIELD, ILLINOIS

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## The Billboard

## **RINKS AND SKATERS**

# **Rollerdrome** at Neptune, N. J.

NEPTUNE, N. J., May 23.-Shore that daughters of two publishers are Rollerdrome, new postwar type rink costing well over \$100,000, will open Friday (27) on Route 35, south of the Asbury Avenue traffic circle here. Operators are William Junda, Asbury Park, N. J., school teacher, and Thomas Livingston, Asbury business man.

Ruth Robinson, an alumna of the teaching staff at New Dreamland Arena, Newark, N. J., will be professional; Harry Wallman, organist at Plainfield (N. J.) Rink for nine years, will be music maker, and Marcel Judge, veteran of the old Casino Roller Rink, will be floor manager.

The debut night show will feature New Dreamland's nationally known instructress, Betty Lytle, and champions of the New Dreamland club.

for erection of the building because it extended much further back from Route 35 than the 150 feet allowed business buildings by local law.



NEW YORK, May 21. - Hillside Rollerdrome, Richmond Hill, L. I., will undergo a \$10,000 facelifting during the summer and will install a new Hammond Vibrato organ in mid-June, it was announced earlier this week by manager Eddie O'Neill.

Latest in a series of successful skating parties conducted by O'Neill at Hillside was a Mardi Gras Festival, Saturday (14). Program included games, prize contests and a comic ballet exhibition which was a lastminute substitute for a unique demonstration in which a real ballerina was to have demonstrated her art on roller skates. Cancellation of the latter, because the artist strained a ligament during a last-minute rehearsal, was unfortunate because Pathe News had made arrangements to film the exhibition.

# New 100G Shore Bootstrap Promotion Builds **Business for Jack Roberts**

(Continued from opp. page) in the Idyllwild show.

#### **Emphasizes Family Interest**

The skating show itself is not what puts people in the rink, according to Roberts. A show's drawing power comes from the family interest centered in the progress a child makes in skating at a rink and in the buildup a show gets. That is another way of saying that a mother is very apt to go see her pride and joy perform after having spent hours in preparing costumes. Shows have put Idyllwild in contact with organizations and influential people who could not have been reached otherwise, Roberts says.

Ten to 15-minute intermissions are held each night at 9 in Idyllwild. At that time the rink's own skaters per-A zoning exception was required form, skaters from other rinks may put on a show, or other forms of entertainment are offered, such as Boy Scout demonstrations or even cowboy bands, some of which are paid.

> This entertains both spectators and skaters and gives the audience a chance to patronize the soft drink bar. Roberts also uses the skaters as the subject of a commercial over the sound system to sell skating lessons, better skating, shows and other coming events.

Roberts tries to sell the rink as a community center, using that line in his advertising, correspondence and in newspaper publicity. He tries to make the rink live up to his advertising by elaborate lighting, inside and outside. Flags fly from the building and grounds to give the plant a carnival atmosphere.

Perhaps the most intense promo-

broadcast over Station KBLF.

"irthdays also get emphasis at Idyllwild. If someone skating at the rink has a birthday, the music is stopped, appropriate music is played. and the skater is presented a " of candy. Private birthday parties are also held at the rink, a charge of \$5 being made for a one-hour period. A'l this, according to Roberts, builds good will and skating.

Roberts believes music and a good sound system are as important to a rink as they are to a theater. After considerable experiment Idyllwild has licked the sound system problem. Now the records played at the rink sound as good as the music the artists produced the day the record was cut. Along with the disks, Roberts uses pictures and talks on the recording artists. Last year the rink featured Glen Davis. This year Phil Reed is the feature.

## **Medford Kids Walk** Off With Honors in **Mass. RSROA Meet**

REVERE, Mass., May 21.-Members of the Fred H. Freeman Figure Skating Club, Bal-a-Roue Rollerway, Medford, walked off with the major share of honors in the recent Massachusetts championships of the Roller Skating Rink Operators' Association at Mike Della Russo's Revere Skating Arena.

Many skating fans and an unusually large number of New England operators and pros attended the meet, including Ben Morey, Eli Skating Club, New Haven, Conn.; Vera Zythkiewicz, Rialto operator in Springfield, Mass., and Dick and Mrs. Gori, also of Rialto; Leo Doyle, Webster Square Arena, Worcester, Mass.; Charles and Peter Santoro, Roll-Land, Norwood, Mass.; Mr. and Mrs. Bernard Leventhal, Chev Vous Rollerway, Dorchester, Mass., and the Chez Vous pro, Don Homans; Ray Lenty, Riverdale, R. I., pro; Eddie McLaughlin, Hartford (Conn.) Skating Palace; Buddy Austrander, Agawam, Mass.; Pat and Vi Lupien, Manchester, N. H., and Mr. Price, Coonie Umbach, Emily Melville and Mr. and Mrs. George Smith, Bal-a-Roue Rollerway. Edward H. La Venture, Whalom Park Roller Rink, Fitchburg, Mass., and president of the RSROA, opened the contests with a brief talk and assisted Coonie Umbach in the emsee slot.



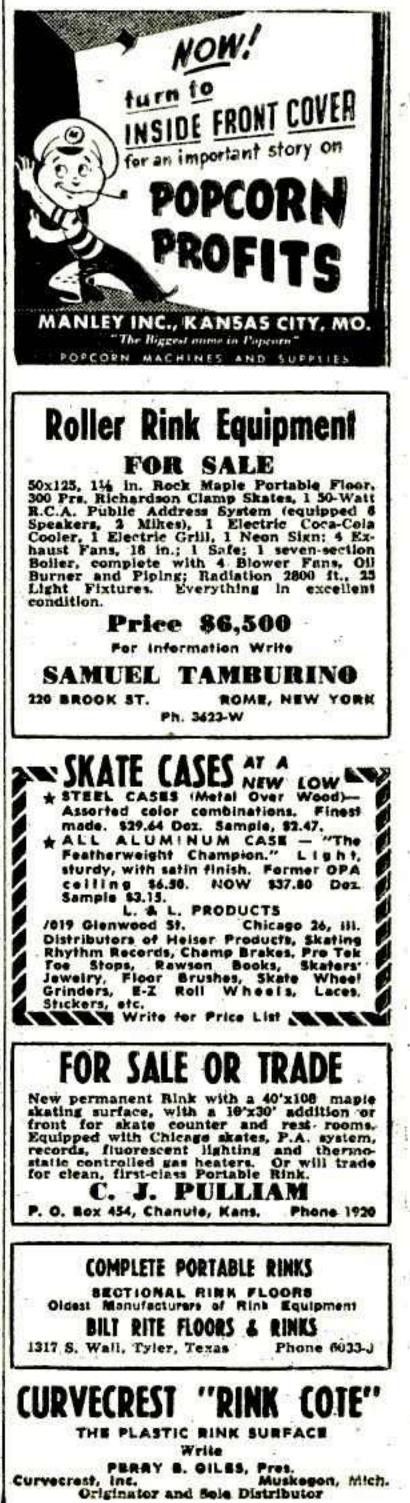
87

SKATE CASES SWHEELS LACES POMS AND PARTS . WALTZ LIGHTS

We have the latest stock of Shoes and Skates in the country! Why carry a large inventory-use our fast fill-in service,

AGENTS FOR "By-Lo" Aluminum Skate Cases; "Pro-Tek-Toe" Stops--Cleveland Skates; Hyde, Gilash, Basce Skate Shoes; Ressce Toe Stops, and **Royal Precision Wheels, all at Factory Prices** 





# **Use Roller Therapy** At Conn. Hospital

HARTFORD, Conn., May 21 .- Dr. Ronald H. Kettle, superintendent of Norwich (Conn.) State Hospital, has reported the successful use of roller skating as a form of therapy for patients.

He said here last week that the institution is "probably the first in the country to inaugurate such a program." The activity, he noted, has been carried on at Norwich for the last eight years.

Roller skating, he added, has proved "an ideal type of therapy for the schizophrenic, the introvert or any retarded patient." The program has provided an outlet for surplus energy for overactive patients and has also made patients more receptive to other forms of therapy. Patients, he said, are only allowed to roller skate on prescription of their ward physician.



Fairgrounds, Phone 7631, Box 3371 West Menroe, La.

tional effort at Idyllwild is given to the tots. They pay the same price for admission, lessons and skates as do the adults, says Roberts, and they will stay with the rink far longer than will the skaters 16 or 17 years old. Roberts has more than 115 of the little fellows in Saturday afternoon classes and he sees to it that each gets some individual attention. The rink staff's job is to sell friendliness, says Roberts. Every question asked by a child, no matter how silly it sounds to an adult, gets an answer, as it is important to the kid.

#### **Broom Hockey Big**

Broom hockey has a big following in Los Molinos and because it plays to the masses, Roberts is for it 100 per cent. In fact, Roberts is against any type of skating that plays to a select group. More than 20 broom hockey teams play at Idyllwild on Tuesday and Thursday nights, some coming from as far away as 40 miles. All they need to be on a team, says Roberts, is a sweat shirt with name and number and blue jeans. In the past some of the big games have been

## CANADIANS SET

(Continued from opp. page) figures, Joyce Payne; novice ladies free style, Pat Skeddon, Hamilton; novice men's figures, Jim Henderson, Toronto; novice men's free style, Joe Gurra, Hamilton; novice pairs, Joe Gurra and Pat Skeddon; novice dance, Gordon Biggs and Rose Tyson, Hamilton; intermediate ladies figures, Doris Jenkins; intermediate men's figures. Barney Ryan; intermediate men's free style, Ken Rozel, and intermediate pairs, Doris Jenkins and Barney Ryan.

NEW YORK, May 21. - Among qualifiers in last week-end's time trials for the Indianapolis Decoration Day 500-mile auto racing classic was Bill Holland, operator of Skateland rinks in Bridgeport, Conn., and Reading, Pa. Holland, a former amateur roller racer and midget car driver, placed second in both the 1947 and 1948 Indianapolis events.

Winners will compete in the Northeastern regional, slated for Webster Square Arena, Worcester, Mass., May 30-June 1.

**Results:** 

Juvenile girls, Lorraine Rebello, Jeramy Lanigan, Joan Nevulis, Medford, Juvenile boys, Edward Powers, North Dartmouth, Junior girls, Jean Chandler, Betty Mahoney, Medford; Ruth Clunan, Fitchburg. Junior boys. James Holland, Fitchburg; Ronnie Ludington. Medford. Novice ladies, Eleanor Gove, Medford: Elaine Kerrico, Agawam: Cynthia Berg. Medford. Novice men, Nat Brady, Medford; Robert La Venture, Roger Fortin, Fitchburg. Intermediate ladies, Peggy Rebello, Edythe Goehring, Louise Wilmarth, Medford. Intermediate men, Frank Moors, Norwood; Tom White, Ned Norworth, Medford. Senior ladies; Claire Landry, Agawam; Fay Johnson, Medford. Junior dance, Ronnie Ludington and Beverly Ford, George Smith and Betty Mahoney, Medford; Vincent Verrinoldi and Barbara Power, Dorchester, Juvenile dance, Freddie Ford and Carole Cloudman, Medford; Richard and Miriam Golob, Revere.

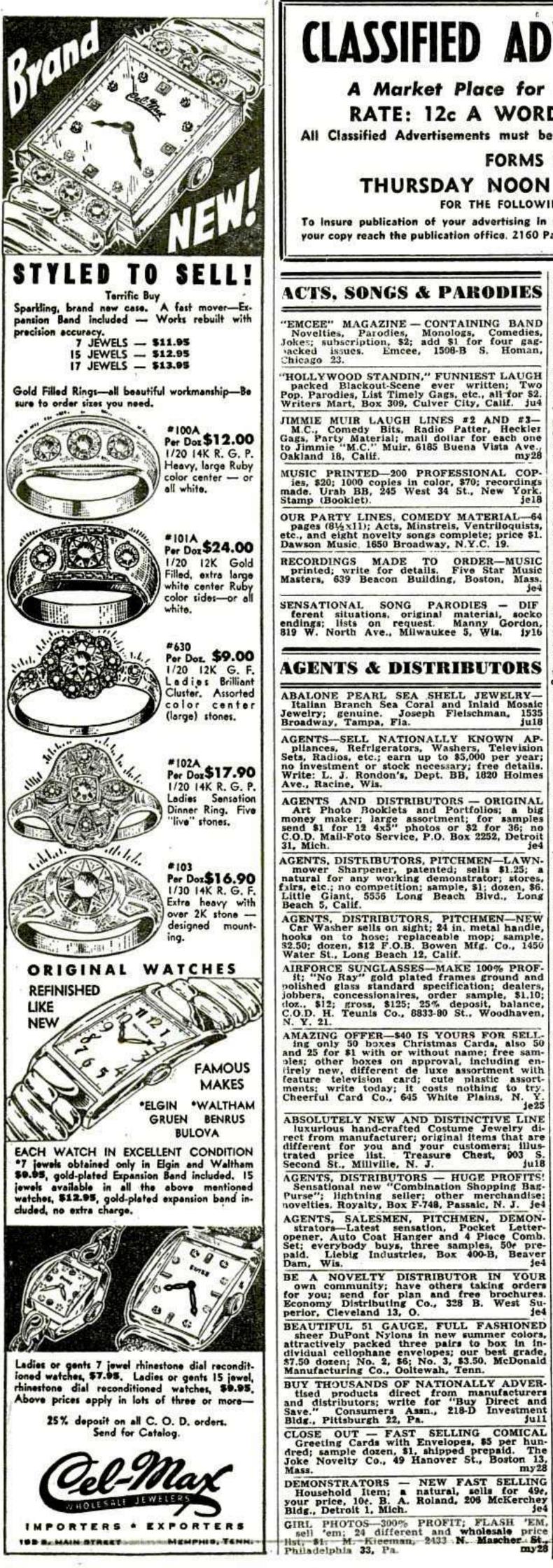
Novice dance, George Pyche and Helen Sotir, Revere; Joseph Defore and Angela Marchesi, North Dartmouth; Richard D'Entremant and Jessie Morris, Revere. Intermediate dance, Walter Fandel and Isabel Hamilton, Medford; Robert LaVenture and Gertrude Pichette, James Holland and Irene Howson, Fitchburg. Senior dance, Tom White and Fay Johnson, Medford, Ernest DeVeaux and Beverly O'Donnell, Springfield; Robert Edgett and Edyth-Goehring, Medford. Novice pairs, Tom While and Joan Chandler, Medford; William Flynn and Elaine Jazz, Norwood: Albert Derrochers and Joan Taber, North Dartmouth. Senior pairs, Edwin Ainsworth and Claire Landry Agawam. Intermediate pairs, Henry Hoffke and Muriel Stewart, Agawam. Intermediate fours, Edwin Ainsworth, Elaine Herrice, Henry Hoffe and Muriel Stewart, Agawam.



### 88 The Billboard

## MERCHANDISE

## May 28, 1949



#### **CLASSIFIED ADVERTISEMENTS** Sec. March **A Market Place for Buyers and Sellers** 32" Tall RATE: 12c A WORD - MINIMUM \$2 All Classified Advertisements must be accompanied by remittance in full. FORMS CLOSE THURSDAY NOON IN CINCINNATI FOR THE FOLLOWING WEEK'S ISSUE To insure publication of your advertising in the earliest possible issue, arrange to have your copy reach the publication office. 2160 Patterson St., Cincinnati 22, early in the week. HAVE SHAVED 50 YEARS—FOUND EASY comfortable way, good for women; blades last longer, yours, \$1. Dr. Roberts, Cross City, Fla. **ACTS. SONGS & PARODIES** je18 HAVING BRAIN STORMS, FELLER—AS OLDE 'EMCEE" MAGAZINE - CONTAINING BAND Fritz when bug juice gets one down? What a Novelties, Parodies, Monologs, Comedies, Jokes; subscription, \$2; add \$1 for four gag-vacked issues. Emcee, 1508-B S. Homan, Kentucky Derby celebrity souvenir; \$1 samples, eight; fin delivers hundred. Ken Miller, Box 1257, Louisville, Ky. IS MONEY SCARCE? THEN "RUN MENDERS" are good! \$1 a dozen. Run Mender Factory, "HOLLYWOOD STANDIN," FUNNIEST LAUGH packed Blackout-Scene ever written; Two Pop. Parodies, List Timely Gags, etc., all for \$2. Writers Mart, Box 309, Culver City, Calif. ju4 413 N. Craig St., Pittsburgh, Pa. JU4 **JOBBERS & DISTRIBUTORS FOR STARLETS-**The new photographic pin-up sensation in booklet form. For information write Photo-Graphic Reproduction, Box 1854, eDtroit 31, ±916 Luxuriously costumed Drum JIMMIE MUIR LAUGH LINES #2 AND #3-M.C., Comedy Bits, Radio Patter, Heckler Gags, Party Material; mail dollar for each one to Jimmie "M.C." Muir, 6185 Buena Vista Ave., Oakland 18, Calif. my28 Major. Entirely made of High-Pile Fleece, cotton stuffed. 00.00 Mich. In beautiful contrasting colors with multi-DU DOZ. MAKE QUICK CLEAN UP SELLING PERFUME colored braid trim, Beads; jobbers prices, particulars free; sample line, \$1. Mission, 2328-B W. Pico, Los Angeles 6, MUSIC PRINTED-200 PROFESSIONAL COPcomplete with baton. ies, \$20; 1000 copies in color, \$70; recordings made. Urab BB, 245 West 34 St., New York. Stamp (Booklet). jel8 Unbreakable plastic Samples Calif. Je4 face. Stands to its full 32" height by it-\$3.50 Ea. MAKE \$200 FIRST WEEK WITH OUR NEON self. Assorted colors. Ad Clock or return it for full refund; ex-OUR PARTY LINES, COMEDY MATERIAL-64 pages (81/2x11); Acts, Minstrels, Ventriloquists, 25% Deposit, Balance C. O. D. clusive territory to good men; no experience needed. Electric Ad Clock Co., 555 W. Jackson, Chicago 6. je4 Telephone: ORegon 3-6330 etc., and eight novelty songs complete; price \$1. Dawson Music. 1650 Broadway, N.Y.C. 19. MAKE MORE MONEY DIRECT FROM FAC-tory: Fibre Brooms, Floor Dusters, patented Wet Mops; Aluminum Mop Wringers; big prof-its. Write Burtz Fibre Broom Co., Columbia, RECORDINGS MADE TO ORDER-MUSIC printed; write for details. Five Star Music Masters, 639 Beacon Building, Boston, Mass. CUTTLER & COMPANY, INC. je4 Pa., Dept. B. 928 Broadway ... New York 10, N. Y. je4 SENSATIONAL SONG PARODIES - DIF MEXICAN DESERT RESURRECTION PLANTS (open beautiful green), \$15 thousand, \$3 hundred. Antonio Cavazos, Box 1322, Laredo, ferent situations, original material, socko endings; lists on request. Manny Gordon, 819 W. North Ave., Milwaukee 5, Wis. jy16 ju4 FIREWORKS MEXICAN JUMPING BEANS — NEW CROP just arrived; 1000 for \$5; 5000 lots at \$4 thousand; 25,000 lots at \$2.50 per thousand; wire order. National Products Company, Laredo, Tex. AGENTS & DISTRIBUTORS ABALONE PEARL SEA SHELL JEWELRY-Italian Branch Sea Coral and Inlaid Mosaic Jewelry; genuine. Joseph Fleischman, 1535 Broadway, Tampa, Fla. ju18 MEXICAN RESURRECTION PLANTS - THE Chinese Firecrackers novelty plant with terrific demand at \$20 thousand; taking 5000 at \$18 thousand; 10,000 1 Bundle or 1280 11/2" Crackers \$3.50 lots at \$15 thousand; wire order. National Products Company, Laredo, Tex. AGENTS-SELL NATIONALLY KNOWN APpllances, Refrigerators, Washers, Television NOVELTIES FOR "REGULAR FELLOWS"-

1 Bundle or 1600 11/2" Crackers 4.35 Real money-making fast sellers; 20 samples and price list, \$1. "Action Novelties," 12-B Churchlane, Philadelphia. my28 BALLOONS NOVELTY WEATHER FORECASTERS - REsorts, hotels, beaches, carnivals, etc.; your own imprint; dime brings sample, prices. Fredericks Press, Lake Hopatcong, N. J. NYLONS-51/15 first quality, \$9,50 doz. Also Latex Rubber other bargains; free details. Samuel Rosen-zweig, 8 Herzl St., Brooklyn 12, N. Y. NYLONS, NYLONS-CLEAN FACTORY REjects, summer shades, prompt delivery, will repeat to your trade, \$3.50 per dozen; sample box of 3 pair, \$1; satisfaction guaranteed. Southern Hosiery Sales, Box 1624, Chattanooga, NO. K20-PER GROSS..... 2.50 **Cash With Order** Tenn. OFFER NEWEST ITEMS FIRST-MONTHLY bulletins tell where to get 100 newest products before reaching open market; details free. United Fireworks Mfg. Publishers, Gardenville 3, N. Y. ORIGINAL KOEHLER SIGNS-LEADER SINCE 1890; 1500 varieties for stores, taverns, etc., \$4 per 100; free catalog. Koehler, 335 Goetz, Company, Inc. Lemay 23, Mo. my28 PITCHMEN-MAKE \$50 DAY UP WITH "PED-aling Pete," the wonder toy; \$4.80 dozen; send 50r for sample. Western Arts Co., Box 2124, Reno, Nev. my28 DAYTON 7, OHIO PLASTIC SCOLLOPED TABLE CLOTHS-LATest prints, 54x54, \$6.50 up per doz.; also plastic aprons, \$2 doz.; free samples. Samuel Rosen-zweig Accessories, 8 Herzi St., Brooklyn 12, **BINGO SUPPLIES** N. Y. je25 RAZOR BLADES, FIRST QUALITY-SINGLE, Double, Four Blades to package; 20 packages to card, 80e; 10 cards, \$7.50; our name is your AND EQUIPMENT guarantee. Guarantee, 4117 Eighth St., North-west, Washington, D. C. RURAL ROUTE MEN - MAKE BIG PROFIT with America's leading, fastest selling poultry IMMEDIATE DELIVERY! magazine! Excellent market; peak interest; un-. ELECTRIC FLASH BOARDS limited opportunities, maximum commissions Write Poultry Tribune. Box 100. Mount Morris RUBBERIZED and WIRE CAGES m 1825 SELL, BIG PROFIT, 5x61/2-INCH STOCK SIGNS; WIRE OR WRITE FOR CATALOG write for jobbers introductory offer. je11 Hawkins Sign Co., Sloux City 7, Iowa. SENSATIONAL COMMISSIONS SELLING 15 color Sport Shirts, Cuban Shirt Jackets; com-plete line; free outfit. Jarod Manufacturing Corje4 poration, Rockville Centre 27, New York. "SWEET 16"-IMPROVED, IMMEDIATE DE-livery; sample, \$1; doz., \$7.20. Mussatto, 2223 N. Madison, Peoria 3, Ill. je4 235 HALSEY ST . NEWARK 2 . N . J SWEET-SIXTEEN-STILL TOP SELLER, \$7.20 dozen; sample, \$1; information on other hot sellers free. Hansen Sales, 2840 Fifth Ave., Chi-**Big Money in Wirework** cago 12, Ill. WHY PAY MORE? LADIES' FULL FASHION Nylon Hose, 51 gauge, 15 denier imperfect-\$3.50 per dozen; sample dozen prepaid, \$3.75 You can learn how to make fast selling Wire Novelties; Names, Bracelets, Earrings, Swords, etc. Copyrighted instruction booklet McAfee Textiles, Box 12, Chattanooga, Tenn with over 200 diagrams for only \$1.50. Send YEAR'S SALARY IN 120 DAYS DETAILS N. Cassis, 1326 B Grant St., Charleston, W. Vr jei check or money order to . P. O. BOX 87 Brooklyn 14, New York \$3 DOZEN PLASTIC APRONS-OTHER QUICK selling quality buys, including matchine Tablecloth-Apron Sets, \$12 dozen; Sample Set \$1.25; free catalog. Jole Fashions, 251B E. 119th St., New York, N. Y. my2i **Chinese Firecrackers** my28 \$6 HOURLY SHOWING FIRESTONE VELON Handbag, opens into large shopping bag fastest seller in America; women buy severa for sifts; commissions advanced daily; sample furnished. LeNard, 179-M, W. Washington BUCK BROTHERS Chicago 2. (Continued on page 90) Columbia, Tenn. my 28



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**Punch Board Operators! Carnival Operators! Premium Buyers!** This is a sensational buy! Get in on a good thing!

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No. 360 series ELECTRIC ALARM CLOCK \$3.50 EACH SAMPLE F. O. B. Los Angeles \$3.25

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\$10.75 EACH SAMPLE F. O. B. Los Angeles IN DOZ. LOTS \$0.95 The FIRST TIME "SWEET 16" HAS BEEN OFFERED AT A GROSS PRICE! OR DOZEN \*69 12 PER GROSS IMMEDIATE DELIVERY (DELIVERY PREPAID) BE FIRST - with the BEST! SEND FOR SAMPLE RADIO DEPOSIT CASH - CHECK MONEY ORDER IN LOTS OF 5 GROSS MUST LIST PRICE \$39.95 ACCOMPANY 1347 W. WASHINGTON BLVD. AMERICAN SALES COMPANY ALL ORDERS! LOS ANGELES 7. CALIFORNIA

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MERCHANDISE



## AGENTS & DISTRIBUTORS

(Continued from page 88)

51-54 GAUGE FULL FASHIONED NYLON HOSE —Our leader, Sheernit, \$6.50 per dozen; Primrose, \$3.50; Everyday, \$2 per dozen; summer shades, immediate shipments; each pair separately wrapped in cellophane envelopes and packed 3 pair to the box; full refund if not entirely satisfied. Sheernit Hosiery Co., 'P.O. Box 1524, Chattanooga, Tenn.

\$100 WEEKLY-NEW, COMPLETE, MODERN Plastic Line; Tablecloths, etc.; over 25 items; every home prospect; 100% profit. Free samples. Carwell, 6828FD S. Chicago Ave., Chicago 37. my28

10,000 DOZEN FULL FASHIONED DuPONT Nylons, rejects; \$2 dozen; assorted sizes and colors; individually packed in new milk-white envelopes; packed three pairs in new boxes. This is the most beautiful display we have ever had at any price; we guarantee it; order C.O.D. from this ad. Sibert Jobbing House, Box 1242, Chattanooga, Tenn.

## **ANIMALS, BIRDS, PETS**

ATTENTION SHOWMEN-NOW YOU CAN GET Healthy Rattlers. Boas, Racers, Dragons, Gilas, others: dens or singles; lowest prices, prompt shipment. Reptile Gardens, El Paso, Tex. my28

BABY LION CUBS, BABY SUN BEARS, MONkeys, Black Panthers, Leopards, many other Animals. World Jungie Compound, Thousand Oaks, Calif. my28

 BABY RHESUS MONKEYS, MOUNTAIN LIONS, Kangaroos, Coati Mundis, Agoutis, Giant Jungle Rats, Jaguarondis, Spider Monkeys, Pacas, Boa Constrictors, \$15; Snake Dens, \$15, \$25, \$35. Chase Wild Animal Farm, Egypt, Mass.

CHIMPANZEES—MALES AND FEMALES, 1 to 2 years of age, perfect condition, \$600 up; 1 female 3½ year old, \$500. Trefflich, 228 Fulton St., New York.

CUB BEARS FOR SPRING DELIVERY-FOR full particulars write to the Reliable Bird Co., Winnipeg, Canada. jell

EMUS-GIANT, SOMETIMES CALLED GIANT turkeys; ideal for pit show, \$350 each. Trefflich Bird & Animal Co., 228 Fulton St., N.Y.C.

FEMALE ELEPHANT - FOUR FEET HIGH, perfect specimen, \$3,750. Trefflich, 228 Fulton St., New York.

FOR SALE-7 PERFORMING DOGS. SMALL and pretty; must sell; save time. Hart, Newark, Ark.

KANGAROOS-GREAT REDS AND GREAT Greys, \$350 each; Wallaroos, \$350 each. Trefflich, 228 Fulton St., N.Y.C.

LEOPARDS-2 YEAR OLD MALES, \$650 EACH. Trefflich, 228 Fulton St., New York.

LIVE ARMADILLOS - HEALTHY, TRAINED to feed, \$5, \$9 pair; Armadillo Noveltics. Apelt Armadillo Farm, "the original, world's only," Salado, Tex. np

MICE-WILD FIELD; LIVE DELIVERY, 75¢ each. E. K. Barbour, Route 4, Hopkinsville, Ky. Phone: 1595-W-3. COSTUME AND TUXEDO RENTAL-ESTABlished 30 years in Chicago by former showman; doing good business; wonderful opportunity; price, \$13,500. ROckwell 2-8833, Agent, Chicago, Ill.

FREE WHERE-TO-BUY-IT INFORMATION-Most products, materials or equipment; state wants. Donald Kelly, AW-9544 Whitcomb, Detroit 27, Mich. jy30

FOR RENT—CAROLINA BEACH, N. C.: TEN stands suitable lunch, bingo, games, beach wear; new building; center amusements; hottest location; rents start \$650 season. Contact Sidney Abrams, Conway, S. C. je4

FOR SALE—IDEAL BUSINESS AND LOCAtion on beach front; cafe, dance patio, ten outdoor palm covered booths, bath houses, sleeping quarters for five on landscaped lot, 140 ft. by 100 ft.; corner lot at driving ramp to beach strand. Tom Weinges, Station 8 (phone), Folly Beach, S. C.

INCORPORATE IN DELAWARE-DO BUSIness anywhere; quickest, cheapest; assistance securing partner, broker, etc.; investors' mailing lists. F. Organization, C-3439 Michigan Ave., Chicago 16.

MAIL ORDER BUSINESS IS YOUR OPPORtunity; many began small, now earn thousands yearly; no personal contact; boundless opportunities; have had many years' experience; will help you succeed; send 25c, just cost, for noted specialist's new book that shows how to get started on small capital, in your spare time; none free; satisfaction guaranteed. Lawson Company, Box 1302-E1, Detroit 31.

MAKE MONEY MAKING NEW GREASELESS Doughnuts at home on electric machine: wholesale to groceries and cafes; free recipes and plans N Ray Co.. Minneapolis 7. Minn.

my28 OPERATORS WANTED-BRAND NEW PICture Postcard Machine, this is the latest development in automatic vending; thousands of top notch locations; ties in very nicely with candy, nut, gum or stamp machine operation, full or part time. Stamp Machine Operators Supply Co.. 312 Asbury Ave.. Evanston. III.

je4 SELL DELICIOUS SNOWBALLS - TREMENdous profits; make them yourself; triai Ice Shaver with four flavors and instructions, enough for 500 Snowballs, \$2, plus four pounds postage; free folder Snow Machines, Supplies, etc. Snowball Co., Route 3, Dept. B-19. Jacksonville, Fla. ju4

SUREFIRE PROFIT MAKERS—FREE DETAILS. Rennolet, 1022B 9th St., Rock Island, Ill. my28

TESTED MONEY-MAKERS-68 PAGE BOOK, 25 cents, postpaid; Ideas, Plans, Formulas, supply sources; money back if dissatisfied. L. B. Clay, Box 1063, Wichita, Kan. jell

TIE EXCHANGE—SEND UP TO SIX TIES AND receive six new, cleaned ties for \$1.50. Tie Exchange, Box 1124, Beverly Hills, Calif. my28

WANT A PAYING MAIL ORDER BUSINESS? My plans are among the best; write me personal. A. S. Spencer, Mokena A, Ill.

personal. A. S. Spencer, Mokena A. III.
12 STOOL CAFE ON "GAYWAY"-MODERN, low rent, doing good business; established
3 years; sell reasonable on account of illness; open all year round. Mrs. Ruth Brandt,
123 A So. Paseo, Redondo Beach, Calif.

123 A So. Paseo, Redondo Beach, Calif.

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Send check or money order or 25% deposit for C.O.D., F.O.B. New York.

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### The Billboard

#### MERCHANDISE 91

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#### All Extra Heavy Mountings Headquarters for fast-selling 10 days' money-back guarantee if rings not as represented or unsatisfactory in any way. Just return rings in same condition received for full refund. Merchandise for resale only. GIVEAWAYS Diamond ALL USABLE ITEMS #8515 \$16.00 JEWELRY, NOVELTIES and PER TOYS — GIFTS DOZ. Value NOVELTIES, ETC., ETC. 1/20 12K Gold Filled. Large white FOR CHILDREN, ADULTS HAIR ORNAMENTS center. Red sides. Without side stones, #B1010 Some items retail up to 25c ea. PRESIDENT'S \$14.00 Doz. "Junior-Jem" WRIST WATCH #B1037 \$20.00 Looks Like a Million! LUCKY NOVELTY PRIZE Brand New! DOZ. The most beautiful little toy 1/20 12K Gold Assorted Novelties of All Kinds wrist watch you've ever seen. Filled. White cen-5¢ Items .....\$ 4.50 Gr. Cocktail style - "just like The fastest-moving 10¢ Items ..... 7.00 Gr. ter. Ruby red Mommy's." Bright golden metal, 25¢ Items ..... 12.50 Gr. Kiddie Watch studded with colored stones to simulate sides or all white. 50¢ Items ..... 24.00 Gr. on the market! emeralds, amethysts, topazes, rubies, etc. \$1.00 Items ..... 40.00 Gr. Narrow black elastic band. Instant ap-\$7.20 per gross \$1003 \$18.00 peal for the kiddies! SPEED-O-MATIC in 5 gross lots. \$8.40 per gross PRESIDENT NOVELTY & JEWELRY CO., INC. DOZ. in 1 gross lots. 1/20 12K Gold AMERA 1220 BROADWAY, NEW YORK 1, N. Y. ORDER NOWI Filled. White center, ruby color DEVELOPS OWN PICTURES sides. VITHOUT DARK ROOM SAMPLES-Dozen or Half Dozen Your Choice-Regular Price. Order the Sizes You Need. Free Catalog Listing Complete Line. \$1 Per Doz. Deposit on All C. O. D. Orders. DES MOINES RING CO. Sample \$3.00. FORMERLY SOLD FOR \$12.95. Send for Your FREE Copy Today! DES MOINES, IOWA 1156 26TH ST. Our new 1949 catalog illustrates the latest and most complete line of Novelty and Premium Merchandise, including Blankets, Electrical Appliances, Glassware, S • NECKLACES • BRACELETS EARRING • IDENTS • ETC. Retail Value Up to \$5.00 Ea. Aluminumware, Clocks, Lamps, Plaster, Stuffed PINS Toys, Dolls, Whips, Canes, Monkeys, Novelty Hats, **MORRIS MANDELL** Celluloid Dolls. Slum and hundreds of other popular GELLMAN BROS items suitable for every type of concession. 1,000 Pc. Asst. ..... 15¢ Ea. announces Satisfaction guaranteed or money that the 25% deposit, balance C. O. D. MDSE. DISTRIBUTING CO. DEMONSTRATORS: PITCHMEN: BIG 6 Back Again—Perfected PUNCH NEEDLES! 19 E. 16th St. One of the biggest pre-war sellers now available for immediate delivery. Comes complete with Hohler and 4 Nickel-Flated Steel Needles . . . \$23.00 per hundred sets. Sample set, \$1.00 - Cash with order. Terms: 25 % deposit. balance C. O. D., F. O. B. Chicago. We also carry Muslin Fillow and Colored Burlap Rug Patterns. Embroulery Hoops and other accessives WHEEL Patterns. Embroulery Hoops and other accessories. turn to **HOME ART and NOVELTY CO.** 1160 Farwell Ave. is ready CHICAGO 26, ILL. for delivery





## MERCHANDISE

25 KG

### The Billboard

May 28, 1949



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## The Billboard

#### MERCHANDISE 93







## YOUR CUSTOMER'S NAME MOULDED IN BIG LETTERS

in this giant-sized, brilliantly colored Rubber Door-Mat. Just lay this beautiful mat on doorstep and pick up \$1.95 cash deposit for yourself. We deliver, and collect balance of \$3.00 C. O. D., plus P. O. charges.

Everybody wants one. Replaces old-fashioned mats. Many buy for friends—an ideal, personalized gift. Approximately 21/2 feet long by 11/2 feet wide - 1/2 inch thick. Takes up to 13 big letters. Colors: Green, Red, Blue, Beige, Black. Year-round Seller. Seven thousand live rubber fingers feel like deep-pile carpet, yet scrape every bit of sand, grass and mud off children's and grown-up's shoes. Saves hours of house-cleaning every week in the year. No investment | No stock | No delivering | Spend all your time selling.

## SAMPLE MAT AND SALES KIT . . . . ONLY \$3.00

Get in this fast, cash money business NOWI Send name and color you want on your sample mat. Pin a dollar to letter and we will forward mat and sales kit. Pay postman \$2.00 on delivery plus small postal charge and make big cash money your first day out.

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Mechanical Bird Cage	TWILL CREW HATS	\$52.80 Gr.
Cowboy on Horse 81.00 Gr.	Felt Crew Hats	30.00 Gr.
Crawling Baby 81.00 Gr.	Kiddies' Beannie Hats	24.00 Gr.
ITCHY DOG 42.00 Gr.	Laced Edge Cowboy Hats	99.00 Gr.
Boy & Dog 75.00 Gr	Gabardine Crew Hats, Flocked	
Mechanical Seal 45.00 Gr.		69.00 Gr.
Dancing Couple 45.00 Gr.		
Cat & Ball 42.00 Gr.	#14 Kat Mottle Balloons	7.00 Gr.
Boy on Bicycle 42.00 Gr.	# 9 Kat Mottle Balloons	5.00 Gr.
Hula Dancer 42.00 Gr.	# 9 Animal Print	4.50 Gr.
Crawling Turtle 42.00 Gr.	# 9 Spec. Mottle	4.25 Gr.
Mechanical Mice 24.00 Gr.	# 9 Circular Stripe	7.00 Gr.
Mechanical Penguin 18.00 Gr.	# 9 Plain Balloons	2.00 Gr.
Small Jap Monkey 8.40 Gr.	# 7 Plain Balloons	1.75 Gr.
Medium Jap Monkey 16.50 Gr.	# 4 Dact Balloons	.90 Gr.
Large Coolie Hats 33.00 Gr.	Reed Sticks	.60 Gr.
Small Coolie Hats 22.50 Gr.	Bugs Bunny Toss Up, w/feet	
Small China Fur Dogs 15.00 Gr.		
Large China Fur Dogs 43.50 Gr.	Mickey Mouse Toss Up, w/feet	
JAP OPERA GLASSES 45.00 Gr.	SHMOO TOSSUPS	16.20 Gr.
Jap Dangling Spiders 9.00 Gr.	70L Gene Autry & Roy Rogers	
Jap Dangling Duck 9.00 Gr.		10.00 C
Jap Dangling Skeleton 8.40 Gr.	70L G.A & R.R. Gold Horse Badge	
Jap Sword with Strap 30.00 Gr.	Accordions	
China Paper Snakes 5.50 Gr.	TROMBONES	
Jap Rubber Dagger 9.00 Gr.	Feather Dress	
15" Jap Paper Parasol 9.00 Gr.	5" Plain Cello Doll	
18" Jap Paper Parasol 13.50 Gr.	6" Plain Cello Doll	
20" Jap Paper Parasol 15.00 Gr.	7" Plain Cello Doll	
27" Jap Paper Parasol 45.00 Gr.	4" Feather Doll	9.00 Gr.
33" Jap Paper Parasol 60.00 Gr.		19.80 Gr.
5" Cuddle Doll 18.00 Gr.	8" Feather Doll	
9" Cuddle Doll 63.00 Gr.	9" Feather Doll	
10" Cuddle Doll 78.00 Gr.	12" Cuddle Doll	9.60 Dz.
	TATER CATALOC	

#9 Round Asst. Color Balloons         #524 Long Airship Balloons         #14K Mottled Cat Balloons         #10 Oak Mottled Nose Balloon         #10 Oak Rabbit Head Balloon         #10 Oak Rabbit Head Balloon         24" Balloon Reed Sticks         36" Balloon Sticks         Whistling Flying Birds         Chinese Paper Snakes         Red, White, Blue Bell Batons         Slide Trombones         Cowboy Lash Whips         Imported Fur Monkeys       9.00 and         Jingle Bell Fur Tail Monkey         Feather Plume Dresses         Feather Dolls, 7" \$21.00 Gr.; 9"         Mexican Challo Hats         Cowboy Hats         Spanish Hats with Tassels	2.75 Gr. 7.50 Gr. 9.00 Gr. .75 Gr. 1.00 H 9.00 Gr. 6.00 Gr. 14.40 Gr. 1.80 Dz. 12.00 Gr. 18.00 Gr. 27.00 Gr. 30.00 Gr. 30.00 Gr. 2.00 Dz. 3.00 Dz. 2.50 Dz.	American Medium Leis American Large Leis Comic Feit Hat Bands Worth 83-1 Baseballs Swagger Canes w/Tassels Ball Top Swaggers Bamboo Parade Canes, Crook Hdl. Chesterfield Canes, Crook Handle 28" Plush Bear Large Plush Fawn Gibson Girl Boudoir Doll Stuffed Cuddly Dolls Beacon Blankets Ass't Color Pocket Combs Cigarette Holders Wedding Rings Metal Whistles Jocko Monkeys	2.75 Ea 3.00 Ea 3.00 Ea 4.50 Dz 2.60 Ea 1.25 Gr 2.00 Gr 75 Gr 1.00 Gr 9.00 Dz
Spanish Hats with Tassels	2.50 Dz.	Jocko Monkeys	9.00 Dz.
American Parasols	With All	Orders, Balance C. O. D.	15.00 Dz.

## **MILTON D. MYER COMPANY**

**392 Third Avenue** 

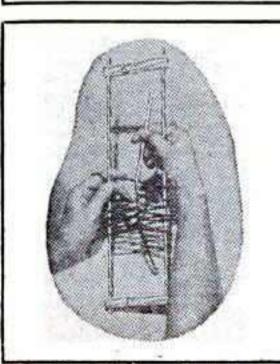
THE UNDERSELLING SUPPLY HOUSE

LOW PRICES! There's Gold in Them Thar' WESTERN HORSES Highly polished and lacquered, each with gold plated bridle reins. Made in following sizes: No. Size Doz. 2 Dor. Gross \$ 6.00 #15 41/2×6 \$10.80 \$ 60.00 #97 53/4×71/2 9.00 17.50 96.00 644×8 12.00 #96 23.50 136.00 81/4×12 #910 24.00 47.00 288.00 33.00 101/4×13 60.00 #900

FIRST TIME AT THESE NEW

SAMPLE SETS-One of Each Horse-\$9.00. 25% deposit w/order, balance C. O. D. Credit to rated accounts. Minimum order, \$10.00.

### SPECIALTY COMPANY HILLS 316 NO. 4TH STREET, BURLINGTON, IOWA



# DEMONSTRATORS WANTED

We would like to contact demonstrators who are interested in advertising and selling our brand-new item.

It is a crochet loom that can be demonstrated at fairs, department stores, and is an all-year item.

We are manufacturers and are in a position to give you an attractive offer.

Write us for additional information or send one dollar for a Mo-Derne Loom, with crochet hook and instructions.

> MO-DERNE MFG. CO. Box 194, Racine, Wisc.

WRITE FOR ILLUSTRATED CATALOG take orders for Special Buttons and Pennants. 25% Deposit with all orders.

> KIM & CIOFFI MA 7-2283

912 ARCH ST.

00000

JEEP PUZZLE

**KEY CHAIN** 

\$7.20 GROSS

STOCK NO. 6522 - Packed 24 on

vidual instruction card.

display card.

Pittsburgh 22, Penna.



PHILADELPHIA 7, PA.

NEW YORK 23, N. Y.

1010 BROADWAY

KANSAS CITY.MO

This number is a fine quality six-piece puzzle in the form of the popular jeep. Really a 25¢ value priced for 10¢ sale. Jeep is molded of assorted bright colored plastic with double tie bar feature so it will not come apart in shipment. Orders filled in strict rotation.

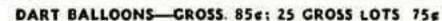
#### OTHER 10c "BAND-WAGON" NUMBERS

6501 24 Kt. Gold Plated Skull Key Chain ...... \$7.20 Gr. 6503 24 Kt Gold Plated Baseball Key Chain ... 7.20 Gr. 6505 24 Kt. Gold Plated Ball Glove Key Chain. 7.20 Gr. 6510 Cum-A-Part Dice Cup-Best Made ..... 7.20 Gr. 6516 Bank Key Chain-All Coins to Quarter .. 7.20 Gr. 6561 The Jiggler—Vacuum Cup Dice Shaker .. 7.20 Gr. Minimum order 1 gross of a number.

25% Deposit, Balance C. O. D.

We manufacture the largest line of Key Chain Noveltles in the U.S.

Send for complete novelty catalog.



Large "Nosey" Head Balloons, the easiest balloon to inflate ever made, ears and nose pop out without pre-stretching-a trial order will convince you. Sample, 10c in stamps Gr \$10.50. Complete line of all Concession Merchandise-Base Balls-Hoops-Cork Guns-Glassware-Aluminumware-Slum-Candy-Beacon Blankets-Flash Clocks-Portable Radios

STOCK NO. 6522X-Packed on Indl- ROSENBERG BROS. & CO.

627 WEST 55TH ST

Write for Carnival Catalog. Be sure and mention what type Concessions you operate.

EST MERCHANDISE CO.





## 94 MERCHANDISE

### The Billboard

## May 28, 1949



Copyrighted material





1902 NO. THIRD ST. MILWAUKEE, WIS.



## MERCHANDISE





## The Billboard

## MERCHANDISE





The Billboard

May 28, 1949



ALLIED PRODUCTS 39 Cortlandt St., N. Y. C. Write for Samples

# Men of Action and Vision

Entirely new type of business available at low cost to aggressive Americans. The original catalogue store. Hundreds of stores now established. No stock to buy. Write for Descriptive PLAN-Price \$1.

**ASSOCIATED THRIFTWAY STORES** 1424 S. E. 20th Portland 15, Oregon

10c each

PROVIDENCE 7, R. I.

# **ON MAIL ORDERS**

Write for new list and order blank. Slum, Lamps and Carnival Supplies, full line of Oak Rubber, Jap Feather Dolls, Fur Monkeys, Parasols.

K. S. CAUFIELD, INC. Louisville 2. Ky. 306-10 Third St. Phone: WA 0798-WA 4477

## TERRIFIC BARGAINS: SUMMER CANDY **OR CHOCOLATES**

Direct From the Factory Gorgeous, Big, Beautiful, Flashy 1-Lb. Boxes-With or Without Bathing Beautics-\$7.20 Doz., 24 to Case (Case Lots Only). FAMOUS JUMBO MINT PATTIES, Chocolate or

Summer Coating. 36¢ Doz., 24 Doz. to Case. 1/8 Cash on C. O. D.'s. We pay Frt. on 10-Case orders. Sample-Candy \$1. Box Patties 50¢. Barbara Fritchie Chocolates, Frederick, Md.



Dexter Engraving Jewelry Company

These Ident. Bracelets 81/2 Inches Long.

38 ARCH STREET

OUR NEW BUILDING WITH LARGER MANUFACTURING SPACE READY JUNE 1,

NEW CATALOG WITH PRICES REDUCED ALSO READY JUNE 1.

#### MERCHANDISE 99





#### MERCHANDISE 100

The Latest Scientific Marvel

NO PICTURE OR WORDS CAN DESCRIBE THE RADIANT BEAUTY OF

LITE FLUORES

NON-ELECTRIC SIGNS

Reg. U. S. Patent Office 1949

AS NEW AS TOMORROW

Reflect - Refract - Magnify - Day or Artificial Light.

BORN 180 DAYS AGO

Miami, Fla.; Baltimore, Washington, Phila-delphia and New York. The rest of the world

to stores, salesrooms, garages, realtors, hotels,

theatres, business trucks and autos, or any

type of business establishment. They are a proven hit wherever shown. Miami, Fia., business men have purchased these signs to

the value of \$100,000 in the past 180 days

In New York they are being used by such stores, firms, and chains as Kresge, Philco,

General Electric, General Motors, Frigidaire,

Jantzen, Leighton's, Mohawk Carpets, and

many other coast to coast chains and nation-

the cost. No unsightly transformer boxes-no upkeep, no breakdowns. Uses no elec-tricity; reflects and refracts a radiant, glori-

ous light that commands instant attention. Up to one hundred dollars a day without

elsking a penny. You can be your own boss and make \$20 an hour selling the most

fasoinating and decorative product ever pro-

We make Neo-Lite Signs to order, any

Base or Shelf Sign.

duced. No investment required.

name or any wording-thus:

More attractive than Neon, at one-fifth

in the downtown area slone.

wide advertisers.

Tried and proven a tremendous success in

virgin territory. Fluorescent Neolite Bigns are being sold

NEO.

The Billboard

### May 28, 1949

OAK-HYT

# **Pipes for Pitchmen**

By Bill Baker-

holders.

#### MARGE GOODMAN . . .

and Lillian Robbin are still working socks; Chief Big Snake, herbs; Carl wipe-on in Newberry's downtown Los Angeles store to fair returns.

With some pitchmen the minimum wage is also the maximum wage.

#### PEARL GOODMAN . . .

is still working wipe-on in the Broadway Store, Los Angeles, to betterthan-average business.

#### FRIDAY 13 . . .

proved a big day at the auction in Poplar Bluff, Mo., with the following



rled). We are Manusacrumme Phanmacosts established 1934.

GENERAL PRODUCTS LABORATORIES, INC. /

Send for our free catalog.

1012 N. 3rd St.

177 5. SERING ST. Japt. X COLUMBUS G. CHIO,

Milwaukee Novelty Co.

State style of frame with each sign ordered. This 10-letter sign in 8-inch letters, made in Neon, retails for \$105.00. The same 10-letter sign in 8-inch letters made of fluorescent neolite retails for \$20.00, only \$2 00 a letter-your cost 96¢ per letter in-cluding frame, allowing you 4¢ per letter express charges. This give you a clear, net 100% profit.

SHOD ← Hanging Sign with holes This 10-letter sign in 4-inch letters, made in Neon, retails for \$95.00. The same 10-letter sign in 4-inch letters, made of Fluorescent Neolite, retails for \$15.00. Only \$1.50 per letter. Your cost 74¢ per letter including frame, allowing you 1¢ per letter express charges. This gives you a clear, not 100% profit.

#### AGENTS AND SUB-AGENTS

You can appoint sub-agents on commis-

# Hit the Holidays Flashy, Fast Sellers Money Getters at any Spot ... Time Any No. 9 PATRIOTIC ASSORTMENT \$8.00 Gro. Plus Shipping Charges Order From Your Jobber DAA - BYTER OF DIOT BALLOON Today

Copyrighted material

Vita Mix machine to good results during the Home Show in Cincinnati's WRITE TODAY for new wholesale catalog on tonics, all salve, soap, tablets, herbs, etc. LOW PRICES-Music Hall, May 14-22. Barnard oll salve, soap, tablets, herbs, etc. LOW PRICES-RAPID SERVICEI (Products Liability Insurance Carsays that for a late indoor show it was well attended and spending was okay. Don't be a mere tourist this summer. Get down to business. ATTENTION, ENGRAVERS: Identification Bracelets that sell on sight. White

wipe-on to good business.

W. G. BARNARD . . .

BERNIE DUNN . . .

"I'M STILL WORKING . . Stone Rings, Cameo Rings, Signet Rings. In fact, everything an engraver needs. Low prices. mechanical toys in front of the W. T. Grant store here," letters Richard Arcand from Los Angeles. "Have (See PIPES on page 102) Milwaukee 3, Wisc.

pitch stalwarts on hand: Slim Rhodes.

Kruger, oil, and James (Kid) Carri-

gan, books. All chalked up good long

green counts. An unidentified dem-

onstrator grabbed off plenty of

They tell us that the pitch-

man's business always is good

sighted making the Home Show in

Cincinnati's Music Hall, May 14-22,

included John Maney, who mopped

up with mops; Pitcheroo Bliss, who

scored with pastry sets, and Bowman,

who passed out plenty of ironing card

is working the downtown Los An-

geles Kress store's basement with

and Emil Martony displayed their

when the weather's not bad.

SOME OF THE BOYS . . .

geedus with knife sharpeners.





## MERCHANDISE 101



Copyrighted mate



The Billboard 102

## SALESBOARDS

May 28, 1949

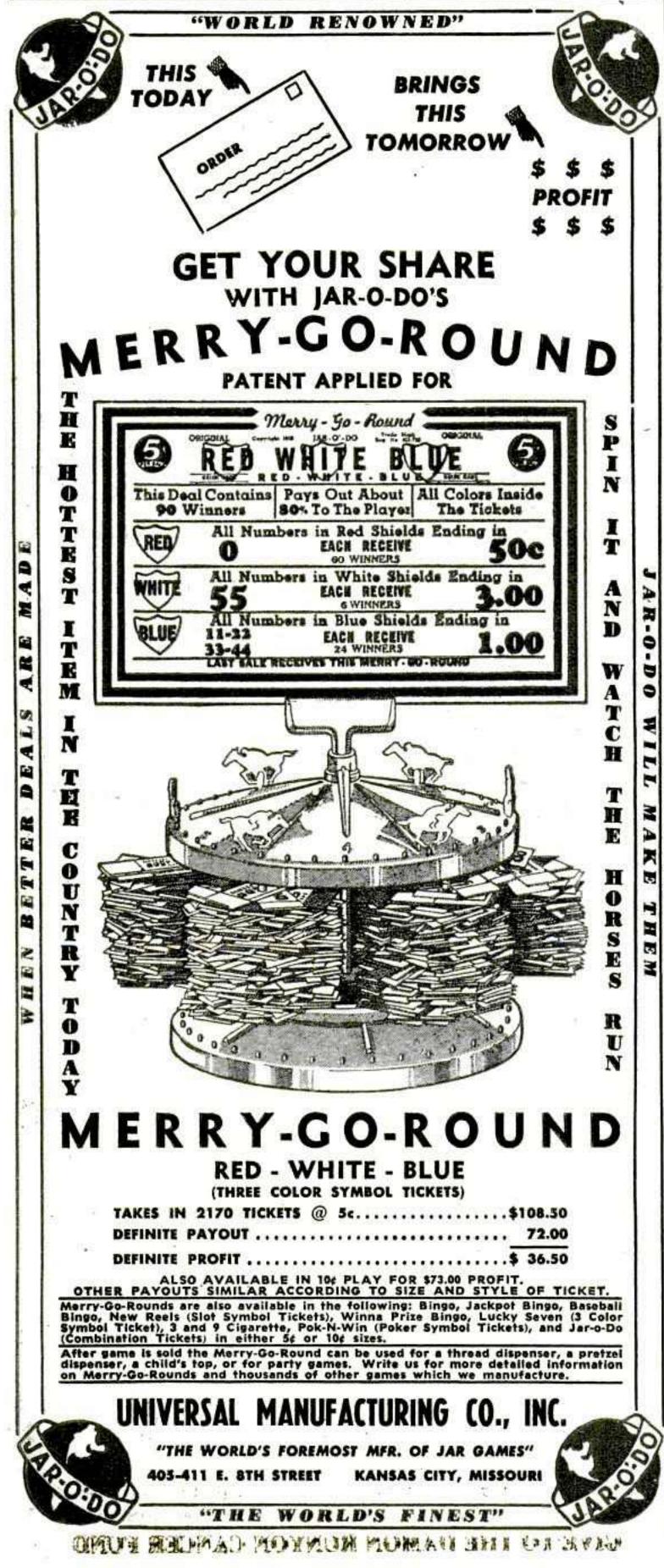
Communications to 155 N. Clark St., Chicago 1, Ill.≡

# SALESBOARD SIDELIGHTS

Universal Manufacturing Company, new office and showroom. Kansas City, Mo., and Bee Jay Products, Inc., Chicago, has returned from an extensive Eastern and Chicago, greeted its air-borne sales Southern trip. Stopping in Chicago director, Manny Gutterman, last to look over Universal's new branch week upon his return from a threeoffice in the Wholesale Florists' week Western hop. Manny is gird-Building on Randolph Street, Berko- ing for another jaunt; keep the witz said he was well pleased with sales-tale traveling, is his motto. . . the job General Manager Bernard William T. Wollpert, sales manager Kite, as representative for both Uni- at Pioneer Manufacturing Company, tine, Crown official, says with the versal and Bee Jay products, is do- Chicago, announced two new dime ing. Kite extends an invitation to play seal boards this week, Tri-Ten

Joseph Berkowitz, president of boardmen to drop in and see the

Harlich Manufacturing Company,



and Hit the Ball. Firm's dime punch pellet board, Constellation, out last week, is already garnering initial orders, William reports. ... J. Worth, Worthmore Ticket Games, Chicago, is another ticket man to turn in word of rising interest in this phase of the industry.

Crown Products, South Bend, Ind., is finding ready bidders for its line of salesboards and jar deals, especially with the same-day delivery system now in effect. Roy Galencontinuance of the upswing in sales noted in April, summer and fall outlook is "rosy."

Dick Hitter, major domo of Carol Sales Company and M. R. Hitter Company, Inc., Elmira, N. Y., is busy trooping the New York State area for his Hitter firm while his mailsale outlet, Carol Sales, is humming via the stamp route. . . . Werts Novelty Company, Inc., Muncie, Ind., is turning out a steady flow of its jar and carded games, along with books in the jack-pot, tip, baseball, World Series and sports varieties. General Manager Robert G. McNabb says demand for the ticket game is holding.

Irwin Secore, Secore & Secore, Chicago, released a number of new boards last week, among which were a new pellet (details of which were held up pending distribution by salesmen this week), and two ticket jack-pot boards (Action, 5-cent play; Kop-a-Kopper, dime play). Irwin and brother Mort report the Zingo dime board introduced April 22 is "going great guns." New to the Secore organization are representatives Mark Goldstein and Gene Stacy. Mark, covering the Kansas, Nebraska, North and South Dakota areas, is an ex-pursuit pilot and is now exercising his talents zooming after board orders. Gene, assigned the Illinois, Iowa and Wisconsin territory, is also busy introducing the new numbers. Both came to Secore with a wide background of experience in the board industry. Irwin Secore, back from his Iowa-Nebraska tour, has no immediate plans for another jaunt. Columbia Sales Company officials, issuing favorable sales reports from their Wheeling, W. Va., headquar-ters, are stressing firm's "straight to the operator" price tags on its variety of tip book and pull ticket game numbers. . . . Another firm highlighting "same day as received" shipment of orders is Michigan City Novelty Company, Michigan City, Ind. Jar and bingo tickets are being featured, with jackpot, coin and super-giant boards also coming in for good sales-level mention. Gardner & Company, Chicago, has begun all-out promotion of its new line of combination coin insert and merchandise boards. Firm also is pushing its recently released line of 10 novelty numbers, covering the entire play-price field. Out four weeks, this line is catching a growing number of orders and is moving up into the "board hit" category, according to Gardner officials. First of the firm's vacationists this year are Charles B. Leedy, sales manager, and S. Zinder, assistant to Leedy. Divisional sales manager, Maurie Kaye, is out on a two-week Midwest road tour, contacting the trade. Kaye and Leedy were presented with 1,000,000-mile plaques by United Airlines last week; just goes to show who is "up in the air" at Gardner.

# A. Borkin Sets New Salesboard Firm in Philly

PHILADELPHIA, May 21.-Alvin Borkin, active in the salesboard business for the past 20 years, has formed the Best Manufacturing Company at 1027 Race Street here, it was learned this week. The firm will soon bow its initial line of boards, said to be based on a novel approach to player appeal.

Borkin, former president of Globe Manufacturing, is now on the first leg of a nationwide trip to set up distributors for his line. As many as 20 outlets are to be appointed, it was said, with Best to rely on distributors for sales rather than direct representatives. The current trip is expected to take about 10 weeks.

The head of the new firm is also setting up an advisory committee to check player appeal of new boards. The committee, composed of oldtimers in the business, will pretest new boards prior to their release. One of the first to be named to this committee is Leo Glosband.

Jimmy Beach, Frank Ribedeau, Bill Baring and Madaline Ragan."

CLAIR MOORE . . .

who has been on the sick list for more than a month, will return to the May Company, Los Angeles, with her wipe-on demonstration soon.

CLIFF JONES . . .

is working the W. T. Grant store, Los Angeles, with Car-Bo-Tet cleaner to fair returns.

A convincing line to use in demonstration is "Practice makes perfect."

DR. MILTON BARTOK ... owner-operator of the Bardex Medicine Company, which features Bardex's Radio Minstrels, comes thru with the following from Central Pennsylvania. "While en route north from Sarasota, Fla., I dropped in on the General Products Laboratories, which are now owned by John L. Lass and Herberts, a couple of fine young fellows who have gone to town in modernizing the plant. When I visited there were four floors in operation and all departments were humming with activity. These two young fellows have revamped the system of operation and have streamlined several of the departments and, as a result, the service has improved considerably. Mechanical labelers, bottling machines and a mechanical conveyor system thruout the plant are some of the new features. The Bardex Show is set for its May 23 opening and we're looking to a good season altho all may have to work a mite harder and more consistently."

### PIPES

(Continued from page 100) been here for a month and will continue to work the same items for a while. In the same store are the Green brothers with metal slicers. I've mentioned this before. Stay

JACK (BOTTLES) STOVER ...

cards from Staunton, Va., that the sheet is fair in that sector and that one can still get that 99 on the double. Bottles says that because of the weather he has switched from the coffee mug to the beer stein. He adds that any of the boys who are in that section of the country can meet him at the New York lunch, which is operated by a couple of "with its," C. Oronzo and son, Jimmy.

Who of the knights of the tripes and keister have pitch stores with carnivals this season.

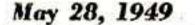
### PITCHDOM ...

is mourning the loss of one of its veteran members in the death of Paul Buley, sheet writer of note, who passed away in Kenton, O., May 9.

#### "DID YOU EVER ....

make a pitch to a senator, sheriff, judge and chief of police," queries away from the Coast unless you want J. B. Birdsong from Jefferson City, to join the rest of the walking pitch- Mo. "Well, I did and pooled a men on the sidewalks looking for blank. I've been working here and locations. Let's have some pipes from will remain for another two weeks." Contraction of the second second second second second second





# **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 Postel, 6416 N. Newgard Ave., Chicago my28

A-1 BARGAINS-(200) 5/ STAMP MACHINES, \$3.95 each; Ball Gum, Peanut Machines, \$6.95 each. U. S. P., Waterbury 5, Conn.

A. B. T. TARGETS-GOOD AS NEW; HAVE Twenty; sell all for \$200; Single, \$12.50 each. Ford, 541 S. Dearborn, Chicago 5, Ill.

A.B.T. CHALLENGERS, PENNY PISTOL TARgets, postwar, almost new, \$15; seven, \$95; have numerous other counter games; write for list. King, 662 Plum St., Macon, Ga. my28

ATTENTION DISTRIBUTORS — COIN-OPERated Radios; only 350 left; latest type Coradios; some like new; our close-out price only \$25; same model selling nationally for \$59.50; write, wire, phone. Air-Loc Industries, Loeb Arcade Building, Minneapolis, Minn. ma28

ATTENTION-WE HAVE 4 (ONLY) 54 HOT Popcorn Vendors; salesmen's demonstrators; condition like new; these are \$124.50 value; your price, \$67.50. Write: Electro-Serve, Dept. ESA, Peoria, Ill. je4

CIGARETTE MACHINES NGW CAN BE CONverted to vend king size with our complete hits of parts; further details on request; all necessary parts supplied in one complete unit; no special tools required; installation time within one hour; some can be done on location; machines bought, sold, repaired, all makes and models. Central Vending, 3967 Parrish St., Philadelphia 4, Pa.



CIGARETTE VENDERS WANTED - GIVE make, model, color and condition; any quanity. Keiner Vendors Company, 3730 Division St., Chicago 5, Ill. my28

COIN COUNTER-DOWNEY-JOHNSON, MODEL 20PH, pennies to haives. Harry Chamberlain, 306 Park Bivd., Huntington, Ind.

DIGGERS — 10 BUCKLEYS NEW TRAILER. Erie Hand Operated, Exhiibt Iron Claws, Merchantmen, Buckleys, Mutoscopes, Exhibit Rotary Merchandisers; we buy, sell, exchange diggers National, 4243 Sansom, Philadelphia, Pa.

FOR SALE-BUCKLEY TRACK ODDS, \$175; Buckley Long Shots, \$295; want Wurlitzer Electric Selector Model Mechanism to make Hide A Ways. The Music Machine Co., Brunswick, Ga.

FOR SALE—MUSIC ROUTE WITH PINBALLS, One-Balls, Shuffieboards and other Gaming Equipment; all late model machines; no competition; located in the heart of the Rockles; wonderful climate; terms or cash. Write Spino Music Co., Box 783, Salida, Colo. Phone 525-M.

FOR SALE - ONE PHOTOMATIC, INSIDE lights, extra clean. \$850; 15 deposit. Birmingham Vending Co., 2117 N. 3d Ave., Birmingham, Ala.

FOR SALE-1 CHICAGO COIN REBOUND Board, slightly used, \$185; 8 Genco Total Rolls, \$40 each; 1 Chicken Sam, 535; 50 5t A h Tray Nut Machines, a few used, 53 each. L. A. Enterprises, 7621 S. Haisted, Chicago 20, III.

MARFUL-MARKS & FULLER PHOTOMATON deposit, Playland Arcade, Niagara Falls, N. Y Model 552, Serial No. 6123; price, \$250, 1, my28

NEW COIN-SEPARATORS, \$47.50; WRITE FOR descriptive literature; separates 1,200 coins per minute. Ironwood Coin Separator Co., 203 W. Aurora St., Ironwood, Mich. ju4

PANORAM FILMS, PROJECTORS, AMPLIfiers, Bar Boxes, Miscellaneous Parts; write for your Panoram needs. Jack Parr, 13 Everett, E. Orange, N. J. je18

REBUILT CIGARETTE MACHINES—PERFECT condition, baked enamel finish: all makes and models; send for list. New York Vending Machine Exchange, 1010 Myrtle Ave., Brooklyn, N. Y.

SACRIFICE-35 ALMOND CASH TRAYS, \$2 each; 3 Snacks 1r. \$3.50 each. Kraus, 314 W. Gurley, Prescott, Ariz.

SALE OR TRADE-8 SPARES AND STRIKES Games with improved metal guards; still on



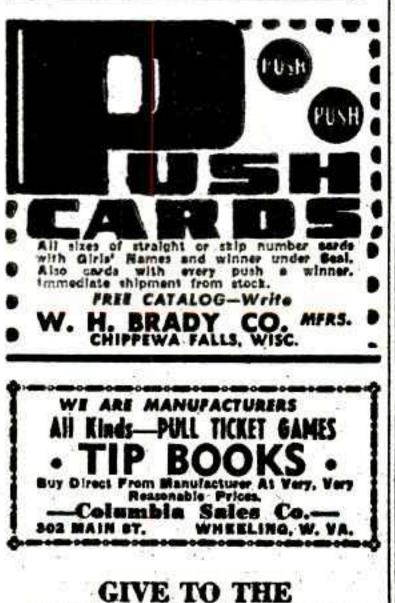
Are Now BEING DELIVERED THE BEST MFG. (O.

## IF?

You Want Fast Delivery Beautiful Salesboards Full Count Jar Deals FAIR PRICES

Write

GALENTINE NOVELTY CO. 322 E. Colfax Ave., South Bend 24, Ind.



**RUNYON CANCER FUND** 

Games with improved metal guards; still on location, \$125 each; will trade for new Pin Games or original used Flipper Games. Pennsylvania Vending Corp., 1822 Carson St., Pittsburgh 3, Pa. Tel; HE 9900.

STAMP MACHINE OPERATORS! GET OUR Special offer on Stamp Folders with advertising. R. Flatto, 17 W. 60th St., New York 23, N. Y.

STAMP FOLDERS DIRECT FROM MANUFACturer: low, low price; immediate delivery; write for prices and samples. J. Schoenbach, 1645 Bedford Ave., Brooklyn, N. Y.

SUN-PUFFT. HAWKEYE DIME HOT POPCORN Venders, \$57.50; Shipman Duplex Starn Vender, \$12.50; Penny match Venders, \$3; Four Column 14 Shipman Candy Bar Venders, \$12.50. Northside Co., Indianola, Iowa. je4

TUBULAR COIN WRAPPERS NEW LOW prices: coin counting machines, new and used. Max Schubb, Box 313, Muskegon, Mich.

TWO PHOTOMATICS-ONE 600 WURLITZER Juke, twelve Arcade Machinez, two Wat'ing Scales, all working. Brownies Tourist Court, Rt. 2, Franklin, O.

WANTED-NEW OR USED SEEBURG TEAR Drop Speakers; state condition and price. Salt City Amusement, Hutchinson, Kan.

1e MASTER VENDERS. 20 FOR \$100; 1¢ OR 5¢ Cash Trays, 10 for \$25; 1¢ Star Venders, 75 for \$200; all clean and ready to go. Jack Teal, 436 E. 63d St., Long Beach 5, Calif.

10 JOCKEY SPECIALS AT \$225 EACH; 10 Gold Cups at \$275 each; 2 Gold Cups, used 30 days, like new, \$375 each; these machines in perfect working order and very clean. H. & G. Novelty, 440 S. W. 8th Ave, Miami, Fla., 1/3 deposit, balance, C.O.D., bank check or m.o.

15 POPCORN SEZ MACHINES-370 EACH, perfect condition; must se'l; will ship anywhere. Harris Enterprises, 124 N. New Jersey Ave., Atlantic City, N. J.

20 VICTORY STAMP MACHINES—PRACTIcally new, \$9.50 while they last. Axler & Co., 1321 Arch St., Philadelphia, Pa.

70 ROWE 14 GUM MACHINES-(5 COLUMN) Slightly used; make offer. Sam Kanter, 7003 Raymond, University City, Mo.



CAROL SALES COMPANY

812 E. Market St.



ELMIRA, N. Y.

**COIN MACHINES** 



May 28, 1949

Communications to 155 No. Clark St., Chicago 1, Ill.

# **Eliminate '49 Show After Completing Industry Poll;** Set Stevens Hotel as Site

NEXT CIVIL SHOW

## **Exhibits Confined to Music, Vending, Service, Games**

CHICAGO, May 21.-The Coin been the custom in the past. Final Machine Institute (CMI), after tabulating all answers to its poll of the membership on plans for the next national convention, this week revealed that the 1950 Convention and Exhibition will be held at the Stevens Hotel here June 26, 27, 28. Harry Williams, CMI president, announced that a poll of more than 10,000 coin tion. machine industry members favored a midsummer get-together in Chicago, rather than in January as has

Intro Sun Tan Lotion, Ticket

vote favored the summer date by more than 5 to 2.

With the show to open Monday morning and close Wednesday, CMI officials announced registration facilities would be available Sunday, and exhibitors would be allowed to move into the exhibit area on the Saturday preceding the opening of the conven-

While CMI has held its previous conventions at the Hotel Sherman in Chicago, it staged its annual banquet at the Stevens, which it was found had better facilities to handle the large number attending the event. With the change to the Stevens all activities of the 1950 show will be under the one roof.

The 1950 exhibit will be devoted only to music, vending and service machines and amusement games, it was said by Williams. This will mean that manufacturers of certain machines (bells, consoles, etc.) will not be qualified to exhibit as in the past. CMI officials said that the moving of the show from midwinter to summer was expected to result in a substantial increase in attendance.

Vacation Travel to 151 National Forests To Hit New High in '49

JUNE,

WASHINGTON, May 21.-Agricul- number of tourist visitors in 1948 ture Department's forest service is follows:

expecting vacation travel to the 151 national forests this year to be the highest in history. The department believes that the number of visitors will top 27,000,000.

The estimate is based on the increased travel reported last year to national camp grounds, wilderness areas, picnic spots and other recreational places. Number of visitors last year was 24,186,454 compared with 21,330,751 in 1947.

This year a charge will be levied for use of about 100 camp and picnic grounds out of a total of 4,500. Camp fee for these spots is 50 cents a day per car, while the picnic fee is set at 25 to 50 cents per car per day, depending upon the site.

#### **Ops** Okayed

The forest service has developed 4,500 camp and picnic spots, 230 winter sports areas and 400 special camps for organizations. In addition, it has issued permits for use of forest lands to 500 resort operators to provide special accommodations for tourists. Some 14,000 summer homes have been permitted to be built in selected

10 W 3.	
Recreation Spots	
Camp grounds	3,424,088
Winter sports areas	2,417,433
Picnic areas	6,682,158
Hotels and resorts	1,972,756
Organization camps	325,226
Recreation residences	571,499
Wilderness areas	213.450
Other forest areas	8,579,844
matel .	
Total	24,186,454

1950

**Gotham Arcades Given Go-Ahead** After 2 Months

NEW YORK, May 21.-Manhattan Arcades, which have been operating since March 15 without licenses, this week regained full legal status as city officials began issuing licenses. Arcades in Coney Island and the Rockaways got favorable action on . license applications last week.

The decision to permit the opera-

# **Control** Units

## **Feature New Developments**

NEW YORK, May 21.-A new sun tan lotion machine, featuring an electronic timer and housing a compressor that may be used to operate several "slave units," has been placed in production by the Races Manufacturing Company, it was announced here this week by Stanley Gersh, owner. The firm, located at 1315 Surf Avenue, Brooklyn, is also in production on ticket machines for Pokerino and group game establishments, he said.

The lotion machine, called Tan-Today, develops an extremely fine atomization, according to Bob Way, Races engineer who developed the unit. Ingredients stocked and sprayed thru the machine's nozzle may be either oil or an aqueous base sun tan lotion. One gallon of the liquid is said to be enough for 750 to 1,000 applications. The unit stocks five gallons at a servicing.

#### Nickel or Dime

Standard parts are used in the fabrication of Tan-Today, according to Way, as an aid to production and maintenance. The machine may be set to operate at a nickel or a dime, depending on local conditions, with 45 seconds as the recommended application cycle setting. But this (See INTRO SUNTAN on page 119)

# **BB** Chi Moving

CHICAGO, May 21. - On Tuesday, May 31, the Chicago office of The Billboard will move to 188 W. Randolph Street, across the street from the Bismarck Hotel. Offices will occupy the 30th floor. Telephone number remains the same, CEntral 6-8761.

areas not needed for general public use.

Federal forest grounds also include 77 wilderness areas, more than 50,000 miles of highways and some 100,000 miles of woodland trails.

A forest service breakdown of the

tion of arcades housing Poker-Roll, Five Star Final, Fascination and other group games, came several weeks after the license department labeled them as games involving "the element of chance" and therefore unlicensable under city statutes (The Billboard, April 30). Industry leaders had vigorously opposed this interpretation, pointing out that the games had been permitted for years without question.



SPOKANE, May 21 .- Spokane pinball ops this week planned court action against the city council's latest ban on their machines.

"We aren't going to accept the city council's ban, effective May 22, without a court battle," said Wilmot W. Garvin, attorney for the Eastern Washington Amusement Company.

The council, invoking its police powers under State law, voted last Friday (13) to clamp down on the machines. The move was made three weeks after the ops filed a referendum petition which indefinitely postponed enforcement of an anti-pinball city ordinance which was scheduled to take effect April 28.

"We feel that the councilmen are doing indirectly what they are prohibited from doing directly," he said. "If a referendum means anything, it means a mandate of the people. None can ignore it, not even by the city."

On an "advisory ballot" in a March election the majority of Spokane voters voted against pinballs. The city fathers in ordering the machines out, said they considered the advisory ballot a "mandate of the people."

Meanwhile members of private clubs, whose bells were approved by the voters, expressed fear that if the pinballs go, the days of the bells are numbered. Pinball ops maintain the same city and State laws which may be invoked to put them out of business apply with equal force to bells.

# **New Social Security Bill May Cover Coin Operators**

WASHINGTON, May 21 .- Changes | to pay Uncle Sam 21/4 per cent of the Committee would extend coverage to many coin machine operators now exempted by virtue of being selfemployed.

The committee is expected to make numerous changes in the bill submitted by the administration for larger benefits and broader coverage, but the provision making the self-employed eligible for benefits appears likely to remain intact.

Under this section of the bill, those who work for themselves would have

**Evans Ups Output On Black Diamond;** Sets 45-Hour Week

CHICAGO, May 21.-H. C. Evans & Company, announcing completion of the first full month of deliveries this week on its Black Diamond console, reports output continuing on a 45-hour week level. R. Schreiver, firm official, stated the five-coin, multiple-price play system was instrumental in building location and player acceptance.

Featuring gold reels with black diamonds and numbers, and red dots, in place of fruit symbols, the console also makes possible high awards and guaranteed jackpot on single coin play. Price is comparable with other Evans consoles, Schreiver said.

in the Social Security Act being con- first \$4,800 earned in a single year. sidered by the House Ways and Means This percentage is larger than that paid by other workers because there is no matching employer contribution.

**Operators** paying Social Security taxes on their employees would find their payments increased along with those of employees now covered by the act. Under the administration measure, employers and employees would both be nicked for 11/2 per cent for the six months starting July 1, instead of the present 1 per cent. Starting January 1, the bite would be increased to 2 per cent, also while the present act limits the tax to the first \$3,000 in annual earnings of an individual, the changed law would lift this calling to \$4,800.

Benefits would be increased to a maximum of \$72 monthly under the Old Age and Survivors Insurance program, and payments would also be authorized to disabled employees.

Sleep, Baby, Sleep

SOMERVILLE, Tenn., May 21, -Roy Morris Jr., a fellow with a desire to catch up on lost sleep, took an old pinball machine mechanism and built an apparatus designed to rock baby to sleep. Weighing only three pounds, it also includes a device to time the rocking periods.



## The Billboard

JUKE OPS UNVEIL BIZ FACTS

See Music Dept. for This Info

Among the stories of interest to the coin machine industry to be found in the Music Department of this issue of The Billboard are:

DECCA DRIVES FOR PINPOINT COVERAGE. Plattery strives to increase distribueries for greater national coverage.

CAP AND MERCURY SUIT CONTINUES. Court gives Cap Records chance to file answer to Mercury's cross complaint.

BABBIT SIGNS WITH VOCALION. Vocalist inked to a term pact to cut pop tunes for the Columbia subsid.

KAY STARR TELLS MODERN RECORDS TO CEASE AND DESIST. Stops playing of her recorded versions of tunes.

MARTHA RAYE CUTS SECOND DISKS. New tune banned from air, but sales seen on increase.

And other informative news stories as well as the Honor Roll of Hits, pop charts and the new Billboard feature—a page devoted to new merchandising and mechanical developments in the businessthe Radio-Phono-TV section.

# 3 New V.-P.'s, 2 Directors Named at Rock-Ola Meet

Rockola, president of the Rock-Ola charge of sales. Manufacturing Corporation, following a special meeting of the board of directors and stockholders Wednesday (18), announced the election of two new board members and three **new** vice-presidents. New directors are J. Raymond Bacon and Sidney R. Zatz.

Bacon, in addition to being elected a member of the board, was also named executive vice - president. Other newly elected vice-presidents were James J. Sears, in charge of

CHICAGO, May 21.-David C. purchasing, and J. A. Weinand, in

Following a successful term as an executive of Montgomery Ward, Bacon entered the coin machine industry in 1941 when he joined O. D. Jennings & Company. He became vice-president and general manager of that firm, resigning in November, 1948, to become assistant to the president at Rock-Ola. In addition to numerous other civic posts which he holds, Bacon was recently elected a park commissioner in Elmhurst, Ill., where he resides.

**Company Veteran** 

## Calif. Union, **Teamsters** Tiff **Over L. A. Spots** LOS ANGELES, May 21.-Sam Ricklin, California Music Company, has asked the Superior Court to enjoin the AFL International Brotherhood of Electrical Workers (IBEW) from interfering with his juke box installations. Ricklin charges he has a contract with the teamsters' union

covering the music machines on location and that the rival AFL union claims it is an invasion of its jurisdiction. This is the latest move in a battle between the two unions for jurisdiction over the music machines, according to Hal Sherry, of the IBEW. The IBEW recently sought and obtained a temporary injunction against the teamsters to prevent the latter union from trying to organize the installation and maintenance end of the juke box business here. The hearing on a permanent injunction will be held within the next few weeks.

this week unveiled three new pro-

ducts at the radio show at the Stev-

Solotone music systems. Also on dis-

a portable radio manufactured by

Cine, one of a few shown at the ex-

Cine were a new tape recorder (on

exhibit in the Revere booth) and a

Also shown for the first time by

hibit, which drew much attention.

shown by Jackson, radio makers.

# Survey of 561 Operators **Reveals Size of Routes**, **Machine Diversification**

**Response Furnishes Realistic Industry Cross-Section** 

**MUSIC MACHINES** 

105

### By Dick Schreiber

CHICAGO, May 21.-On the average music route, what percentage of equipment is postwar? What pieces, other than music, does the typical juke box operator find most profitable? What is the ratio of large to small and medium-size operations?

To obtain the answers to these and many other questions, The Billboard recently completed a mail survey of 4,562 music machine operating companies. These ranged in size from small, part-time operations to routes of 500 pieces located in metropolitan, small-city and rural areas. The survey

and tabulation began April 5 and ended May 16 by which time 561 operators had submitted their answers.

## **First in a Series**

This is the first in a series of special features prepared from a survey of 561 music operating companies. The survey, conducted by The Billboard from April 5 to May 16, covered a wide range of music operating problems from commission to record buying. This, Part 1, deals with comparative size of music routes, percentage of postwar equipment and diversification of the route.

# **Trans** - Vue Sets **New Rep; Intros New Sound Unit**

CHICAGO, May 21.-Appointment of a new distributor, and a new amplification system for its commercial television system was announced simultaneously this week by Rudy Greenbaum, president of the Trans-Vue Corporation.

New distributor is the Hall-Jones Company, New Haven, Conn., which will cover Connecticut. Thomas M. of the firm, will be in charge of the Trans-Vue account. A showing has been scheduled at the Taft Hotel next Tuesday and Wednesday (24-25) for Tuesday and Wednesday (24-25) for operators.

Trans-Vue reported Hall-Jones will also handle distribution in Springfield, Mass., of its television system as soon as stations begin operating in that area.

#### Amplification System

The new amplification system for Trans-Vue systems now makes it possible for each remote control viewing unit (deflectors) to have its own 10-watt, distortion-free, high fidelity sound unit. The firm's multiple remote control system allows as many as 10 viewing units to be placed in one location, all controlled by a master tuner. With the new amplifiers, customers can now be assured of adequate sound with pictures from any individual receiver.

## **Okay New Juke Box Tax**

NORTH LITTLE ROCK, Ark., May 21.—An ordinance levying a \$5 tax on music machines became effective here this week. The new ordinance was designed to clarify early regulations covering the coin-operated mu- Little Rock and will be presented sic machines.

-apart of and extension and a real and the second s

J. A. Weinand is one of the pioneers in the Rock-Ola organization, having joined the firm in 1936 as a member of the sales department. In 1937 he was appointed assistant sales manager and took over as sales manager in 1944. In his new post he will continue in charge of all Rock-Ola sales.

Sidney R. Zatz is a member of a local law firm and spent the war years as a lieutenant in the navy in the Pacific theater.

Sears joined Rock-Ola in 1933 as a cost accountant. In 1934 he was transferred to the purchasing department and later became director of purchases.

banquet and dance June 8 at the

Marion Hotel here, it was announced

this week by J. H. Dickens, president,

and Louise Early, secretary-treasurer.

Guests of honor will be Sidney

McMath, governor of Arkansas; Dean

Morley, revenue commissioner, and

Ike Murray, attorney general, and

er tire membership as well as most

non-member operators thruout the

State will turn out for the event. A

special show is being brought to

- 22 - 2V

Association executives expect the

their wives.

after the banquet.

Since the 561 questionnaires which formed the basis for this study of the music machine business represented slightly more than 12 per cent of the total operator group, the response was adequate to furnish a realistic cross-section.

#### **One Omission**

The survey results revealed one noticeable omission: None of the operators responding own routes which consist of more than 500 pieces. Routes of this size are, of course, the exception rather than the rule, but they do exist in and near heavily populated cities. Since this size op-

(See Juke Ops on page 106)

Arkansas Assn. Products at Radio Annual Banquet **Convention** Exhibit Set for June 8 CHICAGO, May 21.-Lee Fisher, LITTLE ROCK, May 21. - The president of the Cine Case Corpora-Arkansas Music Operators Association, manufacturers of record carrying tion (AMOA) will hold its annual cases for servicemen and operators.

ens Hotel here.

Cine Unveils Four Detroit Firm Sees Reasons For Optimism

## **Specialized Ops Dominate**

DETROIT, May 21 .- Coin-oper-Featured was a portable television ated radios, primarily designed to set, finished in white leather, which cater to the transient public, have was displayed by Hallicrafter, firm built renewed interest in postwar supplying the tele receivers for the years. Some installations in operation before the war seem crude by play in the Hallicrafter exhibit was comparison with today's advanced design. The industry has made great strides in the past couple of years.

The radio equipment is unfamiliar to the average operator of other types of coin mechanisms, because, in genthree-way portable record player eral it has remained in specialized (See Coin Radio on page 108)

part of the second seco

11 these ended problem in the second seco



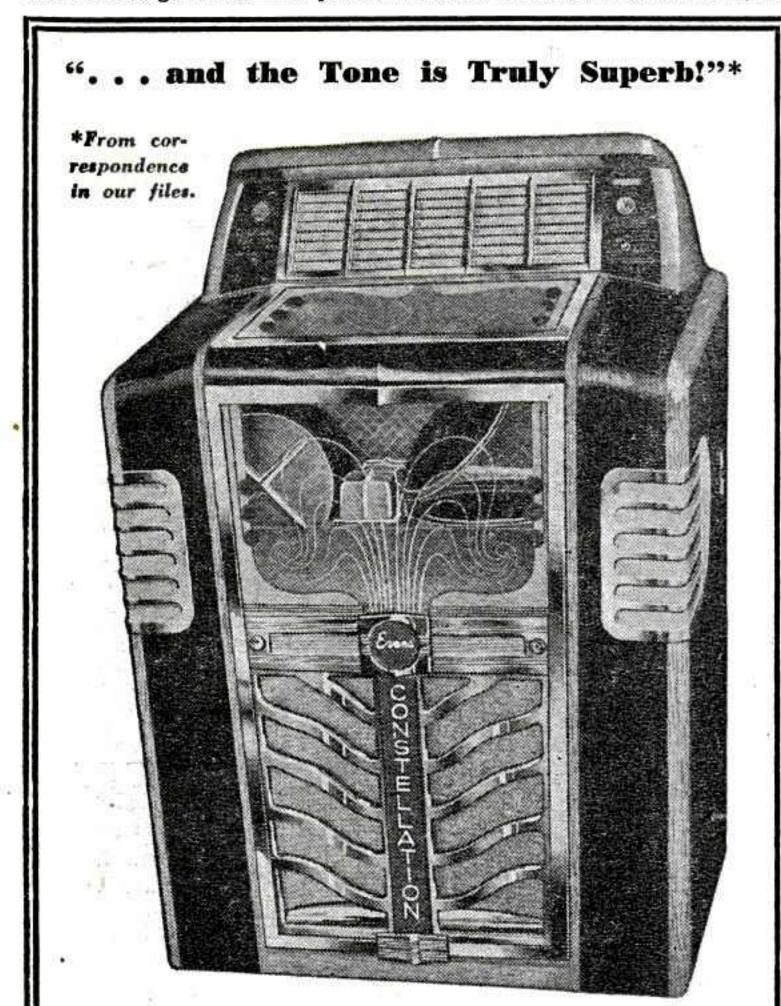
#### **MUSIC MACHINES** 106

# Juke Ops Unveil Biz Facts; Survey Shows Size of Routes

(Continued from page 105) largest operators probably does not pieces. seriously affect the general picture.

(Continued from page 105) of the total group consisted of op-eration is both rare and untypical of erators with 50 or less machines; the the automatic phonograph industry, remaining 41.9 per cent represented the lack of response from the nation's routes ranging in size from 51 to 500

Responses to the question on size of The 561 operators who responded the route brought out the following were almost evenly divided between pattern. The first figure represents small and large routes-58.1 per cent | number of machines on the route; the



# **Diversification of Music Routes**

As part of The Billboard survey of music machine operators (see story in adjoining column), operators were asked to check the other types of coin machines they have on their music routes. The results follow:

TOTAL NUMBER OF OPERATORS RETURNING QUESTIONNAIRE 561 NUMBER OF OPERATORS ANSWERING DIVERSIFICATION QUESTION 438 MUSIC OPERATORS WHO ALSO RUN PINBALL GAMES 360 MUSIC OPERATORS WHO HAVE CIGARETTE VENDERS 78 MUSIC OPERATORS WHO HAVE GAMES OTHER THAN PINBALL 210

(In the other-than-pinball classification are included consoles and bells.)

MUSIC OPERATORS WITH VENDERS OTHER THAN CIGARETTE

To determine which combinations of machines are most frequently run with phonographs, the diversification responses were further broken down as follows:

FIRMS OPERATING MUSIC, PINBALL PLUS OTHER TYPE GAMES 138

(These firms comprise 57 per cent of the total number of music concerns running more than one additional type of coin machine.)

FIRMS OPERATING PINS. OTHER GAMES, CIGARETTE MACHINES AND VENDERS OTHER THAN CIGARETTE	24
FIRMS OPERATING CIGARETTE MACHINES AND GAMES OTHER	NOVE PERM
THAN PINS	15
FIRMS OPERATING PINBALL AND CIGARETTE MACHINES	12
FIRMS OPERATING PINBALL, CIGARETTE AND OTHER VENDERS	12
FIRMS OPERATING PINBALLS, OTHER GAMES AND OTHER THAN	
CIGARETTE VENDING MACHINES	12
FIRMS OPERATING PINBALLS AND VENDERS OTHER THAN	
CIGARETTE	12
FIRMS OPERATING PINBALL, CIGARETTE AND OTHER VENDERS	6
FIRMS OPERATING CIGARETTE AND OTHER VENDERS AS WELL	
AS GAMES OTHER THAN PINBALL	3
FIRMS OPERATING GAMES OTHER THAN PINS AND VENDERS	10
OTHER THAN CIGARETTE MACHINES	

second indicates in percentage what | asked to indicate whether he opproportion of the total operator group fell into each classification:

Number of Machines	Percentage of 561 Responding	
Less Than 50	58.1%	
50 to 100		
100 to 200	10.8	
200 to 300		
300 to 500	2.1	
After heine ealer	d to indicate the	

After being asked to indicate the size of their operation by checking the number of pieces they have on location, operators were asked to write in the percentage of their machines which are postwar models. Of the 561 firms, 69 failed to answer the question relating to postwar models. The firms which did answer this question indicated that the average route consists of more than half postwar equipment. Forty-two per cent of the operators said their routes contained between 1 and 49 per cent postwar equipment. The remaining 58 per cent reported having between 51 and 100 per cent postwar equipment.

erated other than music equipment and if so specify what type. A total of 123 firms (21.9 per cent) of the 561 participating in the survey failed to fill out this portion of the questionnaire.

Among those operators who did respond to the diversification question, the majority said they also owned pinball and other types of amusement games.

#### **360 Own Pinballs**

Of the 438 firms which filled in the uestions on diversification, an oven 360 firms stated they also owned and operated pinball games; 210 firms said they had other games than pinball (in this category were included consoles and bells); 78 revealed they operated cigarette merchandising machines, and 93 reported having other types of venders than cigarette machines. (For a complete analysis of the types of equipment the music firms said they operate in addition to phonographs, see the table on diversification which accompanies this story.) Operators who indicated they were running other types of merchandise vending machines than cigarette equipment were asked to write in the specific types of venders on their routes. Candy, bulk units, scales, popcorn, stamp machines, cigar machines and drink machines were listed in that order. This conclusion could certainly be drawn-that the average music operation is run in conjunction with other types of coin machines, most frequently with pinballs and other amusement games. The relatively large number of firms which reported they had merchandise and service vending equipment pointed up further the fact that music operators are running-from choice of necessity-diversified routes. (Next Week: A second installment on the survey of phonograph routes will outline the types of commission arrangements most widely used as well as outline operator sentiment on the most popular types of commission arrangements.)

## Thank You, Sir! That's what everyone says about

# EVANS' CONSTELLATION

Evans' Design, Beauty, Reliability and Quality are subjects for frequent commendation by Constellation Operators. But the most highly, most often praised feature of "America's Brilliantly New Phonograph" is its brilliantly rich, trueto-life Tonel

With good reason, Evans Tone Quality is unreservedly acclaimed by Constellation Operators, the nation's most progressive group of phonograph music merchandisers. Their unanimous opinion is amply justified by amazingly steady player response to Constellation's beautiful Tone on locations of every description.

Our claims for Evans' supremacy in Tone Quality can be proved to you in a three-minute demonstration by your Evans' Distributor!

# H. C. EVANS & CO.

1528 W. Adams St.

Chicago 7, Illinois

SEE OUR COIN MACHINE AD ON PAGE 136

#### **Few Completely Postwar**

Only 6.8 per cent of the operators responding said that their operation was made up entirely of postwar equipment. This percentage offered a yardstick for comparing the number of relatively new operators with firms established prior to the war. It is not an absolutely accurate yardstick, of course, since many music firms started since the war probably had a number of second-hand machines acquired either by purchasing routes or buying cheaper, used machines to fill in second and thirdrate locations.

In the final tabulation, the following breakdown on postwar equipment was revealed. The first figure in the following table represents the percentage of postwar models on routes and the second figure the percentage of firms which fall into each of the categories:

% of P Equip	osiwar	% of Ope Group Respo	
1 to	24%		17.0
25 to	49%		25.0
50 to	74%		21.4
			29.8
100%			6.8

These figures would indicate that the average operator has between 25 and 49 per cent postwar equipment or between 75 and 99 per cent, since those two classifications were most frequently mentioned.

vey revealed. Each operator was and other mechanical devices.

## Pa. Amends Local Tax Law

HARRISBURG, Pa., May 21 .- Gov. James H. Duff has signed into law restrictive legislative amendments to the Commonwealth's local tax law limiting amusement levies to 10 per cent, and local sales taxes to 2 per cent. The changes become effective at The great majority of music op- the start of the next fiscal year. No erators likewise run other types of limitation was put on taxes which coin-operated equipment in conjunc- may be applied to amusement mation with their juke boxes, the sur- chines, such as pin balls, juke boxes





## **MODEL 1080**

The only PERSONALIZED phonograph in the industry!

The Wurlitzer 1080 stands alone as the lowest priced quality phonograph on the market today.

-

Bush Distributing Co. 286 N. W. 29th St., Miami, Fla. 508 Delwood, Jacksonville, Fla.

Cain-Calllovette Motors, Inc. 1502 Broadway, Nashville, Tenn.

Central Music Distributing Co., Inc. 1523 Grand Ave., Kansas City 8, Ma. 2562 Harney St., Omaha 2, Nebr.

Cleveland Coin Mach. Exchange, Inc. 2021 Prospect Ave., Cleveland, Ohio

Commercial Music Co., Inc. 726 N. Ervay St., Dallas 1, Texas 901 E. Houston St., San Antonio, Texas Coven Distributing Co., Inc. 3181 N. Eston Ave., Chicago, IL

The Arthur Hermann Co., Inc. 282 Central Ave., Albany, N.Y.

Iowa Music Distributors, Inc. 764 Ninth St., Des Maines 14, Iowa

Lieberman Music Co. 1124 Hennepin Ave., Minnecpolis, Minn.

O'Connor Vending Machine Co. 2320 W. Main St., Richmond, Va. 400 Water St., Portsmouth, Va.

Redd Distributing Co. 298 Lincoln St., Allston 34, Mass.

Sicking, Inc. 1401 Central Parkway, Cincinnati 14, Obio

Sterling Service Rocky Glen Park, Moosic, Penna.

United Coin Machine Co., Inc. 3724 W. Vliet St., Milwookee, Wis.

Williams Distributing Co., Inc. 1082 Union Ave., Memphis 3, Tenn.

The Winters Distributing Co. 1713 Harford Ave., Baltimore 13, Md.

Wolf Sales Co. 1932 Broadway, Denver 2, Colo. 117 E. Broadway, Tucson, Ariz. 2401 E. Alameda, El Paso, Texas 276 W. First S., Salt Lake City, Utab

Young Distributing, Inc. 525 W. 43rd St., New York 18, N.Y.

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#### **MUSIC MACHINES** 108

# **Coin Radio Future Studied; Detroit Firm Is Optimistic**

(Continued from page 105) operating hands. Because of this, the feeling has developed that the coin radio has reached its peak. Various problems that have arisen in connection with operation, servicing, and customer appeal have given the impression that the future of this special industry is not too bright.

A check into the facts indicates, however, that there is reason for optimism. In an effort to determine the industry's situation today, and what its future may be, The Billboard consulted one of the largest operators in the field, the Hotel Radio Corporation, whose central office here controls approximately 16,500 radios, located in 120 hotels in over 50 cities. The operation runs from Coast to Coast and represents a true crosssection of the country.

Company was established primarily to design a product for the specialized needs of the hotel trade, so that manufacturing rather than operating became the first concern.

#### **Technical** Objective

The technical objective was to design a radio set that would overcome the adverse conditions found in a hotel room-such as noise and interference, and one that would be an attractive piece of furniture. The set was developed to give service to the paying guest in the hotel and it was decided to concentrate primarily on the better class hotels where guests would be more likely to become steady patrons of the coin-operated radio.

In accord with this policy, it was nominally supplied with equipment determined that general policies of so far. Emphasis must be on quality, operation should be decided by hotel because a good hotel will not tolerate people, and not by coin machine opera unit that is inferior in either apators. Therefore, leading hotel execs pearance or performance. were closely associated with the firm. J. E. Frawley, president of the Hotel an inroad in the field, but because of Radio Corporation, was a nationally cost and other factors, we do not beknown hotel manager. At the time lieve it will provide significant comthe company started three years ago, petition in the next few years, nor he was president of the American will it supplant radio in the hotel Hotel Association. room at any time entirely. Over the One feature of the firm's set is an coming years, we feel that the averantenna shielded against noise. The age hotel will have a mixed installaantenna itself can be rotated, a systion, with coin-radios in some rooms, tem used by the military during the and television sets, possibly coinwar. By turning, noise and unwanted operated, in others. They will be stations can be tuned out. Another available, and possibly interchangefeature is a tone chamber, which alable from room to room at the guests' lows this small cabinet to achieve convenience." console standard resonance. The ac-Evidence of the size of the radio tual cabinet size is restricted to the market, in terms of one large-scale

minimum necessary to house the equipment — 13½ inches wide, 23 deep and 21 high-and is small enoug' to fit without difficulty into small hotel rooms.

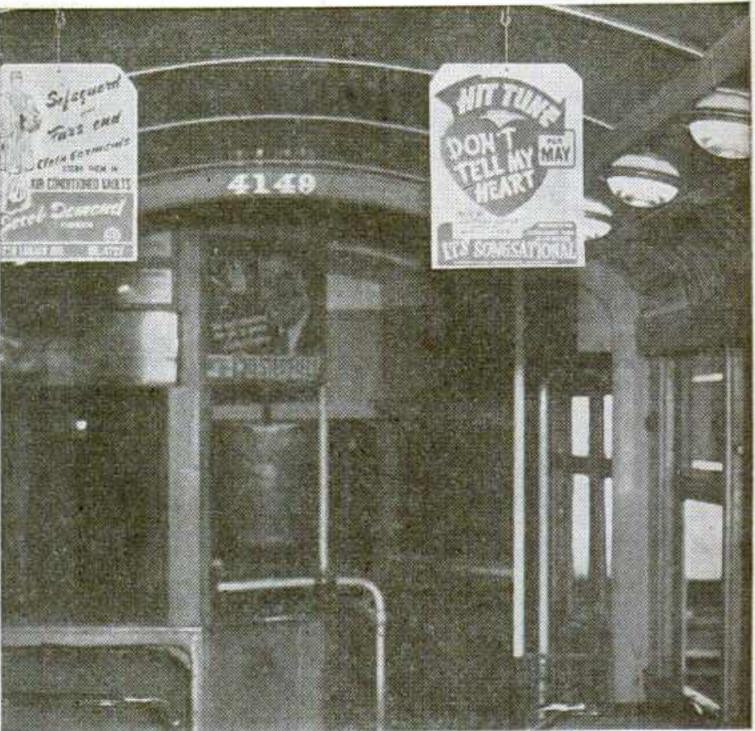
The present acceptance of the hotel radio is indicated in this company's business volume. While there has been a substantial decrease in revenue from all types of coin-operated music devices, the Hotel Radio Corporation's gross has declined only 15 per cent in the past 18 months, a figure equivalent to the drop in occupancy of hotel rooms.

Acceptance of the product as a regular feature of hotel service has been one factor in maintaining volume at this satisfactory level, according to R. H. Wann, vice-president and general manager. Specific acceptance of a single radio model has helped, since the public, after finding it satisfactory in one hotel, will continue to play it in another. Another reason for continued good business has been an actual diversion of spending from other forms of entertainment to the radio. With typical twohour operation for a quarter, the hotel patron is able to enjoy a pleasant evening alone or with guests.

#### **Future Market**

The future of the market for coin radios was viewed optimistically by Wann, who estimated that there are now about 75,000 to 100,000 such sets in operation.

"The market for this quality product has hardly been touched." he said. "The coin-radio market itself is only



PROMOTION KEYNOTES the Cleveland Phonograph Merchants' Association drive to increase income in the city's more than 3,000 juke boxes. To hypo play on the May Hit Tune of the Month, "Don't Tell My Heart," special cards were used in all streetcars and busses in the Greater Cleveland area. Given special prominence in the cars (above), the campaign was reported as proving highly successful by CPMA prexy Jack Cohen.

operation, is seen in the fact that Hotel Radio's sets have supplied over 4,000,000 hours of purchased entertainment in the past two years. While no actual dollar figures are available, estimates place gross revenue at about \$1,000,000.

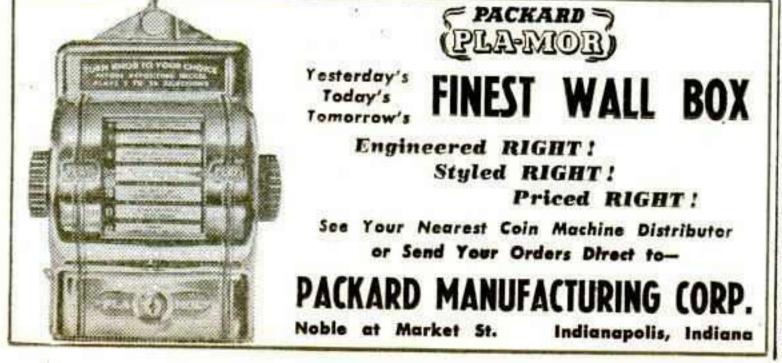
One important policy in connec-"Television, some feel, may make tion with the sale of its service to the traveling public is followed by the company-that the radio time must be cumulative, rather than total elapsed time. Some radio operations have sold on the latter basis, and the guest who left the hotel room for a time found that he received only a few minutes of actual listening for his quarter. This led to some dissatisfaction with coin-radios. Some of the operating experiences of the Hotel Radio Corporation reveal how a coin-radio operation resembles and differs with other types of route operation.

only three moving parts, has greatly reduced servicing.

Repairs, if necessary, are usually performed in the hotel room. The serviceman carries tools to handle most types of service jobs that may be encountered. Occasionally, a unit is removed to a shop in the hotel when service cannot be performed on the spot. Pilferage-presumably by persons having access to the machine on location, hotel guests or employeeswas at first a minor problem, but has been practically eliminated by the replacement of the original wirescreen bottom with one of plywood. Originally, a vandalism policy with a "first \$15 deductible" clause was carried, but it was dropped when loss proved negligible. The average life of a coin-radio, incidentally, is estimated to be 10 years, provided it is properly maintained. This allows a favorable schedule for amortization. Most Hotel Radio servicemen are part-time employees. It is figured that the average man can service about 100 machines a day in one hotel. The firm has found that the average number of machines which one man, working full time, can handle adequately, is about 1,200 to 1,400 a month, including time for special service calls, and for travel time between locations. One man reported handling as many as 2,400 machines a month, but this was found to be too many. To date, no installations have been lost because of dissatisfaction of the hotel management.

## May 28, 1949





#### Sales Program

In selling the installation to a hotel, four significant sales points are used: 1. Additional revenue for the hotel.

2. The value of the set as additional hotel furniture or equipment.

3. Value as an additional service to the hotel guest.

4. Freedom from responsibility for service or maintenance, which is assumed by the operator. (In this connection, the experienced hotel man knows that radios, coin-operated or otherwise, have proven a difficult problem to service, and one that he would rather pass on to a specialist.)

Hotel Radio selects a local man in cities where it operates-usually someone associated with a radio service firm-and trains him to handle its equipment. It has been found that a minimum installation of 25 units in a hotel is usually necessary to make the location practical from a service and collection standpoint tho in the case of tourist court installations, a smaller number may be acceptable.

#### **Route Coverage**

The regular route man normally calls once a month to make collections and test each unit. Interim service calls are made only when service is requested as in the case of a breakdown. Actually service calls have been fewer than originally anticipated, with an average of only 31/2 to 4 per cent of units requiring service either at the regular monthly inspection or on special service calls. Simplified timer construction, with

#### Sell to Ops

After three years of practical largescale operating experience, Hotel Radio Corporation has reached the point where its output is sufficient to divert part of the production for general sale to operators. In the past, it has produced only for its own needs.

The Hotel Radio will be placed on the market with a regular trade promotional campaign. National advertising in the hotel trade press has been used in the past, to bring the product to the attention of the location owner. Company's policy will be to sell to qualified operators in instances where a hotel management wants an installation in a locality where the firm itself is not operating. The present national operations of the company will be continued but not greatly expanded, it was announced.



#### 109 **MUSIC MACHINES**

# **Turning Back the Clock**

15 Years Ago This Week CHICAGO, May 19, 1934. - The Beverage Vending Machine Company, Detroit, announced thru its president, Joseph Proteau, formerly manager of Icy-Kold Vending Devices, Inc., that it was in the final stages of developing a new orange juice cup vender. . . . A wall-type, individual "perbooth" penny nut vender selling at \$5.95 was introduced by the Vendex Company, Boston. Unit, chromiumplated, was tried experimentally in New England by Vendex before being placed on the market. In some locations, between 26 and 30 units were installed.

Jimmy Johnson's Western Equipn t & Supply Company, Chicago, introduced a new racing game, Futurity. Game, featuring odds from 2 to 16, was already in full production, following a series of test installations. . . . W. T. Morgan, Plainfield, N. J., amusement machine operator, reminiscing in The Billboard turned his clock back 20 years to 1914, when he operated his first Mutoscope cranes without the candy and novelty pre-

## Now It's Official

WASHINGTON, May 21.-Most types of coin-operated machines have been given official recognition for the first time by Cuba, Commerce Department reported this week.

In a special regulation by the Cuban Ministry of Interior, all types of machines except those involving "a gamble" are legalized on the island. Commerce officials commented that the step only makes official something that has been going on for years.

miums. "People paid a nickel just to see the cranes operate," he said.

First of the pin games licensed in New York began appearing on location in stores. Levy was \$3 per year, and had to be paid by the storekeeper. Operators could buy licenses for store owners who were citizens by filling out applications, having them signed and notarized. Original plan of having the storekeeper appear at the license department was discarded when operators' committee explained the difficulty of such a procedure to license commissioner Paul Moss.

Citing an increase in cigarette vender popularity in Detroit, operator C. A. Shoemaker, Howes-Shoemaker Company, declared that restaurants were proving "by far the most successful location for this type of machine." Next best locations were all-night spots of all types and transfer points, he held. . . . Ad-Lee Company, Chicago, had a new fourcolumn counter vender called Foursome to dispense four different nut meats. Firm made the numbered ball gum vender many years before.

Scalemen took time out to take note of the revival of the old-time beam scale "barker" in New York. Setting up their large platform Fairbanks beam scales with the "correct weight for 1 penny" sign, the hawker adjusted the weight for customers.

#### **10 Years Ago This Week**

CHICAGO, May 20, 1939.-New games were the topic of the day, with Bally Manufacturing Company introducing a trio called Victory, Double Feature, a high score type, and Chevron, featuring an intermediate award system. Genco, Inc., debuted its field.

# **Calendar** for Coinmen

June 3-4-National Automatic Merchandising Association (NAMA), Regions A and 3, annual meeting, Ritz-Carlton Hotel, Atlantic City. (Region A, New Jersey, Pennsylvania; Paul I. Berkley, chairman. Region 3, Virginia, Maryland, Delaware, District of Columbia: Aaron Goldman, chairman.)

June 5-9-National Confectioners' Association (NCA), annual convention and exhibit, Stevens Hotel, Chicago.

June 8-Arkansas Music Operators' Association (AMOA), meeting and banquet, Marion Hotel, Little Rock.

June 19-24-International Store Modernization Show, annual meeting and exhibit, Grand Central Palace, New York.

June 26-29-National Candy Wholesalers' Association (NCWA), annual convention and exposition, Stevens Hotel, Chicago.

July 26-28—National Association of Music Merchants (NAMM), annual convention and exhibit, Manhattan Center Exhibition Hall, New York.

(Association officials are invited to submit convention information to the Coin Machine Editor, The Billboard, 155 North Clark Street, Chicago 1, for listing in this calendar.)

back-patted Perkins with "he's the place in the new machine. man to keep the trend growing." . . . Western Products, Inc., chalked up soaring sales totals on its Hold Tight on the backboard, four ways to score and His Recreational Games, Inc. and fast playfield action.

Jack Keeney, J. H. Keeney & Company head, reported that his firm was planning a third run on its Up and Up game. . . . Carl Hoelzel, head of United Amusement Company, Kansas City, Mo., announced the completion of his firm's new building enlargement program which added 4,-500 additional square feet of floor space. Carl forecast a big demand for the Rock-Ola counter phono unit which was soon to be introduced.

Pitney-Bowes Postage Meter Com-Airport, "timed to the times" with pany, Stamford, Conn., unveiled its draw a total of \$3,000.000 a year in airfield design on its play and back new Mailomet machine, which "au- pay." Interview was coincident with tomatically makes one operation of the appearance of a feature story on

sales manager in charge of its bell ing, New York Postmaster Goldman sales. Vice-President Jim Buckley handed two letters addressed to Presipredicted continuance of the mount- dent Roosevelt to Ramsey Black, ing popularity of the Bally Bells, and third assistant postmaster general, to

Ray Becker, leaving the J. H. Keeney & Company after three years with the firm as sales manager, game, featuring four scoring panels formed his own company, Ray Becker Firm specialized in manually operated skill games for location as well as home recreation room use. . . . James T. Mangan, advertising manager of Mills Novelty Company, threw a convention meeting of the Advertising Affiliation into a turmoil with the charge that "today's advertising is corny.'

> Fred Mills, head of Mills Novelty, released a statement on the company's employee staff and payroll to The Chicago Daily Tribune. Said Mills, "We have 2,000 employees who

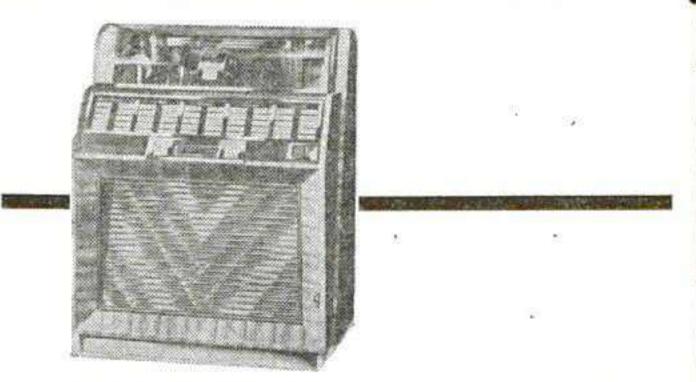
Bally announced the appointment the purchasing of postage, stamping the coin machine industry in The of Bert (Perk) Perkins as assistant and mailing a letter." At the unveil- Saturday Evening Post.

# the NEW Seeburg SELECT-O-MATIC 100 offers a better deal in music



# late model reconditioned Seeburg Phonographs

'46 M Seeburg converted to '47.	\$449.50
'46 M Seeburg	399.50
'46 S Seeburg	350.00
'47 M Seeburg converted to '48.	525.00
'47 M Seeburg	499.50
'48 ML Seeburg	599.50
WS2Z Wireless Wall Box, 5c	24.50
WB1Z 5-10-25c Baromatics	24.50



FOR THE OPERATOR-New advantages for increasing collections from top spots and getting a better share of revenue . . . Select-O-Matic 100 cuts record changing time and costs . . . reduces record breakage ... boosts operator's reputation in community as a progressive leader offering America's finest and most complete music systems.

FOR THE LOCATION OWNER-New incentive to push music revenue . . . a revolutionary coin-operated phonograph plus Scientific Sound Distribution and Remote Control . . . smartly modern design . . . luxuriously beautiful appearance . . . helps promote business.

FOR THE CUSTOMER-New playing appeal . . . 100 selections all visible at same time . . . instant choice of latest hit tunes plus old time favorites grouped under 5 headings . . . plays either side or both sides of 10" or 12" records vertically . . . nickel, dime and quarter play . . . 6 individual plays for a quarter.

## COLUMBUS, OHIO

2129 MAIN ST. HEELING, W. VA.

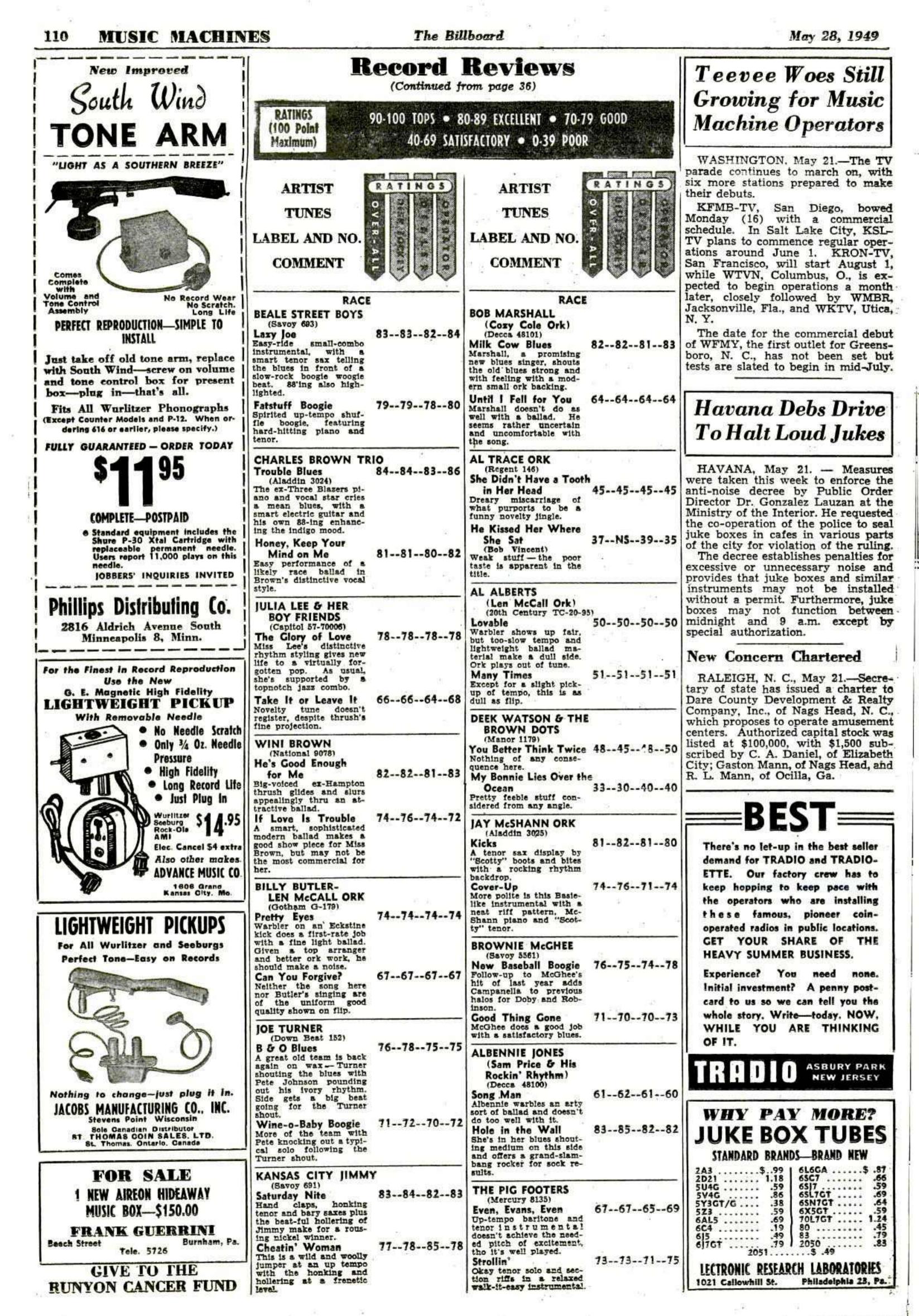
1619 W. WASHINGTON ST CHARLESTON, W. VA.

> 2208 FOURTH AVE. SEATTLE, WASH.

1238 S. E. UNION AVE. PORTLAND, OREGON



SHAFFER MUSIC CO.



法 波通 熱

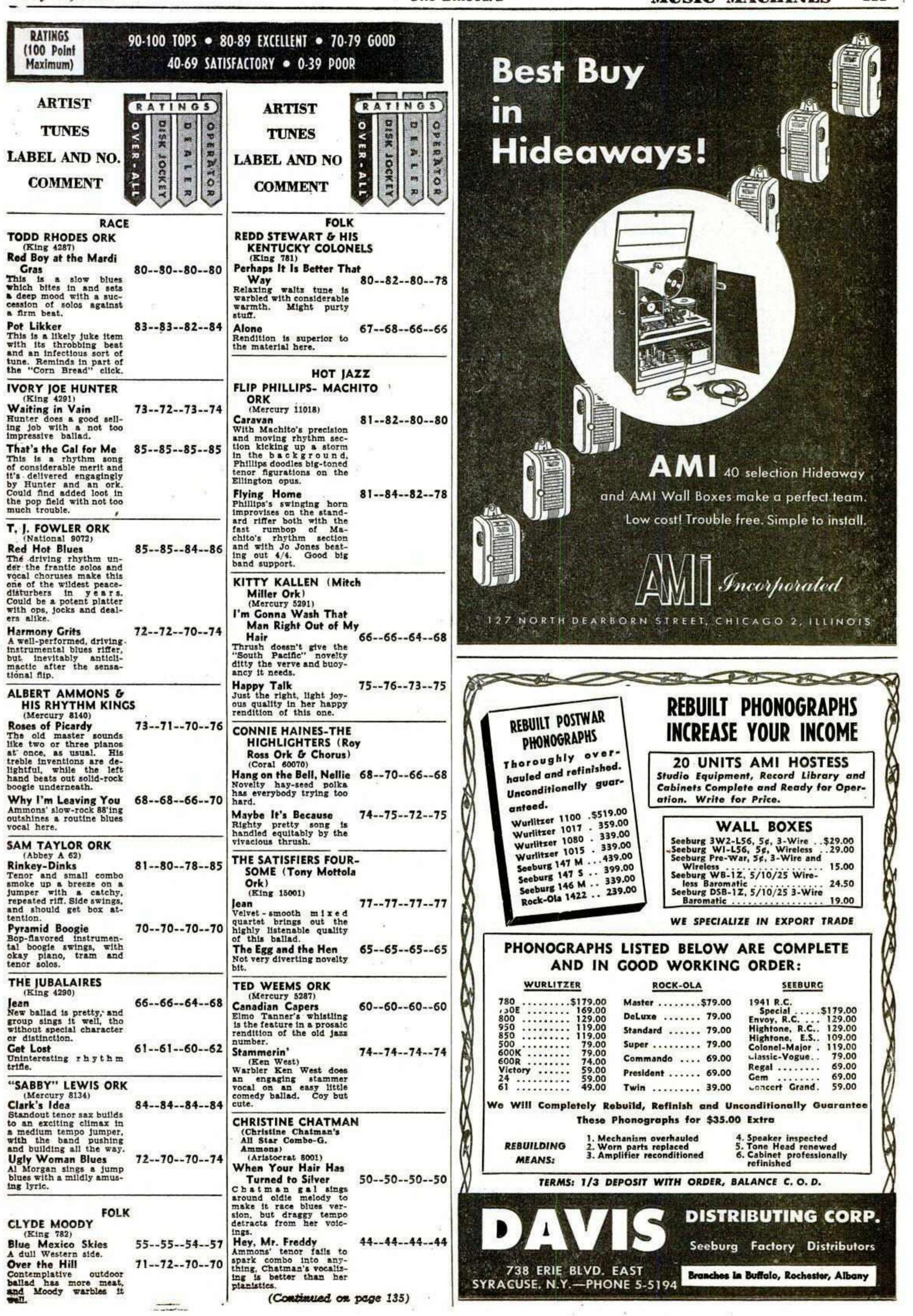
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#### The Billboard

#### **MUSIC MACHINES** 111

(100 Point	SO-89 EXCELLENT • 70-79 GOOD SFACTORY • 0-39 POOR
ARTIST TUNES LABEL AND NO. COMMENT	ARTIST TUNES LABEL AND NO COMMENT
RACE TODD RHODES ORK (King 4287) Red Boy at the Mardi Gras This is a slow blues which bites in and sets a deep mood with a suc- cession of solos against a firm beat. Pot Likker This is a likely juke item with its throbbing beat and an infectious sort of tune. Reminds in part of the "Corn Bread" click.	FOLK REDD STEWART & HIS KENTUCKY COLONELS (King 781) Perhaps It is Better That Way 80828078 Relaxing waits tune is warbled with considerable warmth. Might purty stuff. Alone 67686666 Rendition is superior to the material here. HOT JAZZ
IVORY JOE HUNTER (King 4291) Waiting in Vain Hunter does a good sell- ing job with a not too impressive ballad. That's the Gal for Me This is a rhythm song of considerable merit and it's delivered engagingly by Hunter and an ork. Could find added loot in the pop field with not too much trouble. T, J. FOWLER ORK (National 9072)	FLIP PHILLIPS- MACHITO ORK (Mercury 11018)       81828080         Caravan With Machito's precision and moving rhythm sec- tion kicking up a storm in the background, Phillips doodles big-toned tenor figurations on the Ellington opus.       81828080         Flying Home Phillips's swinging horn improvises on the stand- ard riffer both with the fast rumbop of Ma- chito's rhythm section       81848278
Red Hot Blues Thé driving rhythm un- der the frantic solos and vocal choruses make this one of the wildest peace- disturbers in years. Could be a potent platter with ops, jocks and deal- ers alike. Harmony Grits A well-performed driving. 85858486 858586 858586 858586 858586 858586 858586 858586 858586 858586 858586 858586 858586 858586 858586 85858586 858586 858586 858586 858586 858586 858586 858586 85858	And with Jo Jones beat- ing out 4/4. Good big band support. KITTY KALLEN (Mitch Miller Ork) (Mercury 5291) I'm Gonna Wash That Man Right Out of My Hair 66666468





#### The Billboard

May 28, 1949

Ice Cream Venders Set To Roll Mfrs. Adjust Prices, Up **Output, Increase Machine** Capacity; 6,000 Units Out

VENDING MACHINES

**Eight Firms in Production; Two Making Pilot Runs** 

#### By Fred Amann

firm has taken over new general CHICAGO, May 21.-Ice cream vender manufacturers have "turned executive and sales offices at 39 the corner," production and price-wise, and adopted a grass-roots approach South LaSalle Street, Chicago, and to the peculiar problems facing their phase of the vending industry, it was has opened four divisional offices. indicated in a 12-firm survey of the field by The Billboard this week. The latter are the first of a chain Summing up all production totals by these companies, approximately which will eventually cover the 48 6,000 machines are in operation. States. Headquartering in the Chi-

With production ranging from five to 50 machines a week by eight cago offices are Albert Cole, presifirms, and with pilot production getting under way in two other plants, dent; Richard Cole, vice-president,

manufacturers have apparently done some "second-thought" revising on their original price tags. Just as and quality angles, so too have such extreme highs as \$1,450 gone by the board. Trend now is to meet on a common price ground that will permit adequate profits for the manufacturer while holding to rigid levels of quality and functional design. This means that the average list price for a multiple column, high-capacity vender today is between \$450 and \$695. With several units priced above the \$700 mark, however, there is still room for some downward adjustment, operators feel. In two instances, machines going for less than \$400 are being successfully produced, but they

112



WASHINGTON, May 21.-The bill upper chamber are again doubtful. to assist the States in collecting cigarette use and sales taxes passed the was sent to the Senate. In effect, in States having such taxes by discouraging the importation of cigarettes from tax-free States.

of cigarettes in interstate commerce State matters. On that grounds the

Opposition to the measure in the House was vociferous but not large. House by voice vote this week and A resolution for consideration of the ciggie bill was adopted by a roll call the measure would aid vender sales vote of 322-24. About a score of those voting against consideration took the floor to blast the bill as putting the federal government in the The bill provides that all shippers position of interfering with strictly

Products Corporation this week an-

nounced the firm is in full produc-

tion on its Colespa Hermetic cup

dispenser, which was introduced to

the trade at the NAMA show in De-

cember. It was also learned that the

CHICAGO, May 21 .- After sev-| and A. M. Carr, chief research eral months of preparation, Cole engineer.

**Cole Products Sets Up National** 

Sales Org; Delivering Colespa

First four divisional headquarters were opened this week, 475 Fifth Avenue, New York, under the direction of Melville B. Rapp, former general sales manager of Drink-o-Mat Industries; 701-02 Book Building, Detroit, with William J. Smith, former owner of Smith Farms, Inc., and Smith Trucking Company of Michigan, in charge; 310 Broadway, Kansas City, Mo., Edward L. Granger in charge, and Transamerica Building, Los Angeles, under the managership of Frank I. Kirk. Granger was formerly president and sales manager of the Barnes-Granger Corporation, while Kirk was formerly vice-president and sales manager of Perfecold, Inc.

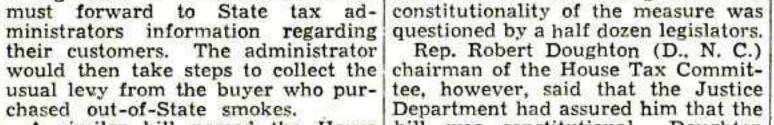
According to Albert Cole, the divisional offices will each cover several States, and district offices will be opened to effect a more localized coverage. First district headquarters have been established in San Fran-(See COLE SETS UP on page 116)



are non-selective models.

#### Price Picture

The price picture of the 10 firms having machines in the field has usual levy from the buyer who purcome into focus during recent weeks, with one company lowering and three firms upping prices. Remaining six last session but was bottled up in added that the bill is backed by the companies have not changed their the Senate Finance Committee. Internal Revenue Bureau and the (See Ice Cream Venders on page 117) Chances for the current bill in the Post Office Department.



ministrators information regarding questioned by a half dozen legislators. Rep. Robert Doughton (D., N. C.) chairman of the House Tax Committee, however, said that the Justice Department had assured him that the A similar bill passed the House bill was constitutional. Doughton

#### FTC Skeds Candy Trade Meet Will Present Op Rotates Decals 50 Ohio Ops **On Bulk Venders To** Form New Cig **17 Points To** Up Interest, Sales Vender Assn. Set Up Code CHICAGO, May 21.-Using a series of colorful decals on the globes of industrial location peanut venders.

#### **Convene in Chi June 9**

WASHINGTON, May 21.-Heeding suggestions of several candymakers now under Federal Trade Commission (FTC) charges, the agency will hold a trade practice conference in Chicago June 9 to draw up a code for the industry.

According to FTC the conference "will be devoted to the discussion of comprehensive rules designed to prevent unfair practices and to maintain ethical competitive standards for the protection of industry, trade and public."

#### Subjects on Agenda

confab, scheduled for 11 a.m. at the for food, I'd buy peanuts." Closing Stevens Hotel, are proposed bans on plug states that peanuts are "A highly misrepresentation as to character of concentrated food, rich in health and business, misuse of the word "free." commercial bribery, defamation of competitors or disparagement of their

(See FTC SKEDS on page 118)

each carrying a different "eat more" message, has resulted in increased sales, according to Joseph and Sam Brodsky, brothers heading the Illinois Vending Company here.

Machines in captive locations tend to become "taken for granted," and the addition of colored decals from time to time catches the workers' eyes and therefore his pennies, they point out. Too, the decals each carry a different message, promoting the food and energy value of peanuts.

Examples of decals used include one with a bright yellow background on which is printed "For Your Stomach's and Pocketbook's Sake!" This is followed by the statement of a well-known health authority: "If I Subjects to be considered at the were hungry and had only a nickel energy properties."

Your Food Balance? . . . Few people anced food."

#### **Move Against State Tax**

COLUMBUS, O., May 21 .- Following the formation of the Ohio Cigarette Vendors Association (OCVA) here last week (14), group's 50 charter members elected Maurice Levitch, general manager of the Stern Cigarette Vending Machine Company, Norwood, O., as president.

Initial aim of the association is to campaign against the proposed 3 per cent State sales tax, as it would apply to cigarettes. At the opening move, Levitch testified before the Senate Tax Committee here Tuesday (17). He said the bill, as currently proposed, would mean changes in the coin mechanism for cigarette machines.

know much about food chemistry or Another decal, with a blue back- what the human system needs. Pea-

## NAMA Confab

#### **Emphasize Op Problems**

CHICAGO, May 21 .- The program for the two-day, two-region National Automatic Merchandising Association (NAMA) meeting June 3-4 at the Ritz-Carlton Hotel in Atlantic City was completed this week, according to Tom Hungerford, NAMA director of public relations. Comprising Region A (New Jersey, Pennsylvania; Paul I. Berkley, chairman) and Region 3 (Virginia, Maryland, Delaware, District of Columbia: Aaron Goldman, chairman) the business sessions will include talks on tax and insurance problems and on-the-route operating discussions.

#### First Biz Session

With Friday (3) morning devoted to registration of members and nonmembers (latter also invited to attend), the first business session is scheduled to get under way at 2:30 (See Program Is Set on page 115)

#### **Harrison Offers Ops** Liquid Coffee Line For Location Sales

NEW YORK, May 21 .- The Harrison Company, producers of a liquid coffee concentrate used in automatic coin dispensers, is now negotiating with operators to handle the concentrate for sale to restaurants and caterers under territorial distributorship agreements. Under the program, launched by the company this week, venders are being offered sole sales rights in areas where they are now operating coin equipment.

Following a survey by the research staff, George Harrison, owner, said a large market existed for the concentrate in restaurants especially for the brewing of iced coffee. This is ground, carries the message: "How's nuts are a highly concentrated bal- often a time-consuming chore in busy (See Harrison Offers on page 117)





#### WRITE NOW for Illustrated Brochure, "THE KEY TO YOUR FUTURE IN COFFEE VENDING"

## FRANK Q. DOYLE Says...

Many thanks, operators, for your patience. KOFFEE KING has been a long time coming but you'll be glad you held out for the very best in Hot Coffee Vendors . . . yes, you'll be glad you held out for KOFFEE KING!

**KOFFEE KING** is royalty with a capital "R" when it comes to brewing a fine cup of coffee. It's the <u>sovereign</u> that will get, hold and rule the best of locations. It's a <u>majestic</u> piece of vending equipment invented and built by one of the greatest engineering minds of the country. But best of all. KOFFEE KING is down to <u>your</u> price level ... really sensibly priced to start a quick steady flow of good profits coming your way.

There's no reason to wait . . . the locations are there, by the thousands . . . the coffee drinkers are there, by the millions . . . and KOFFEE KING is here, ready for immediate delivery for the profits you have a right to expect from the best of Hot Coffee Vendors

FUTURAME MARCHINES, Inc. Sales & Executive Office: 20 E.35th St., New York, N.Y. • Factory: Bronx, N.Y.



#### **VENDING MACHINES** 114

Now you can

CUT VENDER SERVICING TIME AND COSTS IN HALF

- Boost Profits to New Highs!

Entirely different from any other vending machine ever

location. But more than that. The new Sani-Carry Globe

assures tremendous savings. Globes can be cleaned and re-

filled at home or warehouse . . . by inexperienced help if you

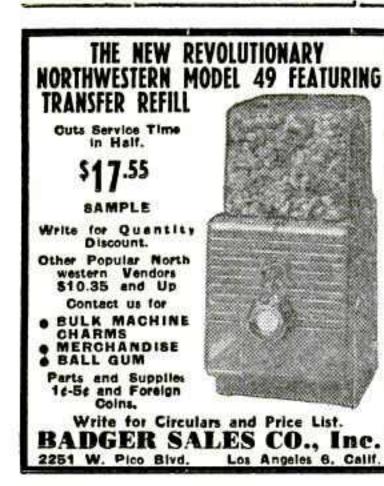
want it. That means twice as many machines serviced per day

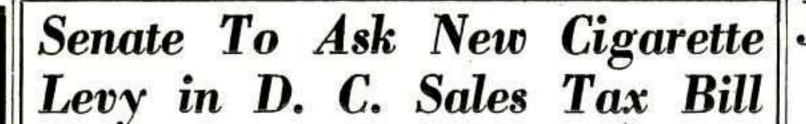
per man ..., servicing costs cut in half ..., far bigger profits.

It eliminates filling, spilling and messy cleaning on location.

Checking merchandise in returned globes against cash collec-

made, the new Northwestern Model 49 is a standout in any





The Billboard

WASHINGTON, May 21. - The Senate has written into the prospective D. C. sales tax bill provisions for the licensing of cigarette venders and for a 1-cent ciggie tax. Since neither provision is contained in the bill as passed by the House, final decision on the provisions will await action of conferees from both houses.

The licensing section authorizes the D. C. commissioners to levy a fee not exceeding \$5 on each cigarette machine in the nation's capital. It is also left to the local governing body to decide whether each machine

must have a license or whether blanket licenses will be issued for a number of machines.

The provision for a 1-cent fee on each pack of cigarettes exempts cigars by including only "rolls of tobacco wrapped in paper or in any substance other than tobacco."

The section specifies that a special 1-cent tax stamp purchased from the D. C. collector of revenue shall be affixed to each pack of cigarettes by the wholesaler, the retailer or by the vending machine operator, depending upon which receives them from the manufacturer.

Kennedy & Stept

**To Use Falcons** 

In RR Locations

## **Johnson Starts Own Rep Office**

May 28, 1949

BRIDGEPORT Conn., May 21 .--M. R. Johnson, former export sales manager for Telecoin Corporation, will open his own distributing company in the Warner Building, 83 Fairfield Avenue, here this week.

Johnson has been associated with the coin-operated merchandising business the past 15 years, and was one of the early organizers of the self service laundry business. He will be the exclusive distributor for the Bendix commercial automatic washer.



Twenty practically new PENNY WEIGHT SCALES Hamilton Model P. W. machine, latest, streamlined model. These list at \$89.50 in singles, our price for the lot

NEW YORK, May 21.-Kennedy & Stept, Inc., operating firm which recently was awarded the right to place automatic shoe shining equipment thruout the station network of the Pennsylvania Railroad, has closed a deal for quantity purchases of Falcon coin shiners, it was disclosed here this week. Jim Kennedy, president of the operating firm, declared Falcon machines would be used exclusively in new station installations.

Kennedy is now completing the initial phase of a survey to determine the stations on the railroad that may be expected to do volume business (The Billboard, April 16). He said that shiners would most likely be placed first in the Philadelphia area.

Kennedy & Stept has established

each

SAN.00 each, singles.

If you want these, act now.

Someone is going to get a

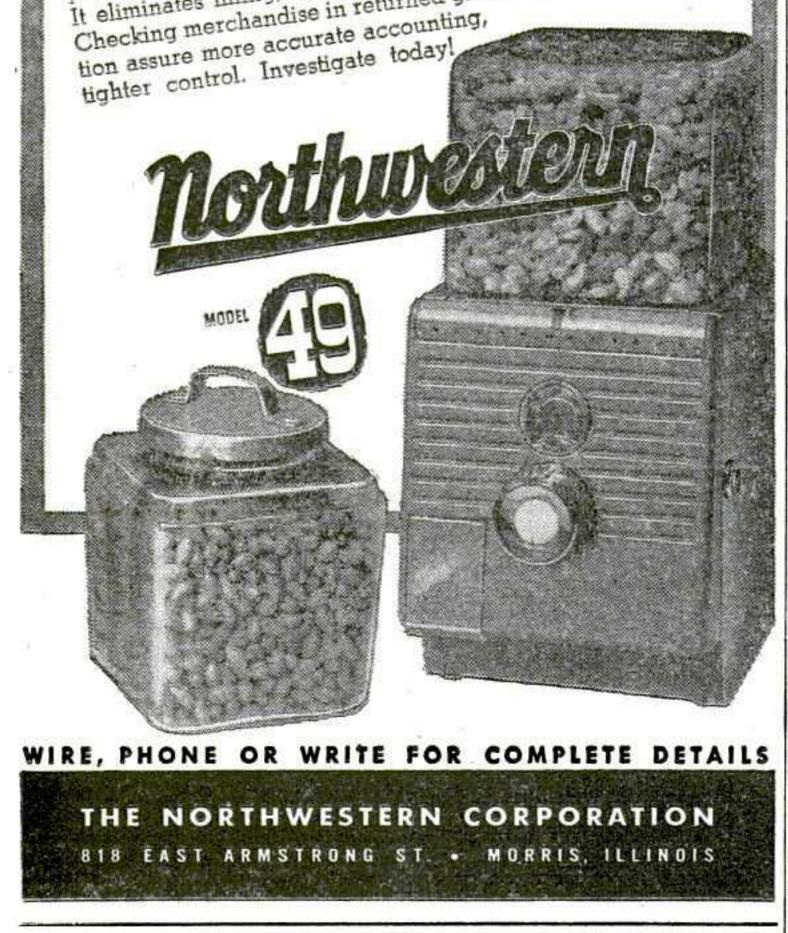
Gold Medal Products Co.

318 E. Third St.

Cincinnati 2, Ohio

2**3U**.00

real bargain.



**ALL NORTHWESTERN MODELS** Recommended and sold on Time Payment. 20 weeks to pay.

Write for details.

RAIN-BLO BUBBLE BALL GUM Packed 25 Lbs. to Carton 170c 140c 210c 500 lbs. or over ...... 26c lb. 28c lb. Freight paid on 150 lbs. or over FULL CASH WITH ORDER

#### **NEW CHARMS**

President Buttons - Pictures & Dates of Office of the 32 Presidents of the U.S .--Washington to Truman ..... \$7.50 Per M

Metal Jingle Bells, 1/2"-In brilliant colorsred, blue, green, gold & silver. \$7.50 Per M

**ROY TORR, Lansdowne, Pa.** 

executive offices in the Fisher Building, Johnstown, Pa. From that city, the firm will direct the activities of regional service subsidiaries.

#### **Drive-In Movies Up** As Vender Locations

NEW YORK, May 21.-Drive-in theaters, as potential high-volume vender locations, took on added importance recently, with movie spokesmen predicting original estimates of 1,500 drive-ins over the country by the end of this year were too low.

An out-door theater building boom is on in various sections with major activity taking place in New Jersey, Pennsylvania, California, Colorado and Kentucky, it was stated.

#### NCA Winner of Grand Award In Trade Assn. Competition

CHICAGO, May 21 .- National Confectioners' Association (NCA) won the grand prize in the 14th Annual Competition for Outstanding Trade Association achievement, an activity sponsored by the American Trade Association Executives (ATAE) NCA's entry featured the association's sanitation program for the candy industry.

Presentation of the award, during the recent Washington spring meeting of ATAE, was made to Philip P. Gott, NCA president, by H. B. McCoy, director, Office of Domestic Commerce.

#### C. C. Travis Dies; Built **Advance Machine Company**

CHICAGO, May 21 .- C. C. Travis, founder of Advance Machine Company here in 1900, died in his home in Fort Meyers, Fla., recently. He was 89 years old.

Travis had been active in formulating company policy up to the time of his death. Operation of the firm will now be handled exclusively by his son, E. C. Travis.





#### VENDING MACHINES 115

AMAZING

PROFIT

AT SMALL

COST!

VICTOR'S

NEW

NON-COIN OPERATED

POPCORN

VENDOR

Approved by Underwriters

Write today for free

profit charts and colored

circular describing new

and very profitable form

of operating that is

HOT-POP is now

on display at all

VICTOR

Distributors

sweeping the country.

### Another in the great family of Electro Distributors...

Atlantic N. Y. Corp. 583 Tenth Ave., New York, N. Y. Distributors of Electro in Connecticut, Northern New Jersey, Metro-politan New York, Long Island and Westchester areas. Distributors of Electro in Delaware, Eastern Pennsylvania and Southern New Jersey. Atlantic Pa. Corp. 919 Broad St. Philadelphia, Pa. CIGARETTES ALL DOD DUDING America's Finest All Electric Cigorette Vending Machine

#### EASTERN ELECTRIC VENDING MACHINE CORP GENERAL MOTORS BLDG. NEW YORK 19, N.Y. A FRODUCT OF C-B LABORATORIES

## Program Is Set For Two-Region NAMA Meeting

(Continued from page 112) p.m. Four subjects will be covered. Egmont Arens, industrial designer, will talk on Product Merchandising in Vending; Fred Brandstrader, NAMA legislative counsel, on Taxes Are Always With Us; Walter G. Keyser, insurance counselor, will discuss Your Insurance Problems, and Hungerford will conclude the session with a talk, Stand Up and Be Counted.

A cocktail reception will be held at 6 p.m., courtesy of the Austin Packing Company, followed by the annual banquet at 7:30 p.m. Two speakers will address the banquet party; Ford S. Mason, NAMA president, and a second industry leader yet to be announced. Entertainment will follow.

The Saturday (4) sessions will get under way at 9:30 a.m. with a Vending College of Quizzical Knowledge discussion designed to furnish basic automatic merchandising know-how. This will be followed by an address by G. R. Schreiber, editor of Vend and coin machine editor of The Billboard, titled Your Business as I See It. George M. Seedman, NAMA vicepresident and general chairman of the 1949 NAMA convention committee, will talk on The 1949 NAMA Convention and Exhibition.

Continuing the second day business activities, separate regional sessions to start at 11:45 a.m. will be held to elect officers. At 1 p.m., C. S. Darling, NAMA executive director, and Zenn Kaufmann, of Philip Morris & Company, will deliver talks during a luncheon. Meeting will adjourn with the annual inter-regional contest, a question-and-answer session between individual members of both regions, beginning at 6 p.m. 



www.americanradiohistory.com

#### 116 VENDING MACHINES

#### May 28, 1949

## MAKE STEADY PROFITS Two Foreign

## MILLS AUTOMATIC FOUNTAIN

400 Drink Capacity FULLY AUTOMATIC

> THE '49 Models Finer Than Ever With Coin Changer

are lost for want of proper coin.

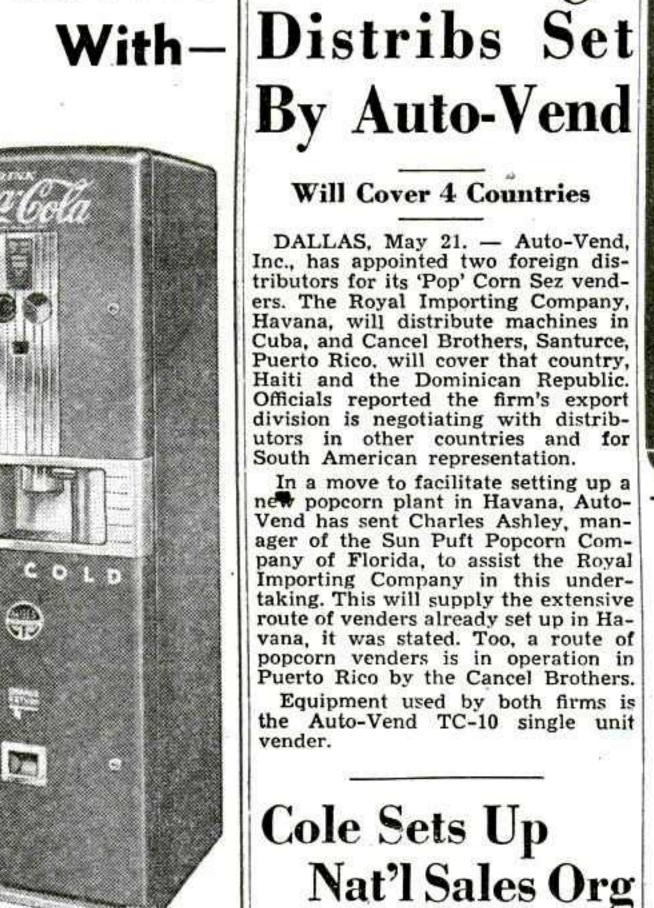
### MILLS INDUSTRIES, Inc.

4100 Fullerton Ave. Chicago 39, Illinois MILLS AUTOMATIC FOUNTAIN

MODEL	OVERALL		ELECT	CAPACITY	
400	21¾" 20%" 67¼"	Deep		Volt AC Cycles	400 Cups

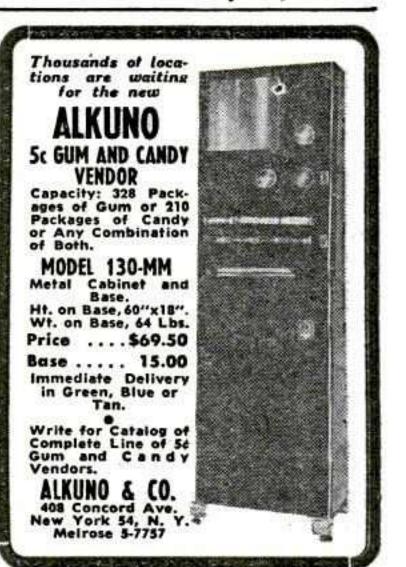
Write for Bulletin 208-4

#### OVER 60 YEARS' EXPERIENCE IN MANUFACTURE OF COIN-OPERATED MACHINES



(Continued from page 112) cisco, Atlanta, Philadelphia and Dallas, he stated.

Established policy of Cole Products calls for all sales of the Colespa unit to be handled thru the firm's own national sales organization. By working thru divisional and district sales offices, this direct selling campaign to the operator can be of aid to the latter, Cole stated. A special preselling program is already in operation. Under this plan the manufacturer's representatives assist an operator by reviewing all possible locations, selecting those which appear best suited to handle the Colespa unit, then help the operator sell the location owner on the idea of placing the unit. In addition, these representatives will train operators in the workings of the unit and will aid in such matters as setting up a bookkeeping system, accounting and supplying suggested day-to-day operating forms which might help in the management of the route. Complete parts departments will be maintained at all divisional offices, thus supplying operators with replacement depots in their own vicinities. Factory-trained engineers will travel thru the country to assist operators and to handle any major repair that might occur, thus eliminating the necessity of sending equipment back to the factory.







#### **Foreign Sales**

Plans have also been completed to handle export sales for the Colespa vender, Cole reported. Latin-American sales will be handled thru an office in Miami, European exports thru the New York headquarters and Far Eastern thru the Los Angeles office.

#### **Popcorn in Cuba**

PHILADELPHIA, May 21.— Popcorn vending machines are headed south of the border. The Pop Corn Sez Company at suburban Upper Darby reported that it has shipped 70 popcorn vending machines to Havana. All the machines will be located in motion picture theaters in Cuban cities.





1010 1 (0-DICE)

#### VENDING MACHINES 117



## Lice Cream Venders To Roll; **OPPER** Manufacturers Adjust Prices

(Continued from page 112) lists, or indicated any such change. Along with the price and production trends in the ice cream vender field, a third movement has been initiated during recent weeks; an effort to increase capacity, both in the vending and storage compartments. One company upped vending capacity and introduced storage facilities; another increased the vending load only and two firms hiked storage space.

Consensus, as shown by the survey, is that there are three "ups" now being stressed in the ice cream machine field: price, production, and capacity.

#### **Firm Reports**

Turning to individual manufacturers, treated alphabetically, current production, price and sales information on each follow:

American Fitting Company, Escondido, Calif., is producing six units a day, with the \$395 price continued. Only change in machine is that nonboxed bars are now used exclusively. R. E. Peck, president, reports that distributors will be set during the coming months. Machine is single flavor, with 150-bar capacity. First deliveries of units outside California will be made shortly.

Arctic Vendor Sales Company, Appleton, Wis., announcing its new Model D-150, is producing 100 machines a month; price increased \$10 to \$595. Gordon Haas, president, reports 700 units in the field. A new "storage sleeve" holding 100 bars is now offered as optional equipment (\$3 extra). Non-selective, 151-bar capacity.

Berco Manufacturing Company, Chicago, not responding to the survey, had announced contemplated pro- the Mono Mat single flavor cup unit to be working on a two-flavor vender for \$995.

two-flavor machine listed for \$450; had a total capacity of 72 bars.

#### **Starts Production**

National Servitors, Inc., Little Falls, N. J., announced initial production this week, with five machines to be completed by the end of the month. During June, 20 venders will be completed. Machine, to list between \$900 and \$925, offers six selections, has 120 vending capacity and 120 storage capacity. Name, formerly Choicemaster, has been changed to National Servitor Vender. Cabinet has been lowered to 72 inches from former 81-inch height. Direct sales will be employed at first, with distributors added as production increases. New officials in the firm are Gabriel Alvino, vice-president, and Bernard Sherman, secretary. T. W. Lauricella continues as president.

Polar-Treat Vendor Company, Chicago, producing an unannounced number of units per month. President Harold Chayes reports firm is "set up to produce 100 machines a month." Price has been increased from \$635 to \$700. Company claims 200 machines are in the field. Three-flavor, 111-bar capacity; 150-bar storage space.

#### **Drops Production Plans**

Powell Pressed Steel Company, Hubbard, O., announcing plans last December to produce a machine from the tools and dies of the Vendi-Freeze Company (defunct) for which it had produced on contract, this week reported that such plans had been set aside. H. L. Powell, assistant vice-president, stated that "we are not making this unit."

Revco, Inc., Deerfield, Mich., reports that production is averaging 200 machines per month. Price of





Silver King

Hot Nut

or

"Charm King" Ball Gum

Vendor

sales

compelling

esigned for

C

ALL SILVER KING MODELS Recommended and sold on Time Payment. 20 weeks to pay. Write for details. **ROY TORR** Lansdowne, Pa.

CHARMS NEW BEAUTIFUL COLOR PLATING GOLD FINISH ALAPHABET CHARMS **AMAZING LOW PRICES** PENNY KING CO.

415 Neptune St.

Pittsburgh 20, Pa.

Manufacturer of HIGHEST QUALITY CHEWING GUM BALL GUM **BUBBLE GUM BUBBLE BASE** SOLICITES INQUIRIES FROM QUANTITY BUYERS ONLY BARKER BRANDS, Inc.

SEA BRIGHT, N. J.

「アアアスのあきまたやとごちのドナゴがないたちをなけたとみとうしょうこともなか」

PERSONAL DAY AND CAMPAGE

#### **Craig Cuts Price**

Craig Vending Machine Company, New Bedford, Mass., now building 50 units a week, has reduced the price on its six-flavor machine from \$1,450 to \$992. Reports output to be 100 a week within 30 to 45 days. Firm has 600 machines in the field. Vender has 252-bar capacity and National Coin Changer are standard equipment. Sales policy not set; selling direct currently.

Eastern Engineering & Sales, Inc., Philadelphia, announced it will have turned out 300 venders by July 15, with output to be 10 a day thereafter. James Kendig, president, states the firm's one-flavor machine, Kenro, now has a 380-bar capacity (increased from 140) and now lists for \$895 (formerly \$595). Machine features unitized construction. Firm sells direct at present; plans distributor outlets later.

#### New Company

FHC Corporation, Chicago, newest entry in the ice cream vender field. plans July 15 delivery of its first production-line units, with 10-a-day output to follow. Machine, featuring eight selections, lists for \$695, has 190-bar capacity. Direct to purchaser sales program.

Frosted Food-O-Mat, Inc., Oakland, Calif., began production this week with the first 20 machines completed. President J. L. Harrison states that output will be increased to 50 a week New Cig Tax Proposed later this summer. Unit, offering six flavors, has a streamlined cabinet, lists for \$695. Vending capacity Rep. Chester Black, of Walker upped from originally specified 126 County, Alabama, has introduced a to 175 bars; storage space increased from 75 to 100 bars. Machine, called Ice Cream-O-Mat, will be sold direct. 2 cents a pack. Dan Winn, wholesale Frosti-Server Corporation, San Diego, Calif., not responding to survey questions, announced it was producing six or seven machines a day gomery city tax, 2 cents, and State earlier this year (January). Firm's tax, 3 cents.

duction of 100 units a month earlier is held at \$390, while the Duo Mat this year. Price of its single flavor continues at \$690. Capacity remains 100-bar machine was \$595; reported same for both units; 121 cups for Mono Mat and 226 cups for the Duo Mat. G. F. Forsthoefel, president, stated that firm's records indicate that approximately 4,000 machines have been manufactured to date. Expansion of distributor outlets is planned for this year.

#### Harrison Offers Ops Liquid Candy Line

(Continued from page 112) eating establishments, and owners have proven receptive to the use of liquid concentrate as a means of speeding up service, he claimed.

Too, the company said the liquid concentrate could profitably be promoted to similar outlets for hot coffee. Thru special counter dispensing equipment suggested as suitable by Harrison, caterers could not be sold on the freshness of the coffee served, the lack of grounds and the elimination of waste, it was claimed. A home-size bottle of the concentrate also may soon be shipped, and operator-distributor would get sales rights to the retail item under their regular regional agreements.

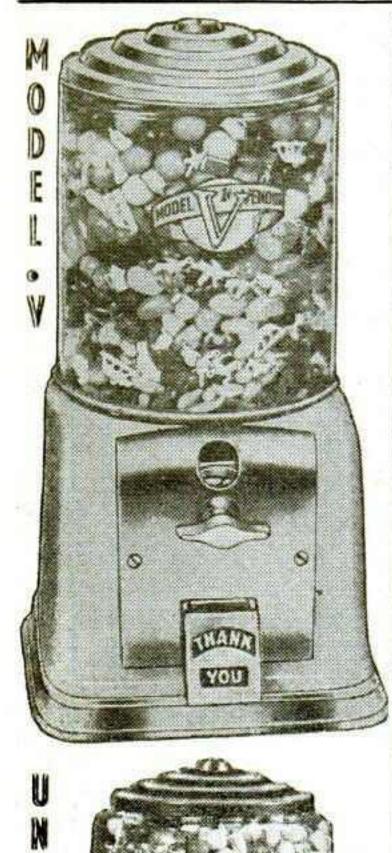
There are now 36 operators using his company's concentrate, Harrison said. The concentrate was developed originally for venders and requires no straining to flow freely thru measuring and dispensing devices (The Billboard, April 9).

MONTGOMERY, Ala., May 21.bill proposing a "use tax" on cigarettes which would increase the price tobacco dealer, said that every package of cigarettes now carries the following levies: Federal, 7 cents; Mont-



#### VENDING MACHINES 118

May 28, 1949



## FTC Skeds Candy Trade Meet; 17-Pt. Code To Be Formulated

(Continued from page 112) products, false invoicing, imitation FTC code policy allows the addition names, inducing breach of contract, unfair threats of infringement suits, false and misleading price quotations, coercing purchase of one product as prerequisite to purchase of other products, selling below cost, consignment distribution, combinations to fix prices, combinations in restraint of trade or to suppress competition, discriminatory returns, use of lottery schemes and unlawful price discrimination.

Following the conference, these and other unfair trade practices that the industry may propose for inclusion will be put together by FTC in a draft of proposed rules for the candy manufacturing industry. The agency will then hold a public hearing to discuss the proposed code. following which a regular code will be promulgated by FTC.

#### Group 1

According to FTC code practice the restrictions will fall into what the agency calls "Group 1" regulations. Violation of any Group 1 rule by a member of the industry will result in action by the commission in court if necessary. FTC points out that its proposed rules all cover action prohibited in the Clayton and Robinson-Patman acts. Chief value of including them in the code is to give members of the industry a succinct summation of practices which FTC considers illegal under congressional legislation.

Factory Mgr. Airs Vender Views; Aid

In addition to Group 1 regulations, or simulation of trade-marks or trade of a set of Group 2 rules, not enforceable by the agency, but which may be enforced among its members by the industry thru moral suasion. Any industry attempt to force compliance with Group 2 rules by means of black-balling or other concerted action, however, would leave the industry open to prosecution by the Department of Justice.

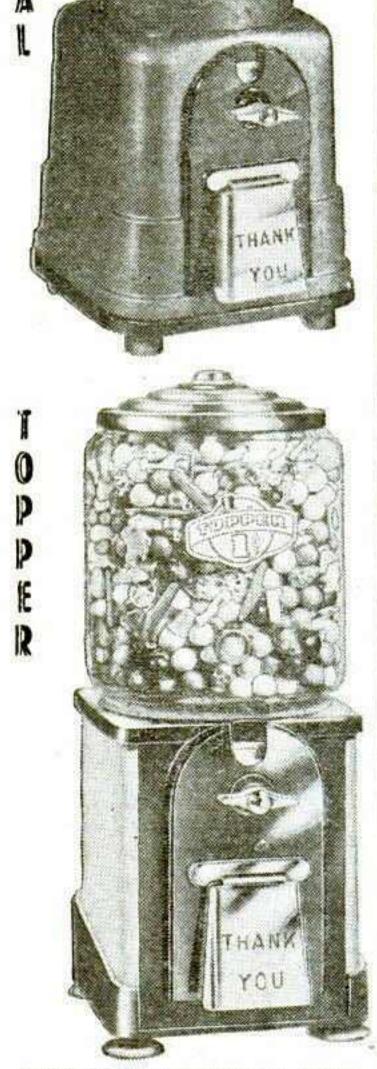
For exactly that reason, Group 2 rules adopted by FTC and an industry are usually innocuous, embracing such principles as "the industry favors the gathering of statistics," "lawful contracts are business obligations which should be performed in letter and in spirit," and expression of industry opinion on information that should be included in order confirmations and invoices.

In announcing the forthcoming conference, FTC emphasized that "neither these proceedings nor any resulting rules are to be considered as interfering with or affecting the trial and disposition of cases in which certain industry members are charged with Clayton Act violations." FTC is referring to charges of price and service discrimination previously filed against 30-odd candymakers, a dozen of whom have asked FTC to hold a code conference.

## Add 2 Members **To NAMA Staff**

CHICAGO, May 21.—Clinton S. Darling, National Automatic Merchandising Association (NAMA) executive director, announced the addition of two staff members this week. They are Bernard N. Osmond, director of special activities, and Laurie L. Cavanaugh, occupying the newly created position of legislative relations representative. Osmond replaces Howard Olsen, who is now with the William Wrigley Jr. Company, Chicago, in charge of co-ordination of vending interests. Before joining NAMA, Osmond served the Sycamore (Ill.) Chamber of Commerce as executive secretary for the last three years. His NAMA duties will include exhibit and buyers guide promotion activities. Cavanaugh comes to NAMA from a special assignment with the Chicago Motor Coach Company, Before his transit work, he was employed by the State Street Council, Chicago, as assistant to the executive secretary in matters of public information. His special duties with NAMA will be to study legislation affecting the automatic merchandising industry, and to work in close association with Fred L. Brandstrader, NAMA's legislative counsel, in aiding members to pro-





CONTACT YOUR JOBBER OR WRITE VICTOR VENDING CORP. 5701 W. GRAND AVE. CHICAGO 39. ILL.

## To Plant, Workers

SOUTH BEND, Ind., May 21 .--David Weiss, general manager of the Whitehouse Manufacturing Company, uniform supply firm here, gives his employees credit for the successful installation of venders in the plant.

"Because of the equipment, workers are no longer required to contribute to their welfare funds; the machines more than take care of such payments, and now, due to the vending machine income, the fund is able to assist needy employees with loans to meet doctor bills and similar expenses," Weiss declared.

Explaining the presence of a number of soft drink units, Weiss stated that candy venders were stressed too. He pointed out that chocolate is a great source of energy for workers. Cigarette machines are located in the plant altho smoking is not permitted while working.

#### Venders Pay

Citing the original installation of tect their interests. vending equipment several years ago, Weiss said that the first such unit, a two-flavor cup vender and a candy machine. was patronized by the firm's 250 workers to the tune of an average \$90 per week for the drinks (1,800 servings) and \$84 per week for candy.

Because employees are charged with the care of the machines (normal common-sense housekeeping in the area surrounding each vender) they police the equipment and use it more carefully. Weiss further pointed out. "It is rare that we find used cups on the floor or candy wrappers lying loose," he said.

Summing up his firm's attitude fountains, diners, etc. toward automatic merchandising, it has been a definite morale booster." goods and services.

#### **New Coin Unit By Money-Meters**

PROVIDENCE, May 21 .- Money-Meters, Inc., fare register and coin control device manufacturer here, has expanded its activities to cover retail sales as well as the mass transportation field with the introduction of a coin-receiving unit, called Robotcashier. A. M. Gordon, general manager, said that the unit was designed for installation in cafeterias, soda

The customer-operated device fea-Weiss concludes: "In all, we feel the tures visual coin suspension between vending machine program in our two glass plates topping the device. plant has been a success from two When a payment of several coins is viewpoints. It has cut down lost made, the coins fan out and may be working time (employees leaving the easily counted before they disappear floor for impromptu rest periods and into the cash vault in the base. Idea to get a drink of water), and secondly, is to eye-check customer payment for

MODEL Nut and Charm Vendors hold 5 Ibs. Nuts. Ball Gum Vendors, 800 Balis Gum. Fully guaranteed. 1/3 Deposit. Balance C O D BLOYD MFG. CO. VALLEY STATION. KY.





SOMERVILLE, Mass., May 21.-Massachusetts members of the New England Postage Stamp Machine Operators' Association (NEPSMO) have announced their participation as a group in the State's official highway safety and accident prevention campaign. B. F. Ottaway, executive secretary, stated that stamp operators in the Commonwealth are using stamp folders to distribute safety slogans and that from present indications over 10,000,000 safety messages will be vender-circulated.

The vender plan has won the approval of the State Registrar of Motor Vehicles, Rudolph H. King, who stated: "Everybody uses postage stamps, and their purchase thru vending machines has become an almost universal practice. Children do much of the buying . . . and many youngsters have already started collecting all of the 30 different slogans which have been imprinted on the 18 inches deep and 30 inches wide. It vender stamp folders."

#### Wright Popcorn Co. Burns

TREATY, Ind., May 21 .-- Wright & Son Popcorn Company's plant here was destroyed by fire recently. Officials estimated that the loss would reach \$5,000.

#### Sugar Distribution Drops

WASHINGTON, May 21.—For the second straight week, sugar distribution in the seven days ended April 23 fell behind the same period last year, Agriculture Department reported. This represents a complete reversal of the trend during the first 15 weeks of the year.



#### **Feature New Developments**

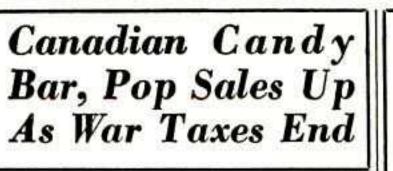
(Continued from page 104) setting may easily be adjusted on location to provide a shorter or longer cycle. A National rejector coin mechanism is used, with changer optional.

Way pointed out that the compressor unit of the standard model is strong enough to operate as many as three subsidiary machines. These machines may be placed as far as 100 feet from the standard model. Tan-Today units will be made available in an aluminum cabinet for outdoor locations and in lacquered masonite cabinets for installation indoors.

The standard model is 4 feet high, will sell for less than \$240. A smaller model, minus the compressor and suitable for wall mounting, is priced at \$160. It measures 12 by 24 inches and stands 24 inches high.

yet been fully worked out, Way indicated that a good part of the firm's early output would go to supply its own operating subsidiary. Races plans to operate the dispenser in Coney Island and the Rockaways.

The ticket machine for Pokerino and other poker-roll establishments will dispense premium coupons to winning players at their individual tables. The dispensing will not be automatic, being controlled by the mike man thru a control panel. Priced at "under \$40," according to Way, it is designed to keep a tighter check on ticket inventory, making one man in a location repsonsible for their issuance.



ST. JOHN, N. B., May 21.-Canadian candy manufacturers in general expect to reduce chocolate bar prices in the near future, it was revealed by industry spokesmen here.

Retail bar price has been 7 cents since the government recently eliminated a 1-cent war tax. For some years prior to the elimination of the tax, the bar price had been 8 cents. However, manufacturers claim they will be unable to cut the price to a nickel, owing to the 1½-ounce size of bars. All 8-cent packaged candy has dropped to 7 cents and 12-cent packages to 11 cents.

The lifting of the 2-cent tax per small bottle of soft drink, also a government war levy, has been beneficial to the drink maker and retailer and it is expected that the output of soft drinks will be boosted thruout the year as a result, instead of as formerly only in midsummer.

Unlike candy bars, the soft drink per bottle price is now 5 cents, with operators benefiting thru simplified operation of their equipment.

## **Of Wholesaling Firm**

INDIANAPOLIS, May 21. - C. Bruce McConnell was elected president of Hamilton, Harris & Company, large tobacco and candy wholesaling firm, at a special meeting of the board of directors last week. He succeeds E. W. Harris, who has now been named chairman of the board.

The 43-year-old company operates eight wholesale houses in Indiana, Michigan, Ohio and Illinois.

#### ATTENTION POPCORN MACHINE DISTRIBUTORS AND OPERATORS

SupRpopt specially made hybrid POPPED CORN makes the biggest profits in any kind of popcorn vending machine or warmer. Packed in one bushel moistureproof bags, 12 to shipping carton by express anywhere. Can furnish excellent reconditioned POP CORN SEZ Machines.

Wire or Write for Prices. **Dwight Hamlin Company** PITTSBURGH 6, PA. 5958 Baum Blvd.



Packed in 5# lined boxes or 30# cases

#### CHAS. A. PETERSON COMPANY 917 Carnegie Ave., Cleveland 15, Ohio

Distribution totaled 116,030 tons as compared with 124,103 tons for the 1948 week. The cumulative total thus far for 1949 is still well ahead of the similar period in 1948, 2,085,915 tons as against 1,729,545 tons.

RECONDITIONED-REBUILT READY FOR LOCATION NATIONAL CIGARETTE MACHINES 9 E Electric
NATIONAL CIGARETTE MACHINES 9 E Electric
9 E Electric
9 A 350 cap. King Size 104.50
[1] 이 · 이 · 사람 이 · 가슴 이 문화 것이 · 수 이 · 이 · 이 · 이 · 이 · 이 · 이 · 이 · 이
이 그는 것 그는 것 같은 것 같아요. 이 것 같아? 이 것 같아? 이 것에서 가지 않는 것 같이 있는 것 같아?
9-50 350 cap. King Size 104.50
9-50 Reg. (No King Size) 85.00
9-30 270 cap. (No King
Size) 62.50

Specify 20 or 25c Vend

#### CANDY MACHINES

Rowe	Crus	ader	8	col.	•				.\$	\$109.50
9-18	Reg.	162	c	ap			•	•	•	99.50
9-18	Tel.	162	ca	p	•	•	•	•		109.50

1/3 with order, balance on delivery

L. H. CANTOR, INC. 11219 Superior Ave., Cleveland, Ohio



#### **Control** Possible

Control over group game coupons, which often are valued at \$1 or more, can be exercised thru another Races machine. Here tickets are ejected automatically after completion of each game and given by the tip man to winners. Inventory control in this set-up is complete, Way claimed. No price is fixed on the group game ticket machines, since they will be substantially custom built for varying locations.

Both ticket devices are now being produced for the manufacturer's own use. They will be made available to the trade generally after Decoration Day.

#### **Ice Cream Off**

WASHINGTON, May 21.-Agriculture Department announced it expects the production of ice cream during 1949 to fall slightly below last year. Last year's consumption was 22 per cent below the peak year of 1946 but still almost double the 1935-'39 average.

February production of 32,100,000 gallons represented a million gallon increase over the previous February, Agriculture attributing the increase to general mild weather in the Eastern section of the country. January production of 29,500,000 gallons was a decline of some 800,000 gallons from January, 1948.

#### **Peanut** Op

WASHINGTON, May 21 .- The Department of Agriculture continued its role as the world's largest peanut operator in February. The Department sold 11,252,460 pounds to domestic users and turned another 452,965,000 pounds over to various federal agencies for the school lunch program, overseas feeding of civilians in occupied territories and for other purposes.



## SILVER KING CORP.

#### "75c out of every \$1 the "Hunter" takes in!

#### It's A "Gold Mine"

It's easy to understand why. Look. No coin return. No gum dispensed unless the player wants it. And how many do . . . when they're playing a game, of skill . . which the

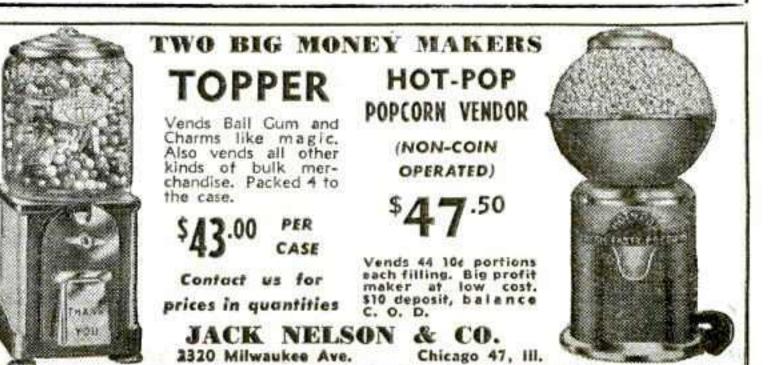
So a net of 75¢ out of every \$1 of play is nothing unusual. Here's a real money maker you won't want to lose out on. Only \$45.00 F. O. B. Aurora, III. Order through your obber or write for complete information and illustrated literature.

#### 622 DIVERSEY PKWY. CHICAGO 14, ILLINOIS

#### **ALL SILVER KING MODELS**

Recommended and sold on Time Payment. 20 weeks to pay. Write for details.

#### **ROY TORR, Lansdowne, Pa.**





#### VENDING MACHINES 120

#### **Candy** Sales

WASHINGTON, May 21.-Dollar volume of candy sales during the first quarter of the year ran 12 per cent below the same period in 1948, Commerce Department reported. March sales dropped 14 per cent below the previous March.

Sales for the first three months of 1949 totaled \$179,094,000 compared with \$191,141,000 for the similar 1948 period.

Pound sales for the first quarter were also off for all types of candies. Candy bar sales amounted to 199,591,000 pounds compared with 218,132,000 pounds for the first three months of 1948. Bulk confectionery sales dropped from 34,021,000 to 31,626,000 pounds.

The average wholesale price likewise skidded. Price of bulk candy declined 5.7 cents per pound, while candy bar prices decreased an average of 3.6 cents per pound.

#### **Sugar Prices**

WASHINGTON, May 21. - With prospective sugar supplies lower this year, Agriculture Department expects

#### **Supplies in Brief**

New York for 5.68 cents a pound compared with 5.42 cents in March of last year. Wholesale sugar averaged 7.96 cents, up .21 cents; while retail sugar averaged 9.5 cents compared with 9.4 cents the previous March.

#### **Crop Report**

WASHINGTON, May 21.—Plentiful supplies of various farm products used by vending machine suppliers are indicated in a crop production report released by Agriculture Department.

The Department revised upward its earlier estimate of tobacco production for 1948. The revised estimate is 1,982,000,000 pounds, about 6 per cent below the crop of the previous year, but still far above the average for the past decade. Burley and flue-cured tobacco, most widely used cigarette tobaccos, showed record yields, tho cigar binders and fillers were not up to par.

Almond, filbert and walnut prices to hold firm during 1949. March growers had what the Department prices averaged slightly higher than calls a "good season" last year, and



for March, 1948. Raw sugar sold in the 1949 crops are expected to equal those of last year. Filberts may wind up somewhat higher priced as a result of a bill in Congress which would include them under marketing agreements and orders.

The revised estimate for 1948 production of domestic cane sugar now stands at 477,000 tons as compared with 376,000 tons in 1947. Domestic sugar beet production last year is estimated at 9,422,000 tons, off about 18 per cent from 1947. The Department points out, however, that 1947 was the record sugar beet year and that production last year was deliberately limited.

With reports on the 1949 production of maple sugar and maple sirup already in, Agriculture estimates the sirup production at 1,611,000 gallons, an increase over 1948. Maple sugar production is estimated at 341,000 tons, representing an increase of 49 per cent over last year. With better weather in New England, the Department said, the maple sugar crop would have been much heavier.

#### **Cocoa** Drop

#### **Ice Cream Meet**

ATLANTIC CITY, May 21.-Ice cream manufacturers were urged to maintain high standards of quality and to make their product attractive to meet increasing competition by E. J. Mather, vice-president of the National Dairy Products Corporation of Washington, addressing the 42d annual convention of the Association of Ice Cream Manufacturers of Pennsylvania, New Jersey and Delaware, at the Traymore Hotel.

"The best quality at the lowest possible price is the surest way to win public acceptance of your product," he declared, pointing that during the war, the public indicated its preference for ice cream by buying more than ever before.

"The market is still there," he continued "and it is up to us to offer the quality product the people expect at a price within their reach."

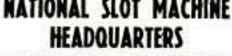
A. F. Snyder, of Dushore, Pa., president of the association, also told the 400 delegates present that the coming year will be a decisive one for the ice cream industry.

"It is a buyer's market," Snyder said, "and our products will sell if we make them attractive to the public. It is our job to convince the public that ice cream is superior to any





DOUBLE UP (5 or 25	) \$295.00
WILD LEMON (5 or 2	5)Like New > 275.00
BIG INNING	325.00
BANGTAILS (perfect of	ondition) 75.00
BANGTAILS (late mod	NATION CONTRACTOR STOCKED IN CONTRACT OF A
condition)	
<b>KEENEY SUPER BONUS</b>	TO THE TAX THE PARTY TAX AND A DESTRUCTION OF A
DRAW BELL (5c R. B.	
BALLY PENCIL VENDO	
	149.50
SCREWBALL	149.50
TRADEWINDS	109.00
CARNIVAL	••••
PINCH HITTER	NEW-WRITE
SUPER HOCKEY	
READY FOR	<b>LOCATION</b>
Crossfire\$32.50 Flamingo 32.50	Silver Streak .\$32.50 Bally-Hoo 27.50
Hawaii 32.50 Havana 32.50	Gold Ball 27.50 Play Boy 27.50
Honey 32.50	Shooting Stars 27.50
Jennings Chief,	Jennings Silver Chief, 5¢\$ 79.50
5¢\$49.50 Mills Blue	Mills Brown Front, 5c 89.50
Front, 5¢ 79.50 Mills Blue	Mills Brown Front, 10¢ . 89.50
Front, 25¢ 79.50 Melon Bell, 5¢. 89.50	Mills Gold Chrome, 50¢ 125.00
HOLLYCRANE	WRITE
WURLITZER MODEL	800 150.00
1/2 Deposit	With Order
Coven Distribu	chicago, Illinois
	endence 3-2210



**REBUILDING BY EXPERTS** We will COMPLETELY rebuild your old Mills escalator-type machines into EL BELLS or other late model machines. And we do the job at the LOWEST PRICE ever quoted for HIGH QUALITY workmanship. HERE IS WHAT YOU GET:

- · New Cabinet, complete with drill-proof plates.
- · New set of castings of Almag aluminum #35, cast in our own foundry.
- · New Jewel bell club handles and bushings. · New reel strips.
- Mechanism thoroughly check

## **COINMEN YOU KNOW**

9- CA

#### New York:

#### Chicago:

Charlie Lipton, of National Rejectors Service Company, New York, spent the early part of last week in Boston on biz. . . . Sam Kresberg, of Automatic Products, seon will announce his distrib appointments to handle the firm's Smoke Shop and Refresh-o-Mat. He reports the premix drink vender was well received at the recent National Association of Tobacco Distributors (NATD) convention. . . . Ira Katz, of the Metropolitan Tobacco Company here, was elected a vice-president of NATD at the close of the convention two weeks ago. His name was inadvertently omitted from the list of officers the associated released.

Ludwig Gittler, ex-stamp machine op, enlarging his route of Kleenex venders. He is concentrating on summer locations. . . . Dave Lutzker, of Premier Music, busy entertaining his new granddaughter. She arrived two weeks ago. . . . Sam Sacks, Uneeda Shine Machine prexy, recently journeyed up to Canada on biz. While there he licensed Mack Levin, Ottawa distrib, to manufacture his shoe shiner. Levin, who heads Regent Vending, has been a frequent visitor here.

I. Edelman, head of Edelco Manufacturing & Sales Company, returned to his headquarters in Detroit early last week after spending several days here on biz. He hinted he will soon bow a new arcade game that will accept up to three coins per play. Report is that the game is based on the bingo principle. . . R. T. Johnson, of Nedick's, is still testing one of Jim Stewart's cup venders to check its suitability for dispensing Nedick's orange drink.

#### Twin Cities:

#### Rumor had it this week that a key executive with one of the La Salle Street coin machine financing companies had resigned to take on a newly created post with a juke box manufacturing corporation. . . . Bertrand Jackson, of London, in Chi-

equipment in England. S. I. Neiman, newly appointed public relations director for the National Coin Machine Distributors Association (NCMDA) is a former newspaper man. . . . Nate Gottlieb claims that brother Dave is more excited about becoming a grandfather than his son Alvin is about becoming a father. . . . Empire Coin's Gil Kitt is back from a Cincinnati business trip. Ralph Sheffield claims that Empire now has the largest assortment of all types of coin equipment in the history of the firm.

cago for the week. Jackson is talking to vending machine manufac-

turers about a plan to license his

firm to build American-designed

Joe Schwartz, National Coin Machine Exchange head, says the used game business is on the upswing as the result of recent visits by a number of resort operators. . . . Chicago Coin's Pistol is in its 11th week of full production, . . . Coin Amusement Games is working on some new ray gun conversions. . . . R. L. (Smitty) Smith writes from his Mc-Henry, Ill., home that he is enjoying his retirement but misses those talks with operators. Smith was in the coin field 30 years. He resigned from the Buckley sales staff in April.

#### **Detroit**:

A marked spurt in activity in both sales and inquiries in the resort areas is reported by Jack Sta-



CRACTCUEN TOAL & MEC CA

WRITE FOR PRICES





Herman Paster, of Mayflower Distributing Company, seriously injured several months ago in an automobile accident near Chicago, has been going to his office here daily. He still is using crutches. Meanwhile, his wife, Cele, also injured, is confined to their home where she manages to get about only thru the use of a wheelchair and the aid of a nurse. Mrs. Sam Taran, aunt of the Pasters, who was injured in the same accident, has recovered at her home in Miami.

Dave Ziskin, of Silent Sales Company, says business was fair, with Solotone units getting a gratifying play thruout the territory. . . Harold Lieberman, head of Lieberman Music Company, flew to Chicago Wednesday (18) where he met Ted Bush, of Bush Distributing Company, Miami, formerly of Minneapolis, and also to do some buying. . . . Kenny Glenn, LaBeau Novelty Sales Company, reports Rock-Ola music has enjoyed a sudden spurt in business.

#### Hartford, Conn.:

The State Music Distributing Corporation offices in downtown Hartford recently looked like a trade convention, with the following calling on Ralph Colucci: Albert Latauska, Hartford branch manager, Capitold Records; Bill Brisco, RCA Victor; Harry Gold, Arrow Point Needles, and Leonard Berens, Stern & Company. Latauska was passing out cigars on the birth of twins to Mrs. Latauska.

International Representative Joseph Casey announced that the union, Local 566 of the United Beverage and Distributor Employees, is seeking wage increases, accident and sickness benefits, and other provisions. . . . The Connecticut State Senate passed House Bill 1619, which permits transfer of proceeds from the Connecticut cigarette tax to the State Soldier, Sailor and Marine's Fund, whenever needed.

pleton, sales manager of Training Devices, manufacturers of the new 1949 Model Quizzer. He reported that during the past few weeks both inquiries and purchase orders have been received at the factory from operators planning an active campaign in the summer resort areas. The demand has been heavy for delivery of machines before Decoration Day, he said.

Arnold McKeown is keeping busy handling the service and contact operations of the King-Pin Company, with owner-manager J. R. Peters commuting at biweekly intervals from his headquarters in Kalamazoo to visit the Detroit territory. . . . Lincoln Walsh, who formerly represented Telecoin here, has established the Washing Equipment Sales Company, handling laundry equipment sales in Michigan, Ohio, Indiana, Kentucky and Pennsylvania. The new firm is also operating some equipment locations in other States, but acting as distributor only in the Detroit area.



YORK BILLIARD TABLE CO.

4-336 Bowery

LAKE CITY SPECIALS
Wurlitzer 1015, very clean
Black Gold, St, H. L
Jockey Special
ROCK-OLA SHUFFLEBOARD-WRITE
ROLLDOWNS
Steel Roll Downs
NEW GAMES
BUTTONS & PISTOL CITATION CARNIVAL
MISCELLANEOUS
Packard Wall Box       \$ 18.5         Buckley Wall Box       \$ 0         Buckley Wall Box       \$ 0         Wurlitzer 30-Wire #3031       27.5         Bally Bowler       285.0         Wurlitzer Hideaway #1017       269.5         Rock-Ola Magic Glow       Writ         5000 Ft. 3-Wire Cable       7¢ Ff         Beacon Coin Operated Pool Table,       285.0         Like New       285.0         Ff. Rebound Shuffleboard, New       225.0         Silver King Vendors       6.9
PRE-WAR MUSIC BOXES-WRITE-
ATTENTION, ARCADE OPERATORS 5 Ball Games-\$22.50 Each Kilroy Rocket Superscore Spellbound Surf Queen Fast Ball SAVE TIME SHOPPING! WE WILL MEE OR BEAT ALL ADVERTISED PRICES II
THIS AREAL Terms: 1/3 Down, Belance C. O. D.
Lake City Amusement Co
1648 St. Clair Ave. Cleveland, Ohi

Chicago 15, III.



New York 12, N. Y.

1127 E. 55th St.

#### **COIN MACHINES** 122

The Billboard

#### May 28, 1949



..... 60.00 The above are clean and in good operating condition. Half  $(\frac{1}{2})$  Deposit, the balance C. O. D.

EA.

WIRE, PHONE OR WRITE

## **COINMEN YOU KNOW**

#### Indianapolis:

Morris Cohen has been added to the sales staff at the Indiana Automatic Sales Company. . . . Frank Banister, head of Banister & Banister Distributing Company, was a Chicago business visitor during the week. . . . The Music Operators' Association of Indiana, Chapter No. 2, met Tuesday night (17) in the Indianapolis Athletic Club. Floyd Meeker, president, presided at the closed meeting. . . . Fred Slough, of the Plymouth Novelty Company, Plymouth, Ind., was a coin row visitor, buying parts.

Henry Windt, of the Hoosier Simplex Music Company, reports a demand for Aireon coin-operated phonographs. . . . Due to unemployment in industrial plants here, there is a decline in coin-operated phonograph collections, but the collections in eating places, arcades and other amusement spots is reported only slightly below a year ago.

#### Los Angeles:

Jean Minthorne, of Minthorne Music, is making what he believes to be the longest service call on record. The firm's service manager, Paul Bennett, planed out this week for Labrador to install a Seeburg p.-a. system for the army. . . . Jimmy Marshall, Glendale operator, was in town. Ditto for Merle Van Lydegraf, who hails from the same suburb.

Sammy Ricklin and Gabe Orland, of California Music Company, report the record biz to be picking up. They recently got in a new shipment of TV receivers which are on display. . . . Henry Van Steten was in from his Whittier headquarters. .

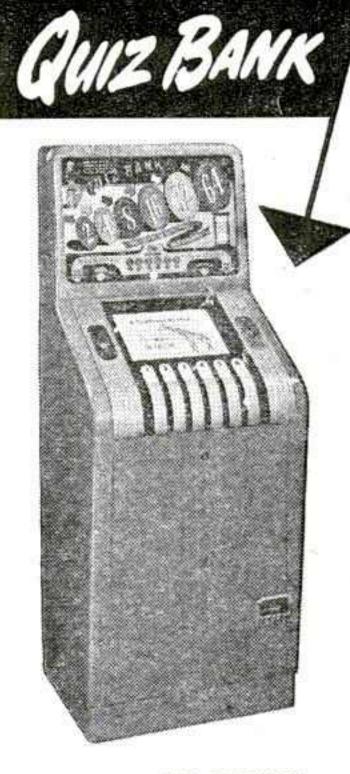
#### Spokane:

Demand for the new High Stepper, manufactured by George Schnabel, of Puget Sound Novelty Company, Seattle, is growing, Robert E. O'Meara, manager of the firm's Spokane branch, Inland Novelty Company, reported. The High Stepper is a conversion of the Bally Entry and the Special Entry, dressed up in chrome trim, and boasting several novel pay-off features. Each individual row of odds are on individual Stepper units, allowing odds to change with each additional nickel and making it possible to win higher odds in the place, purse and show section than in the win row. If the player gets on "L" or "R", he can push the mystic flash button and by putting in additional nickels can jump the pay up to \$2 and \$8. "It's the biggest thing I've seen in the conversion market," said O'Meara. "All major ops in the State are buying in quantity. Distribution so far is limited to Washington and Oregon but production lines are being stepped up to serve a wider market."

#### **Des Moines:**

The G. W. Onthank Company, Des Moines and Omaha, has been appointed distributor for Decca Records in Iowa and Nebraska. Frank E. Davidson is sales manager for the company with Richard Pertzborn in charge of record sales at Des Moines and James E. Blake in Omaha.

Newell Benson is traveling for Atlas Music Company in the Nebraska territory and Warren Merrill in the Iowa territory. . . . Atlas Music has taken on the Universal line, according to Phil Moss,









May 28, 1949	The Billboard	COIN MACHINES 1
When you buy from Run You buy the b		
SEEBURG HI-TONES		
WILL PAY \$150.00 EA.	CARNIVAL         119.50         CONTACT         99.50           HUMPTY DUMPTY         79.50         LADY ROBIN HOOD         89.50	
BING-A-ROLLS	MAGIC         159.50         MONTERREY         89.50           MOROCCO         119.50         PUDDIN' HEAD         139.50           PARADISE         109.50         PHOENIX         139.50	
Write, Wire, Phone Today! RUNYO SALES COMPAN		\$1500
Exclusive AMI Distributors in N.Y. NJ & 593 10th Avenue 123 W. Runyon St New York 18, N. Y Newark 8, N. LOngacre 4-1880 Bigelow 3-877	SARATOGA         139.50         SUMMERTIME         109.50           SAILV         119.50         VANKS         69.50	BRAND NEW ROL-A-TOPS
CLEARANCE SAL	They'll Go Fast At These Prices! Order Today!	Sc-10c-25c PLAY
New Bally Hi Boy	The House that Confidence Built"	FACTORY REBUILTS \$100 EACH
Bally Victory Specials, chrome rails 6 Bally Draw Bell, metal button 15	MUSIC COMPANY, INC.	Above Price F. O. B. Chicago WATLING MFG. CO.
Bally Draw Bell, red button 17 Keeney Bonus, Single 5¢ 17 Keeney Twin, 5¢ & 5¢ 29 Keeney 3 Way, 5¢-10¢-25¢ 40 Keeney Gold Nugget, like new, 5¢-5¢ 27	CINCINNATI · DAYTON · FT. WAYNE	- 4650 W. Fulton St. CHICAGO 44, ILL. Est. 1809-Tel.: Columbus 1-2772







	Week	Week		Lic. By				
1 2	26	10.		P. Lee Capitol 57-608-ASCAP				
10	26	12.		EJo Stafford-G. MacRae-P. Weston				
3	9	13.	AGAING. Jenkins Ork-Joe Graydon					
2	-	14.	BABY, IT'S COLD OUTSIDE. J. Mercer-M. Whiting-P. Weston					
13	10	15.		Ork Capitol 57-567—ASCAP R. Morgan Ork				
11 18 16. THE HOT CANARYP. Weston-P. Nero								
8	26	17.	FOREVER AND EVER	D. Shore-H. Zimmerman Ork				
2	21	17.	(F. Reed, Dance-Tone 33 Crosby-The Rhythmaires,	<ul> <li>T. MartinVictor 20-3333-ASCAP</li> <li>King Cole Trio, Capitol 15418; B.</li> <li>Decca 24524; F. Sinatra &amp; Tra P.</li> </ul>				
4	14	19.	Moore Four, Columbia 38 "A" YOU'RE ADORABL	ET. Pastor Ork				
5	24	20.		'E- P. Como-M. Ayres Ork				
11	12	21.	NING	B. IvesColumbia 38445-ASCAP				
17	14	23.	SO TIRED	F. Carle Ork-M. Hughes Columbia 38411—ASCAP R. MorganDecca 24521—ASCAP ers, Spotlite 509; R. Goff, London 354;				
6	19	23.	L. Johnson, King 4263; F.	Martin Ork-M. Griffin, Victor 20-3350 YSJ. Stafford-P. Weston Ork Capitol 15424-ASCAP				
				381; T. Martin-E. Hagen Ork, Victor arby Choir, Decca 24524; A. Vincent-				
3	21	25,	BALI HA'I	P. Lee-D. Barbour Ork				
3	23	26.	DON'T BE AFRAID TO DREAM					
•	6	27.	AGAIN	V. Damone-G. Osser Ork				
1	-	28.	HOW IT LIES, HOW LIES, HOW IT LIES (D. Day, Columbia 38453; B. Crosby-E. Knight-J. C	IT K. Starr-F. DeVol Ork Capitol 15419-ASCAP A. Lund-J. Thompson Ork, MGM 10406; Conlon's Rhythmaires, Decca 24612; B.				
14	16	30.	Moreno Ork, Victor 20-34 CARELESS HANDS	S. Kaye OrkVictor 20-3321-ASCAP				
14	17	29.	RED ROSES FOR A BL	UE V. Monroe. Victor 20-3319-ASCAP				
			2.4.01					
	hecke	d by Me	BOXES Factory Trained chanics	HEADQUARTERS for SLOT MACHINES				
POST				We Offer Only the Best,				
Seeburg	54 W	Wire	eless	Unconditionally Guaranteed MILLS—All Models ©				
PRE	er Mo	del 302	0, 5-10-25¢ Wireless 60.00 0, 5-10-25¢ 3-Wire 55.00	CRISS CROSS  TIC-TAC-TOE OVER AND UNDER				
Seeburg Seeburg	5-10-3 54 W	25¢ Win	eless	Complete Machines and Conversion Kits Used Machines Taken in Trade. SAVE MONEY WITH				
Seeburg Wurlitz	er Mo	-1Q 30- del 125	Wire	BAKER NOVELTY CO.				
	B. J		ributors, Inc.	1700 W. WASHINGTON BLVD.				



#### The Billboard

Study Shuffleboard Financing

#### **City Survey:**

## Locations Abound, But So

DETROIT, May 21.-Detroit offers eight rebounds. The regular board to competition of free-play boards noticed. can be found.

an excellent market for expansion drew scant attention for some three of the modern coin-operated shuffle- weeks, until a scoreboard with lights board-with a big if-if the answer was installed, then a pick-up was

**Rebounds Slow** 

This is the second of a series of city surveys of the shuffleboard field described from the operator, distributor, manufacturer and location viewpoints. In the next issue of The Billboard the third of the series, covering the Minneapolis-St. Paul area, will appear.

Shuffleboards are an old story in Detroit and have been familiar in bars here for 10 or 15 years. They were an accepted feature of the locations, giving the patrons an extra form of amusement, without cost. In the past year there has been some n'able increase of boards spotted this week by the Purveyor Shuffle- for the first time, features a maple in the neighborhood taverns. But, again, they have been of the play-forfree type.

Up-State, the story is quite different, with paying boards the rule and proving successful. It is estimated that there are at least 700 veyor. free-play boards, mostly owned by

The rebound games, however, started slow when Spring installed them five months ago and had continued slow. Accordingly, he is taking these in pairs and matching them back to back, to make a single long (See Locations Abound on page 132) the picture.

## **Tucker New Purveyor Exec; To Intro Sportsman Board**

of a new production director, and an- set, but will be established by the end nouncement of a new shuffleboard, to of the week. The Sportsman, which be called the Sportsman, was made will be shown to operators next week board Company here. Herb Perkins playfield and is completely modern reported that William Tucker, formerly general manager of Mercantile Displays, who engineered and designed the Mercury ''9er, has been named production director at Pur-

Tucker has already set up produc-

CHICAGO, May 21.-Appointment | price. Final price tag has not been in design.

> Purveyor also will open the doors on its newly completed showrooms here next week. The location has been redesigned and construction was completed this week.

> > New Shuffle Light

**Manufacturers** Make Plans For Future; Monarch Sets Do Op Problems in Detroit Package Deal for Operators

SHUFFLEBOARDS

**Prepare for Leveling Off Period; Bacon Airs Views** 

#### By Norman Weiser

CHICAGO, May 21 .- With the first flush of buying over in many areas, shuffleboard manufacturers are mulling means to aid in various ways to assist the operator in the purchasing of new equipment. While financing has long been established in the coin machine field, it is comparatively new to the shuffleboard phase of the industry, and many questions peculiar to this type of operation must first be answered before finance firms, which have specialized in coin machine paper, will enter

> However, several manufacturers have already made arrangements with banks and other financing organizations. Newest plan was completed this week by Roy Bazelon, president of Monarch Shuffleboard, Inc., after more than six months of negotiation. Under the plan as approved, operators who qualify may purchase Monarch boards and all types of accessories by paying onethird of the purchase price down, and the balance in 10 monthly installments. A 6 per cent carrying charge covers the financing according to Bazelon.

125

Operators can arrange for this financing thru Monarch. Those who are interested may obtain applications from the manufacturer. After these applications are processed, the purchases can be completed.

individual bars, in the city. There are 2,500 licensed locations.

The coin-type boards have not been accepted by most established distributors here, because the free boards have made impossible their sale to operators. A: P. Sauve & Son are distributing the Chicago Coin board, while Brilliant Music Company is distributing for Rock-Ola. The distributors do not know of any other firms now represented locally, altho Valley boards, made in Bay City, are being shipped in, and some other boards have made their appearance in the territory.

#### **Up-State Situation**

Dale Suave, of the distributing firm, reports that there is little market for additional boards in the area, because they have already been placed in most of the better locations, and the saturation point appears to be approsching.

In Detroit, it is almost impossible to find a coin machine operator who handles shuffleboards, except as a service. While there are reports that several operators may have placed a few coin boards in the city or suburbs. distributors have been able to unearth only two operators with pay-chute boards, A. Jordan Spring and Clare Spooner. Their routes, altho small. are being intelligently operated and provide a key to test operation that points the way to future expansion.

Spring has one regular board and

#### See Shuffleboard Leagues in Omaha

OMAHA, May 21.-League play and a city tournament are in prosperhere with the introduction of shuffleboard by Roy Wasmuth and Harold Stephens, LaCrosse, Wis. They have set up headquarters at Shuffle Inn. 1625 Jackson Street. Shuffleboard already is featured in many taverns here.

tion schedules on the firm's new model, Perkins revealed, and will supervise the building of the unit. Altho headquartering in Chicago, Tucker will spend much of his time at the plant in Michigan where the Sportsman will be built. Present output is 10 boards a day, but under Tucker's direction, this figure will be stepped up to 30.

#### New Model

Perkins, in announcing the new Purveyor board, reported it is being score pads, wall hangers, crayons, brought out in answer to the opera- T-squares, Simoniz, duo electric tor demand for a quality unit at a low | buffer and polisher.

Augmenting its de luxe lights for shuffleboards, Perkins said the firm is introducing a new neon light which is attached to the side of boards. Called Nu-Lite, the low-priced unit will be held in place by screws, while clamps are used on the de luxe model. Nuplating, it was stated.

Also included in the Purveyor line are Golden Glide wax, cleaning polish, precision ground steel weights,

## Standard Stairworks To Unveil Line; Features Radical Design

CHICAGO, May 21 .- Art Bjorne- | ready in production, and approxistad and George M. Jensen, partners mately 100 boards have been shipped.

in Standard Stairworks, Chicago, manufacturing firm, this week unveiled their new line of shuffleboards, including one of revolutionary design for small or angular locations. Called a "corner shuffleboard," the new unit measures 11 feet, with the center of the board turned at a 90-degree angle, to fit into a corner. Puck is thrown in the usual manner and is banked off the center cushion so as to continue into scoring position.

Corner shuffleboard comes with six folding legs, and, according to the manufacturers, has been designed for easy shipment and setting up on location. Patents are now pending on the new units.

#### Luxor Board

Also featured in the new Standard Stairworks line is the Luxor, a ninefoot board of regulation design. This board comes with four legs and is also built for easy delivery.

Bjornestad and Jensen revealed hat production is now being set up for the corner shuffleboard, and an a day is planned. The luxor is al- and tournament winners.

## **Gould Produces ShuffleTrophies**

LOS ANGELES, May 21.-A shuffleboard trophy is being manufactured by Dave Gould, general manager of the American Shuffleboard Sales Company. Inquiries from operators and location owners prompted Gould to secure the services of a trophy designer and place it in production.

The trophy is an ash tray ornamented with a miniature shuffleboard. It is six inches long and three and one half inches wide made of hammered bronze. The trophy has a name plate and a felt bottom. It is two tone and weighs approximately a pound.

#### **Rock-Ola Report**

Rock-Ola, one of the largest manufacturers of the boards and other coin-operated equipment, has had its eye on the financing problem for several months now, J. Raymond Bacon, vice-president, said this week. Lites will be finished in chrome And the firm has been financing (See Shuffleboard on page 126)

## **First Shuffle Parlor Set-Up** For Spokane

#### **Other Coin Units Included**

SPOKANE, May 21 - Spokane's first shuffleboard parlor opened last week and with no advertising to date, has averaged between \$17 and \$18 a day, according to Harry Peck, owner.

A former tavern operator, Peck became sold on shuffleboards following a trip thru California, Arizona and Nevada in March after selling his tavern.

Location at 1030 Sprague is called the 1030 Shuffleboard Club. Peck has installed four American boards, a juke box and candy, popcorn and cigarette vending machines. Everything is coin-operated to reduce overhead.

Peck has three salesgirls selling \$1 memberships in the club which entitle members to reserved tables and tourney privileges. He plans to sponsor a shuffleboard league of 30 teams with 10 members each.

Shuffleboard sales eased off recently in Spokane but distributors In designing the trophy Gould are looking for a sharp increase if wanted one that would be in a low pinball machine operation stops toprice range and still be attractive morrow (22) as ordered by the city output of between 30 and 40 boards enough for presentation to league council. Pinball ops have said they would fight the ban in court.

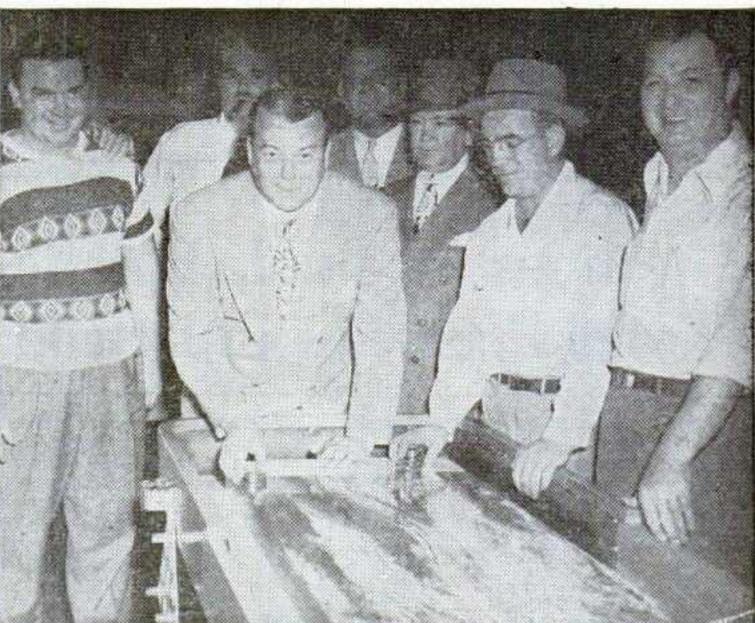


#### 126 SHUFFLEBOARDS

The Billboard

May 28, 1949





ST. LOUIS OPENING of Perma-Top Corporation's branch office draws operators, distributors and players to K. O. Koverly's Mural Room where event was celebrated. Left to right: Bud Baker, operator who won \$100 tournament prize; Jim Guichard, Perma-Top president; Harold Wolf, Mural Room official; K. O. Koverly, one of the world's leading professional wrestlers; George Burke and Fred Cherry, operators, and Harry Beadles, branch manager.

## **Shuffleboard Manufacturers Formulate Plans for Future**

(Continued from page 125) purchases, in conjunction with distributors, altho this activity has been Guichard, president, reported.

"Many distributors are either financing purchases, or arranging for their purchases, but this has not been financing thru their local banks." Bacon said, pointing out that Irving

range financing for purchases by operators thru a Chicago bank, Jim

Other firms have also undertaken to assist specific operators to finance a general practice in the trade.

While shuffleboard financing has not been a major problem to date, most manufacturers see a financial "leveling off" in the not too distant future and agree this will play a much greater role in the industry. Operators, waiting for their boards, purchased for cash, to amortize themselves, will be forced to seek financing in order to expand their activities. It is for this reason that manufacturers are now studying the financing picture, and working out operable solutions, so that they will be prepared to shift into the new Perma-Top has been able to ar- economic structure without trouble.







These distinctive, eye appealing shuffleboards are designed to increase operators' take. They average \$50 to \$100 per board per week.

National Shuffleboard, being the oldest exclusive shuffleboard manufacturer, has the "know-how" to keep operators' TAKE at a high level. Local, State-wide and National team competitions are part of National's promotional plan to build up operators' TAKE. Build up your profits. Send the coupon.... National Shuffleboard Co. Dept. A528, Orange, N. J. Please send details. I am operating in

SHUFFLEBOARD MANUFACTURER

Copyrighted mater

NATIONAL SHUFFLEBOARD CO. ORANGE NEW JERSEY THE WORLD'S OLDEST AND LARGEST Exclusive



stree

city

state





DENCIA

3



Cash

Box

Weight: 37 lbs. Size: 11" W. x 30" H. x 6" D.

A STATES CHARTEN STATES

#### REENEY De Luxe MODEL SHUFFLEBOARD SCOREBOARDS

Obtainable in regular shuffleboard play — or in combination of Regular Shuffleboard and Horse Collar play. Automatic scoring advances progressively at each touch of buttons. Coins must be inserted for every play! Cabinet color choice: burgundy, cobalt blue or green finish. Furnished with 5c or 10c chutes, as specified. Slug rejector equipped.

Weight: 58 Ibs. Size: 26" W. x 32" H. x 7" D. Order Yours Today — The Plastic Numeral model to the left or both DeLuxe models to the right are designed for wall mounting and may be hooked up on the same current line as shuffleboard.

Write SEE YOUR KEENEY DISTRIBUTOR J. H. Keeney & CO., INC.



## NOW YOU CAN OPEN THOSE THOUSANDS OF SMALLER LOCATIONS ... NEW LOCATION \*CORNER SHUFFLEBOARD

\* 11-FT. SLICK, HARD, SEASONED BIRCH PLYWOOD PLAYING FIELD \* WARP-PROOF, MAR AND STAIN RESISTANT \* STUDY, MODERN SEASONED HARDWOOD CABINET

**9 FT. STRAIGHT SHUFFLEBOARD** 

Same Hard, Seasoned Birch Plywood Playing

Field; sturdy, modern hardwood cabinet, priced low for faster profits. The ideal board for those smaller locations that can't

take a large, expensive board. WRITE FOR

SENSATIONAL LOW PRICE DEAL.

Priced Amazingly Low For Faster Earnings!

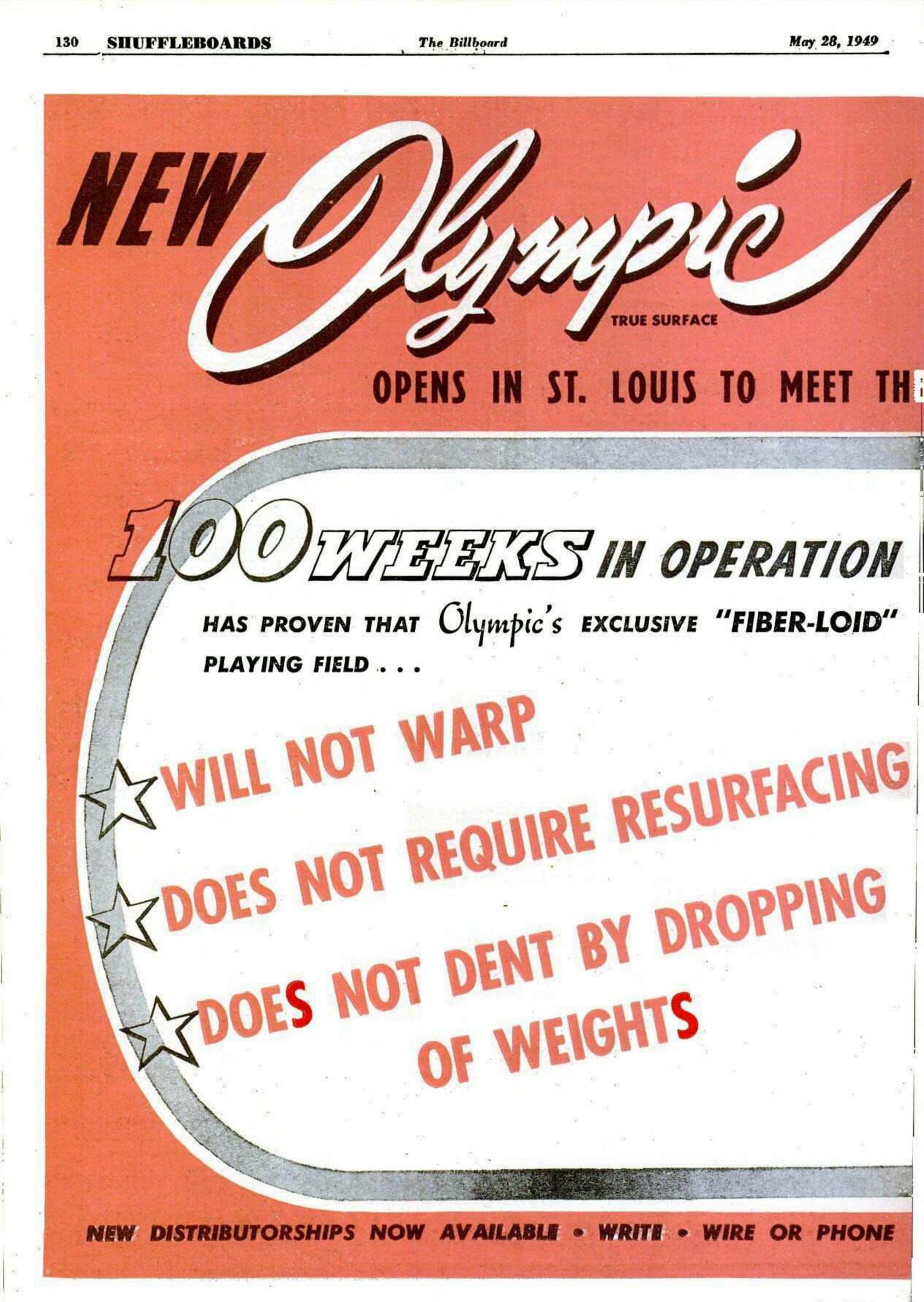
NOT A NOVELTY! CORNER SHUFFLEBOARD is now earning top money for America's largest Shuffleboard Operators in locations that can't hold straight shuffleboards. Here is that extra profit opportunity you have been looking for. WRITE-WIRE-PHONE for complete Money-Making Details.

### STANDARD STAIRWAYS

3563 Milwaukee Ave.

Phone: Klldare 5-8603. Chicago, Ill.







# 

## TREMENDOUS Olympic SHUFFLEBOARD Demand

TAKE NO CHANCES: ... PROTECT YOUR LOCATIONS WITH PROVEN-GUARANTEED OLYMPIC SHUFFLEBOARDS ... THE NATION'S LEADER!

The rapid expansion of Olympic Shuffleboard plants to meet the Nation's Olympic Shuffleboard demands speaks for itself in quality and leadership. Operators know and have proven that Olympic's exclusive "FIBER LOID" playing field is outstanding among all shuffleboards. . .

Otympic shuffleboards are competitively priced . . . take no chances . . . shuffleboards are here to stay . . . why buy boards that require costly maintenance and replacement when you can have the Nation's best.

Your Olympic Shuffleboards can now be shipped to you from the nearest plant location giving you the advantage of reduced rates.



**OLYMPIC COIN - OPERATED** SCORING UNITS AUTOMAT-ICALLY ASSURE FULL RE-CEIPTS OF GAMES PLAYED.

Electrically operated, the score can be seen from both sides of the board. Olympic shuffleboards are sold with or without scoring units.



IT IS PROVEN where wooden fields are operated along side Otympic "FIBER-LOID" fields-Olympic gets full capacity of play.

The popularity of Olympic boards is steadily increasing as more and more location owners recognize Olympic's outstanding features and player reaction. The slick true-surface playing field offers no alibis for fans or tournament players. Successful profitable leagues have been formed all over the Nation. As many as 12 Olympic boards side by side are in operation in arcades. Thousands of locations are still available and thousands of new locations will become available in the years to come.



Otympic shuffleboards are built far more durable than Vijmpic anurnepoards are ount tat more ouraon men required in normal usage assuring years of constant required in normal basis seauring years or constant service. Required resurfacing of other boards due to warping and dropping of weights will not occur with an Olympic "FIBER-LOID" field. \*REGISTERED

Only "FIBER-LOID"\*

CAN TAKE IT WITHOUT MARRING

"FIBER-LOID" has withstood all required tests in aviation, shipbuilding and other industries . . . now has proven itself again in **OLYMPIC SHUFFLEBOARD FIELDS** 

OLYMPIC SHUFFLEBOARDS CARRY A 1-YEAR WRITTEN GUARANTEE

A SIZE TO FIT ANY LOCATION





#### SHUFFLEBOARDS 132

The Billboard

F. O. B.

INGLEWCOD,

CALIF.

\* Compact

May 28, 1949



## EASILY REACHED.

and best material and equipment used thruout, including A.B.T. model slug

## **Locations Abound But So Do Op Problems in Detroit**

(Continued from page 125) to save his investment in the boards.

Several location owners wanted to buy boards outright, to operate on free play, but Spring discouraged this

"Such free play shuffleboard operation would serve as unfair competition for operators having other types of games, such as guns or bowling machines, in near-by bars, where they are of course charging a fee to play. He said, "I have found that, while free games may briefly stimulate bar business, they tend to level off very quickly."

Clare Spooner, with five machines, actually the largest known operator in the field here, is enthusiastic about the boards. "I am putting every dime I make right back into the business," he said. "It is going great guns. There are practically no service calls, and the income is very good."

Four of Spooner's locations are close together, and he has organized an informal neighborhood league.

He is offering a bronze cup as a tropny for tournament - playing at each bar. The games are scheduled regularly, with cards in the bar advertising the time games are played, so that they will draw an audiance, like any regular sporting event.

A six weeks' tournament is scheduled with 16 men or eight teams competing. Play is on an elimination basis so that the following week there are only half as many teams to play.

#### Standard Boards

Spooner pointed out that players have been pleased to see that standard boards (22 feet) only are used when they enter tournament play. Non-standard sizes are definitely barred. Plastic tops, he said, are not used. Commenting on the free-play situation, Spooner said: "The acceptance I have found in the few locations in operation is very good for the coin-operated games. We have installed them close to a free-play board in another competitive tavern and have found that they work out well even under those conditions. "I think the reason is that if you give people something free they will not appreciate it. Charge for it and they will appreciate it properly. We have had free-play boards in Detroit for years, but they never amounted to very much. "I have talked to location owners in many spots having free play, and they would like to put on a meter. The only way to do that, however, would be to remove their old boards for a month or two and then have the regular operator put in a new one for them. Personally, I would take a chance under those conditions on any good free-play stop." The charge in Spooner's locations is a dime per person per game. Nickel play is unknown here, except in some few locations in the resort areas where location owners charge a nickel per player. A spurt was given to the shuffleboard situation in Detroit by the visit a week ago of a representative of the American Shuffleboard Congress who met a number of operators at the Brilliant Music office. Interest in regular tournament play and in the interstate meet being projected was considerable. Estimates are that not over two dozen boards in the metropolitan area have coin chutes. Play is very good in these locations, however, with reports indicating that boards are giving the operator \$30 or better as his share of the income per week. In the last month some operators have indicated an interest in putting machines on location on a pay basis on the West Side of the city. The

East Side has been the home of most board out of them. The first of these of the free-play boards, a spot check remodeled units has been completed indicates, and some operators feel and appears to be satisfactory, but that the new boards can be gradually Spring admits this is only being done introduced by the selection of locations not directly competitive.

Still another experiment is to be tried out by Brilliant Music, to promote the expansion of the industrya challenging installation of 10 machines on the East Side, right in the heart of the free play district, to operate at a nickel a player. This may well be the answer to Detroit's big IF.

SHUFFLEBOARD LIGHTS **Immediate Delivery!** \$1.95 EACH **Quantity Prices on Request** Beautiful Brown Baked Hammerloid Finish. Easy to Install on Any Shuffleboard. Colden Glide Super-Speed Wax e Cleaning Polish 

Precision Ground Steel Weights Score Pads 
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ROLLARS.

The Billboard

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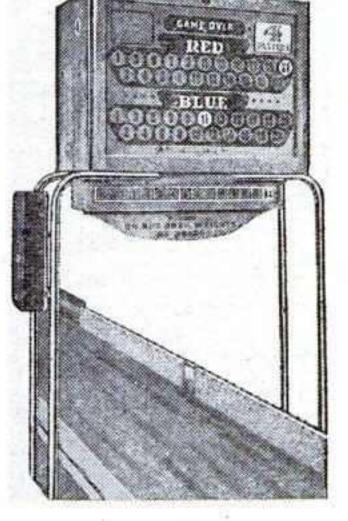
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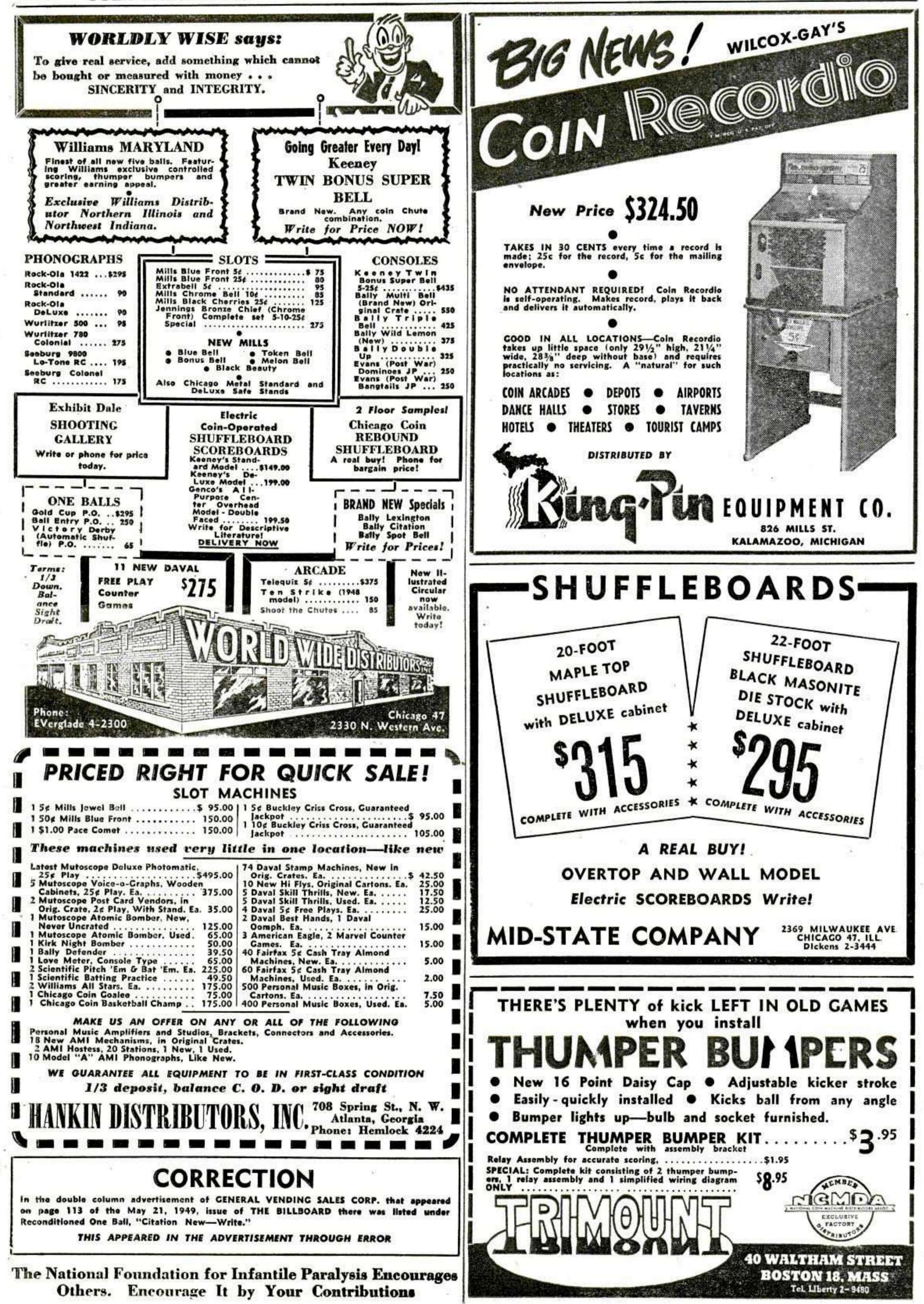
WALL, TABLE



#### **134 COIN MACHINES**

The Billboard

#### May 28, 1949





May 28, 1949		illboard	COIN MACHINES 135
	d Reviews ed from page 111)	and 22 foot, guaran	- The finest Black Tops, 18, 20 teed against warping, complet
	• 80-89 EXCELLENT • 70-79 GOOD SATISFACTORY • 0-39 POOR	with all accessories. TWO FACED ELECTI with coin box and cl Set of 2 lites for Shuffleboard, \$1	\$395.00. RIC SCORING UNITS, complete brome uprite supports, \$175.00 0.00. We carry a complete line of Pucks and Wax.
ARTIST RATING	S ARTIST RATINGS	4 20 ft. all Maple F.S. \$275.00 10¢ V 3 Chicago Coin 10¢ 25¢ V Coin Operated Blue	SLOTS AND BELLSARCADE EQUIPMENT Watting Roll-a-Top 69.50 Fronts, 5¢, \$75.00; ¢, \$85.00; 25¢ 95.00
ABEL AND NO	LABEL AND NO	3 Cleveland Coin 10¢ Brow Coin Operated \$75 Rebounds	An Fronts, 5¢, 5.00; 10¢, \$85.00; ennings Silver 1 Pitchem & Katchem 2 Batting Practices, 75.00
COMMENT	COMMENT	USED CONSOLES Ch 1 Bally 5¢ High Boy .\$195.00 4 Pc	lennings Bronze lef
HOT JAZZ ATTI PAGE (Mitch Miller Ork) (Mercury 5290) /hispering 767875-	LATIN AMERICAN DANIEL SANTOS (Seeco 7026) Cancion De La Serrania	6 Keeney 4-CoinEaSuper Bells95.002 Deluxe Draw Bells 225.002 Regular Draw Bells 190.004 Baker Pacers125.001 Se2 Mills 1948 ThreeBells275.00	Ils, 5t-10t-25t,       135.00       8 Boomerangs
atti gives the oldie a zz treatment. Fine gui- r and bop tenor solos e featured.	-75 (cancion jibara) 79828076 Colorful number has the strong quality of folk music. Strong off-beat rhythms should please	1 Bally Big Top 5¢ 25 Sil	USED VENDORS W. 1¢ #39 Peanut ndors
abaret 686868- ine has shown little e to date, and on this le, too, there's nothing ecial offered.	dancors while the shant	2 Saratoga Sc F.P 49.00 25 Sil 1 Bally 5-5-5 Triple Ve Bells	Iver King Nut ndors8.50Fishing Well295.00ndorsAtomic Bomber195.00ndors, like new 15.00 orthwestern 1¢-5¢Wheel of Romance245.00Luxe16.50Cross Country Race495.00
anly executed, much-	-74 Santos and his Cubans turn in a danceable bo- lero. The melody shows Cole Porter influence, but little more.	and B.G	ROLL DOWNS
ried treatment of the and tour-de-force fig- es to get good jock play. (mbanchero 687068-	-67 A La Buena De Dios	all sizes, Pound30 Sport Victor Toppers, \$10.00 each in lots of 100 or more. Super One	Rolls 49.50 Ismen Rolls 49.50 City
ashy Latin-typer is in accepted August xylo- one piano style, but king the initial novelty pact of earlier efforts.	(guaracha) 79807880 Number was penned by Bobby Capo. and it's a rich one. Santos gets some able assistance from	Television Phonographs, ful- ly selective music box with Emercon's 15-inch Television built in excellent shape.	Rolls 49.50 W Roll 49.50 Arrows 49.50 o Play Balis 49.50 nce Rolls 65.00 W COUNTED CAMES
ISSELL JACQUET ORK	a great band and chorus. Cut in Cuba. Mi Palabra De Honor	Special \$850.00 each. Penn: A.B.T A.B.T	W COUNTER GAMES y Target
e opens promisingly an interesting riff h echo effects, to an ention-rousing cubop t, but nothing ever	Santos warbles this ballad with spirit, but the more romantic offerings are not his favorite dish.	25 PX-8	Electric Shocker 19.50         Deposit,           Hunter         45.00           et King         45.00           man 5¢ View-a-         Balance           pe         49.50           1-a-Ball         19.50
ng's Spinner 677067- aight, unpretentious	-64 MARIA LUISA LANDIN (Victor 23-1191) Que Te Pedi (bolero) 72757270		al prices for 10 or more

25 B B

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fast bop riffer swings along nicely, with Joe Newman blowing some okay Eldridge-like horn the solo feature. Unison work and drums okay.	Mexican thrush packs rich drama into a quality ballad. Fine chanteusing. Si Tu Regresaras (bolero mambo) 71727070 Gal shows Parisian in- fluence in her intimate	
LEO BLIVERS-IKE DAY- GENE AMMONS- CHRISTINE CHATMAN- LOWELL POINTER	whisperings. Fairly gen- teel orking is more bo- lero than mambo.	2021-2025 PROSPECT AVE · CLEVELAND IS, OHIO MLS. GISSER, ME
(Aristocrat AR-711) Three o'Clock Jam Session, Pts. I & II Opening side is "Stuffy," while reverse is Ammons' tenor solo on "Once in	PEDRO VARCAS (Victor 23-1190) La Vida En Rosa (blues) 82838282 Commercial ballad is a Vargas original, given import by his own pow- erful interpretation.	OPERATORS' OPERATORS' RECONDITIONED PINGAMES
a While." Both sides build from nothing to nowhere, tho Ammons still has excellent tone. Balance is poor	Falsos Juramentos (bolero) 828282 Plenty of strong tropical flavor in this typical Vargas offering.	OPERATORS OPERATORS INFORMATION INFORMATION ON REQUEST READY FOR LOCATION
BEN VENTURA-THE BOP CITY FIVE (Manor 1177) Cole Cuts Good, heavy beat to this semi-bop instrumental by Charlie's brother Ben and the Bop City Five.	HUGO DEL CARRIL (Seeco 7027) El Novio De Maruja (couplet) 75777673 Novelty offering by the Argentine film star is recommended only for	All Baba       \$119.50       Circus       \$ 84.50       Moon Glow       \$129.50         Banio       \$95.00       Jack & Jill       104.50       Screw Ball       169.50         Big Top       \$174.50       Jamboree       \$2.50       Show Boat       129.50         Blue Skies       \$119.50       Manhattan       \$45.00       Thrill       \$7.50         Bonehead       \$130.00       Major League Base-       \$7.50       Treasure Chest       \$39.50
The Snake Pit 55575355. Good tram, good plano, good beat. Sam Krupits' bop vocal is not quite the real thing. Too bad Ben had reed troubles.	Spanish-speaking buyers. Fue En Buenos Aires (tango-bolero) 76797675 Ditto for a more roman- tic offering.	Cinderella
CHARLIE VENTURA ORK (National 9077) Pennies From Heaven 72757070 Buddy Stewart sings the oldie nicely while Bennie Green and Ventura lend neat solo bits on tram and tenor.	FERNANDO FERNANDEZ (Victor 23-1209) Yo Creo En Ti (bolero) 81828080 The Mexican swooner's velvety voice is in fine form in this moody bo- lero. Constant tempo and good beat are okay for dancing	Editabilished BELL, MILLS Q. T. BELL, MILLS VEST POCKET BELL, MILLS JEWEL BLUE BELL and BLACK BEAUTY. 2011 MARYLAND AVE., BALTIMORE 18, MD. PHONE: BELMONT 1800
Deed I Do Jackie Cain and Roy Kral team for the bop scat and Jackie handles the tyric alone in this brisk rendition of the fine standard.	Hipocrita (bolero) 838482 Beautiful class bailad is made to measure for Fer- nandez' lush phrasing. This side is alo in tempo. CARLOS MOLINA	BE ON THE SAFE SIDE-BUY WEST SIDE! CONSOLE ROLLDOWNS
JAY McSHANN (Down Beat 205) Someone To Watch Over Me 65656466 Pleasant enough reading of the evergreen with	(Capitol 37-595) Hasta Manana (Bobby Rivera) Lush, danceable bolero, Yankee style, with so-so Spanish warbling. Rhumba Rhapsody Beautifully cleffed and	BERMUDA GOLD MINE COVER GIRL TOTAL ROLL 1/3 With Order, Balance C.O.D., F.O.B. N. Y. We Carry a Complete Line of Phonos. WRITE FOR FREE PARTS CATALOG
McShann's 88-ing featured. Soft Winds 72747072 Easy-flowing rendition of one of the very top works of the Benny Goodman Bextet. It's a wonderful riff.	Beautifully cleffed and played version of the Moorish-flavored stand- ard, with special accent on imaginative plano. Fine for dancers, and merits mucho jock play. (Continued on page 137)	WEST SIDE DISTRIBUTING CORP. 612 10TH AVE., NEW YORK 18, N. Y. PHONE: CIRCLE 6-8464 GIVE TO THE DAMON RUNYON CANCER FUND

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The Billboard

May 28, 1949





#### **COIN MACHINES** 137









#### **COIN MACHINES** 139









**COIN MACHINES** 140

The Billboard

IT'S NEW! IT'S FAST! PLAYERS ARE WILD ABOUT

Opicago

May 28, 1949

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Chicago Cain Machine Cc.	INTERING BIVE. Chicago 14, III.
PRICES         SLASHEDS           A REAL BARGAIN ON SLOTS         PHONOGRAPHS           Mills Brown, Blue, Gold Chreme, Bows,         67.50           S. 10c, 25c         94.50           Mills Black Cherry–50c         10c, 25c         105.00           Mills Black Cherry–50c         100.00         117.50           More Chiefs         57.50         106.02         117.50           More Chiefs         57.50         100.00         1422         234.50           Jennings Victory Chief, Silver Chief, Silver         57.50         1064 Rock-0la 1422         234.50           More Chiefs         57.50         1064 Rock-0la 1422         234.50           Mulls Gladen Falls—10c, 25c         120.00         56-borg Mayfair         145.50           Sec 1947 Chrome Twin Jackpod         57.50         50         50         50           More Chiefs         51.50         146 Rock-0la 1422         234.50           Mulls Solatar Huin, JP         79.50         50         50         50           Mulls Black Roll         54.50         50         50         50           Mulls Stars         18.50         18.50         50         50           Mulls Stars         18.50         19.50         50	Definition of the star

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4218-30 W. LAKE STREET . CHICAGO 24, ILL.









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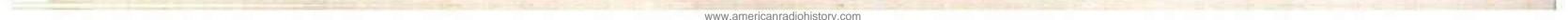
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#### **COIN MACHINES** 146

The Billboard

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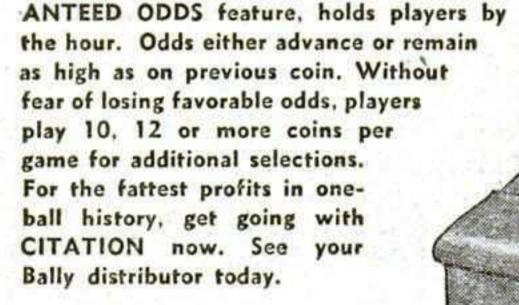
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May 28, 1949

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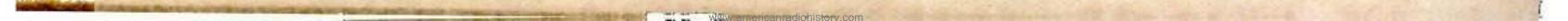


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